



## **Proposal for {Business Name}**

November 17, 20xx

Jim and Kim -

It was wonderful to meet with you both today! I understand your desire to implement a marketing plan that is cost effective and will get your message out to the local business owners.

Here is what I propose.

- 1) List Individual Topics of What Offering (Cost – determine the amount of time it will take you – If it's 1.5 hours (Cost \$50)
  - List the OVERVIEW of WHAT you will do (do NOT LIST THE HOW)
  - No more than 3 bullet points
  
- 2) **Creation of Facebook Fan Page** (Cost: \$97)
  - I will create a Facebook Fan Page for {Business Name}. This page will be created and we will add information and invite your contacts to become a fan.
  - Set Angel up as an administrator of your fan page (meaning, I can update the page without you having to log out of Facebook).
  - After 25 fans, I will secure a vanity url for FB: **Hopefully:**  
**[www.facebook.com/businessname](http://www.facebook.com/businessname)**
  
- 3) **Updating of LinkedIn Profile Page** (Cost \$97)
  - I want to tweak your profile to include more volume, pictures and information. Setting it up so that [Companies Business Name] can utilize the vast SEO potential of LinkedIn (i.e. Google love!)

(add additional services and cost)

**Weekly** Updating of your Sites (recommended 2 hours a week = \$50)

- **Facebook Fan Page** – Weekly add information to the fan page and also attempt to start a conversation with fans.

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- **LinkedIn** – Weekly update your LinkedIn status and search for other people to connect to on Linked In.
- **Google Alert** – I will set up a Google Alert for you, so when your company is being indexed by Google. This is good information to have because it expands your internet presence. This alert will arrive in your email daily from Google.

(add additional items here)

What I will need from you:

## **One Time to VA**

- Pix of products (these can be put on a disk and given to me at C and C)
- Older newsletters – (you can forward me those emails if you choose)
- Names of successful clients and groups you have done work for.

## **Communication / Notification**

- Email is the best communication with Angel. I will return phone calls as available. Please give me a 24 hour response window.
- We keep your files in cue, and will provide the services within the week promised.
- Events – please give as much notice as possible for event posting (estimate 2 hours time – post on all Social Media outlets: FB, Twitter, LI and also on local sites to draw more traffic).
- Additional Services – please let me know if you need to add additional services. Additional admin services are at a rate of \$30 an hour.
- You will hear from me at “odd” times. I am always thinking, poking, trying to figure out new ways of doing things and figuring them out. Marketing and Social Media are CONSTANTLY changing, it is my goal that we stay as much in front of the “change” as possible for you and your business.

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- If something is on your mind for your business – EMAIL it to me! It doesn't matter the time of day, or if you are not scheduled again for another 2 weeks. The key is to grab the info as it is fresh in your mind. I can utilize this information for your blogs and information when it is time.

## **Confidentiality**

All work, rates and services are deemed confidential by both parties. (I am offering you the \$30 Retainer Rate, since we originally spoke last December. Our rates are increasing, but I will hold your \$30 / hour rate for 6 months).

## **Billing**

Due the 1<sup>st</sup> of the Month via check or paypal. Services are not rendered until payment is received. If payment is after the 10<sup>th</sup> of the month, the client file will be placed on hold and removed out of the work rotation.

## **Notice of Termination**

Clients / Angel agree to one week notice if terminating services for any reason.

## **Proposal Expiration**

This proposal pricing is good through {Date}. We reserve our client's space on a first come, first paid basis.

## **Contract Effective Date:**

\_\_\_\_\_  
Signature – Business Owner

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature – Virtual Assistant

\_\_\_\_\_  
Date