



## Hourly Pricing Packages:

When you are starting your business, I highly recommend you charge per hour! Why? Because you have no idea how long tasks will take you. They have no idea how long it will take! So start at a minimum of \$25/hour (you can go as high as \$100/hour) and start by selling 5 hours a week.

These are just ideas to get you going! You can create packages that fit your strengths and your clients' needs. You don't have to put these options on your website until you've sold them several times and you have solidified your processes. For now, customize every package to each client. Give them an estimate and a quote via email after your Get Acquainted Call.

### **Why per week?**

If you sell hours per month, clients will tend to wait until the end of the month to assign you tasks. You will be overwhelmed and backlogged. Much better to have weekly tasks than monthly. Plus, every month is a little different.

### **Invoice every 2 weeks.**

Why? You don't want to work for a month without getting paid. Plus, your client needs to know how long tasks are taking you. I recommend sending an invoice to your clients every other Friday. NOTE: You can put a due date on the invoice, but ultimately, it's up to the client when they pay the invoice. Don't expect same-day payments. You are not a W2 employee that gets a paycheck. You are a contractor. You send an invoice and they pay that invoice.

Sell packages of hours instead of just invoicing for the hours you worked! This way, you (and your client) will know the budget. You can plan on that income. And they can plan on how much they will pay you. Start small and when they are happy with your work, they will add services and add hours!

## Email Management

- This is for you if you need a gatekeeper! You can have more time when you aren't always a slave to your inbox and constantly replying to leads and clients. I'll be the first line of communication and roll out the red carpet of customer service to give the best voice to your prospects or clients.
- I suggest you start a new email address that no one knows. You'll share the login for your main inbox and I'll manage it.
- I'll check your email 3x/day, M-F at 9am, 12pm, and 5pm.
- I'll forward you the emails that you need to deal with.
- I'll reply to clients and provide customer service.
- I will Slack you any questions so that I can reply correctly to clients or prospects.
- You'll provide me with a FAQ document so I know all the answers of the most commonly asked questions.
- You can give your new email address to select clients or colleagues at your discretion.
- \$25/hour

## Calendar Management

- This is for you if you are drowning in details and need help managing your calendar and schedule. I'll keep you organized and manage the details so you don't have to!
- I will have access to your calendar and be able to add events.
- I'll manage Calendly (or Acuity) and work with you to set available hours, block off time that you don't want to be booked, and keep track of all the details.
- I'll Slack you every day with your upcoming events. I'll make changes as needed.
- When you are planning events for the month or for the year, I can help.
- When you get events or calls or schedules, I can add them to your calendar so everything is always up to date.
- I can help you create multiple calendars to juggle various schedules for your clients or family.
- I will manage Calendly (or Acuity) and make sure your settings are correct so you don't have conflicting events.
- \$25/hour

## Mail Management

- This is for you if you need to mail physical materials to clients or prospects. This is excellent for when you get new clients or before you host an event.

- First, you'll ship your materials to me.
- I will assemble your packages, packets, or letters and mail them on your behalf.
- You won't have to go to the post office!
- I'll store the materials and ship them when you need them shipped.
- I can order materials on your behalf, from a printer or from Amazon.
- \$25/hour

## Facebook Group Admin

- This is for you if Facebook groups are important for your business or your marketing! I'll help you manage the load,
- You will make me a group administrator and I will monitor who comes into your group.
- If members are leads, I will add their email address to your CRM (I'll make sure we ask for their email address as a membership question before they enter the group).
- I will approve posts and manage the discussion, deleting any comments that go against the community standards.
- I can manage multiple groups at once.
- I can also remove or ban members as needed.
- I can schedule posts for you, post welcome messages, post polls, or post for you.
- Great for coaches and influencers!
- \$25/hour

## Pricing per package

NOTE: Selling packages is very hard to do when you are first starting out because you are still learning how long things will take. It's hard to know how much to charge. That's why I recommend that you sell hourly until you know how long it will take you to do the service. When you have a good system and process, then you can easily sell your services at a flat rate.

Remember: You are selling the *value* of the service to the client. NOT the time it took you to do the service.

