

live + work

BY FAITH

a community for virtual assistants, bloggers and freelancers

LIVE+WORK BY FAITH

Menu of Services

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About Live+Work by Faith

Overview

Here at **Live+Work by Faith**, we are thrilled you would consider us to solve your small business needs. We are your full service Virtual Assistant firm. More importantly, we are your guide on the journey to making more money with less effort and helping you come up with time-saving solutions for your business.

History

Live+Work by Faith was started in 2007 by Regina Lewis. Regina brings over 30 years of administrative and managerial experience to the table. Her experience includes social media management, copywriting and web design.



“Regina is a consummate professional, utterly reliable, and one of the most pleasant people you’ll ever meet. I highly recommend her.

— Jarrett Smith, Digital Director, CNP

My Proposal to you...

I have put together a suite of offerings that I think you will like! You are welcome to choose the packages below, or take an à la carte approach and make your own!

Once you have had a chance to review all the services I can provide, please let me know how you would like to proceed! As always, if you have any questions, please reach out to me! I can't wait to get you started and thank you so much for choosing **Live+Work by Faith!**



REGINA

Live+Work by Faith

Regina is so empowering. She has given me the push I needed to get organized and get out there to market myself. She helped narrow down my struggles and how to overcome them. I greatly appreciate all her help and input!

— Yvonne Haddox

Virtual Assistant Coaching - 12 weeks

❑ What are we going to handle in 12 weeks?

- ❑ **Get clear on identifying your ideal customer.** Until you know who you're trying to sell your services or product to, you're likely to see mixed or lackluster results. We'll help you identify your ideal target customer so your branding and marketing can get to work.
- ❑ **Define clear and concise service or product packages, and pricing to match the value.** Have you ever almost bought something that seemed like just the thing you needed, but put it back because you weren't convinced? Your ideal client won't buy something they don't understand, nor invest in something they can't determine is valuable to them. We'll help you outline all the things you want to offer, then refine your offering to align with the needs and wants of your target customer.
- ❑ **Improve your branding.** Solid services and products are a must, but a polished look, an articulate voice, and a confident presentation are the difference between making enough to pay the bills and making enough to go on a 14 day vacation. Ask the person who came up with the saying "Don't judge a book by its cover." (Sounds like they could have used some help with branding.) We'll help you put the get your branding on point with a branding palette that you can use to keep your future marketing efforts pulled together.
- ❑ **A crash course in using social media to generate income.** We can't cover everything in 12 weeks, but we'll get you started.
- ❑ **Outline your goals. Guide you on how to focus to drive results. Define your unique roadmap to success.** Without a clear vision on where you're going or how you want to get there, you might end up anywhere. Goals help us understand how far we've come. This is really important when you're in the middle of doing the work, feeling like you have so much further to go. It happens. We'll help you push through.
- ❑ **Methods to manage the madness.** We've got a secret sauce. We'd tell you about it now, but we don't want to overwhelm you! After 12 weeks, you'll be approaching your business with more purpose and pride. And you should start to see the fruits of your labor if you haven't sooner.
- ❑ **AND A WHOLE LOT MORE.** Seriously, there's so much we're going to share and help you understand. We could go on about this for pages. If there's a key point you want to understand that's addressed above, ask us!

By the end of our 12 weeks together, we're going to do our very best to help you close enough sales to cover at least the cost of our coaching package (if not more). While we can't guarantee your success, we're going to do our very best to get you moving, keep you focused, stay motivated, and achieving results. Any questions on what we're offering or the results you expect to see - please reach out! We look forward to working with you!

**Learn More
About Our
Services**

More About The Services We Offer

❑ Copywriting - \$50 per hour

- ❑ Website copy
- ❑ Sales copy
- ❑ Email marketing + sales funnels
- ❑ Social media copy
- ❑ Blog posts

❑ Administrative | Infrastructure Vision - \$35 per hour

Together we will review your operational needs and outline automated services to effectively manage your business and save you valuable time.

