



AnnaVA AI

6 REASONS YOU HAVEN'T BROKEN FREE FROM THE RAT RACE

A FREE GUIDE FROM ANNAVA AI

A VA with an AI edge

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A note from Anna

This guide started as something I wrote years ago, back when I was finding my own way out of the corporate 9–5.

A lot has changed since then. I now run AnnaVA AI — a virtual assistant service supporting charities and small businesses across the UK, openly and proudly powered by AI.

But the principles in this guide? They haven't changed at all. Confidence. Determination. Backing yourself. Doing the work.

Whether you're a charity leader trying to do more with less, a small business owner who needs support to grow, or someone who just wants to do things differently — this is for you.

Maddie — my tiny white chihuahua and soul dog — never gave up. Neither should you. ❤️

Anna x
AnnaVA AI

In memory of Maddie, 2013–2024

Tiny, tenacious, never gave up. The spirit behind AnnaVA AI.

REASON 1

I Am The One And Only

Confidence is the number one reason people never break free from employment and become their own boss. I hear it constantly — “I can't do it.” But here's the thing: you probably can.

I started my business whilst still working full time. I worked the 9–5 for my employer, and the 5–9 for myself. Yes, it was a lot of hours. But I could not afford a sudden drop in income, so I built gradually. I dropped to part time, then finally no time — free.

The only thing that kept me going was confidence in my own abilities. I had done my research. I knew I could do this. I believed I could find the work.

Whether you want to run a charity, build a small business, or work for yourself as a VA — it starts with believing you are capable. Because you are.

Ultimately, I believe in myself — and you need to believe in yourself too.

REASON 2

If At First You Don't Succeed

Determination is confidence's best friend, and it is a non-negotiable feature of breaking free. The day I left my last employer, over 20 colleagues told me they'd be next. That was almost a decade ago. To the best of my knowledge, only 3 have left.

If you really want out — from employment, from a role that's not working, from a way of doing things that doesn't fit you — there is a way. But you have to have determination and grit.

If you start and find it isn't working exactly as planned — change it. Try again. Try harder. I knew with every fibre of my being that I needed a different path. It wasn't a dream, it was a reality waiting to happen.

Determination pushes your dreams into realities.



REASON 3

It Is a Non-Negotiable Social Convention

So many people tell me they can't make the changes they want because it isn't 'socially acceptable.' I hear things like: 'Everyone expects me to do things a certain way.' Sound familiar?

Social expectation creates clones. And the world doesn't need more clones — it needs more people doing things their own way, on their own terms.

The most successful people I know — including those running the most impactful charities and scrappiest small businesses — broke the mould. They decided to do things differently. So did I.

Monday is just another day in my self-planned, self-governed schedule. Sometimes I go for coffee. Sometimes I work in my pyjamas with eight dogs on my lap. The point is: it's mine.

Stop letting other people's expectations write your story.



REASON 4

Green Is Not Your Colour, Darling

Envy is an ugly emotion. If you sit in a green-tinted haze of jealousy at someone else's business, life or success — you are wasting the one thing you cannot get back: time.

It doesn't matter how they got there. They made it. And one sure-fire way to never get there yourself is to sit in envy of them.

There will always be someone who has something you want. Someone whose charity is further along. Someone whose client list is bigger. Give up the envy and take up confidence and determination instead.

Believe you can achieve — and you will.



REASON 5

Scaredy Cat?

But... it's all so scary. Yeah, it is. But for me, that is half the fun. Fear is proof you're alive. Proof you're not just another person on the treadmill.

I know what I need to earn to pay my bills. Everything beyond that is 'take a chance' time. I am always trying new things, always pushing boundaries, always thinking outside my box.

I have seen people walk away from high-paying jobs with masses of debt — and they are flying. The fear didn't stop them. It pushed them.

What if you fall? Oh, but darling — what if you fly?

The fear means you're doing something that matters.



REASON 6

Put Your Back Into It

'I was going to write my business plan, but I was tired.' 'I was going to reach out to that charity, but I got distracted.' Sound familiar?

I am not a workaholic. My Monday mornings often involve tea, eight dogs, and a lot of meaningless chatter. But when it matters, I put the hours in. I'm often still working at 10pm — comfy chair, laptop, dogs on my lap, completely on my own terms.

The most frustrated failures are the ones who believe that just deciding to do something is enough to guarantee success. It isn't. You have to graft. But when it's on your terms, in your space, for your reasons — it doesn't feel like grafting at all.

So. What are you waiting for?

Make the connection between hard graft on your terms and all the success you could ever imagine.



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About Anna

Anna is a virtual assistant and operations specialist supporting charities and small businesses across the UK. Finance, operations, admin and VA support — powered by AI, delivered with heart. Always openly AI-assisted.

Backed by the tenacious spirit of Maddie the chihuahua.
Tiny, tenacious, never gave up. ♥

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◆ OPENLY & PROUDLY AI-ASSISTED ◆