- ❑ Calendar and Scheduling
- ❑ Cloud Storage
- ❑ Email Setup
- ❑ Launch Planning
- ❑ Outsource Readiness Review
- ❑ Client Retention Strategy

More About The Services We Offer

❑ Website Creation - \$65 per hour

The center of every successful modern business is its website.

❑ **Website Build**

Complete build out of your Squarespace website over multiple phases.

Site Setup

Platform deployment, theme development and home customization,

Navigation & Page Setup

Home, Blog, Events, About, Contact, Terms of Service, and Privacy Policy.

❑ **Page Templating**

Page template customization for ease of future growth.

❑ **Website Analytics and Search Engine Optimization SEO**

Setup of Google Analytics with monthly reporting available.

More About The Services We Offer

❑ Online Course Management - contact to discuss rate

Share your knowledge with your clients! We will help you to put your skills to work with online courses that will bring you a big ROI without a huge time commitment.

- ❑ Course Development
- ❑ Course Automation Strategy
- ❑ Client Deliverables
- ❑ Course Marketing
- ❑ Point of Sale Platforms

❑ Social Media Management - \$45 per hour

The heart of every successful marketing campaign is it's social.

❑ **Social Media Assessment**

Complete review of existing social media accounts and marketing opportunities.

❑ **Social Following Build and Management**

Grow your audience and retain your readers. Includes planning, posting, engagement, monthly reporting for each platform.

❑ **Monthly Analytics Reporting**

Get stats and a complete overview of your progress monthly.

❑ **Social Media ROI Explained**

Become educated on how to maximize the return on your investment.

What you can expect by working with me

All calls and e-mails will be returned within 24 hours during business days (Monday – Saturday).

That means I will:

- Go the extra mile to make clients happy
- Respond to e-mail and phone messages promptly
- Follow up with clients to ask for feedback
- Make recommendations and offer solutions

Hours of Operation

My business hours are Monday – Saturday, 6:00 pm – 9:00 pm. My office is closed Sunday and the last Saturday of the month.

Rush Jobs

I understand that things pop up and you need help immediately. For rush jobs, you will be charged a 25% surcharge for less than 24 hours' notice and 50% surcharge for evenings, weekends or U.S. holidays.

Referrals

Referrals are our favorite way to gain new business. Any time that you generously make a referral to our business, please let us know and we will be sure to acknowledge you with a special gift of a gift card, once the new client is signed.

Confidentiality

I adhere to a strict confidentiality code and no information will be divulged to a third party. I take your confidentiality very seriously – all passwords are kept private and I use the highest level of internet security. If I need to use your credit card, I will shred the information after one use. Additional measures are outlined in our contract.

Contracting Team

On occasion, it may be necessary for me to utilize a member of my contracting team to provide you the quickest and most accurate service. Under these circumstances, the team member's work will be thoroughly checked by me to insure excellence of service. All members of my contracting team are required to sign a confidentiality agreement upon hiring.

Payment/ Billing

You will receive an invoice (delivered via email) on the 1st and 15th of every month (or monthly) for services rendered in the previous two weeks. Please note that payment is due upon receipt..

Please note that payment must be received within 30 days of invoice, or a late fee will be assessed and work will cease.

Time Tracking

I use an online time tracking tool to accurately record my time spent for each of my clients. The hours I spend specifically for your business are all billable, including our phone and email communications. My time billed to you is purely spent for your business. There is absolutely no down time included.

If I am nearing the amount of time that you have budgeted for, I will let you know immediately. As a business owner myself, I understand it is important to watch your budget!

Recommended Tools

Online Course Management

- Teachable

Security

- LastPass

Affiliate Marketing

- SendOwl

Email Marketing

- ConvertKit
- Constant Contact
- Mailchimp
- Aweber

Social Media Management

- Buffer
- HootSuite
- eClincher
- Sprout Social
- Social Oomph
- Planoly
- Tailwind

Project Management

- Trello
- Asana
- Basecamp
- Slack