Most of these services will get your clients more revenue in their business. So they should look at these packages as an investment. Your job is to help them get their money back quickly!

## Social Media Management

### Bronze

- This package is for you if you need beautiful images with your branding for your social media channels. I'll use your content and your branding to give your channels a cohesive, beautiful look.
- You submit your content to me each week (quotes, articles, videos, or blogs).
- 20 images per month (5 images per week) will be created from your content.
- I will use your colors and fonts and branding on Canva.

- I'll send 5 images to you every week and you can request one round of edits if anything needs to be changed.
- You use the images for your emails, newsletters, Facebook, Instagram, Stories, Reels, LinkedIn, or other platforms.
- Sample price: \$300/mo

### **Silver**

- This package is for you if you need beautiful images for your branding for your social media channels AND you want your content pre-scheduled so you don't have to worry about posting on all of your platforms. I'll use your content and your branding to give your channels a cohesive, beautiful look.
- You submit your content to me each week (quotes, articles, videos, or blogs).
- 20 images per month (5 images per week) will be created from your content.
- I will use your colors and fonts and branding on Canva.
- I'll send 5 images to you every week and you can request one round of edits if anything needs to be changed.
- You'll also get 10 bonus images to use on Stories for the month.
- I'll schedule your posts on two platforms (example: Facebook and Instagram)
- Sample price: \$600/mo

### **Gold**

- This package is for you if you need beautiful images for your branding for your social media channels AND you want your content pre-scheduled so you don't have to worry about posting. I'll use your content and your branding to give your channels a cohesive, beautiful look. PLUS, I'll manage your accounts, reply to comments, and answer your messages! You will have more time and won't have to worry about your social media because I'll be at the helm of the ship, with you still navigating.
- You submit your content to me each week (quotes, articles, videos, or blogs).
- 7 images will be created from your content every week.
- I will use your colors and fonts and branding on Canva.
- I'll send 7 images to you every week and you can request one round of edits if anything needs to be changed.
- You'll also get 5 bonus images to use on Stories each week.
- I'll schedule your posts on two platforms (example: Facebook and Instagram)
- I'll also monitor your two accounts (example: Facebook and Instagram) and reply to comments and answer your messages (in your voice).
- I'll provide Story content which is designed for engagement (Examples: polls, questions, multiple choice, or this/that.)
- Sample price: \$1000/mo

## **Reel Creation**

### **Silver**

- This is for you if you have great content, but just need help editing your Reels!
- Send me your pictures or video clips, tell me which background music you want, and if you want captions.
- I will create the Reel, edit the footage, add the song, add any other content, add hashtags, post to your page, and share to your Stories!
- 4 Reels per month.
- \$400/month (or \$100/Reel)

### **Gold**

- This is for you if you want to keep up with the trends of Reels and need ideas for planning your Reel content! I'll do all of the heavy lifting and generate the ideas. You just need to send me the video footage for me to edit!
- I'll research the latest trends for you, give you song ideas, and topic ideas for your filming.
- You provide the video content and captions.
- I will create the Reel, edit the footage, add the song, add any other content, add hashtags, post to your page, and share to your Stories.
- 4 Reels per month.
- \$800/month (Or \$200/Reel)

## **Blog Packages**

### **Bronze**

- This is for you if you need support to get your blogs published!
- You write the blog and email to me.
- I'll put your blog on your website, format it correctly, add an image, add tags, and schedule it to be published.
- You'll give me the blog image and provide the tags that you want used.
- \$100/blog (or \$25/hour)

### **Silver**

- This is for you if you need someone to write content for you! I'll also publish it to your site so you don't have to manage any of the tech!
- You provide the blog idea and I write the blog.
- I'll do the research and write 500-750 words for you.
- You approve the blog before I publish it.
- You get 1 round of edits.
- I add to your blog on your website, format correctly, add an image, add tags, and schedule it to be published.
- \$150/blog (or \$25/hour)

### **Gold**

- This is for you if you need someone to write content for you AND research the trending topics that are best for your SEO. I'll also publish it to your site so you don't have to manage any of the tech!
- I'll research trending topics and most commonly asked questions.
- I'll present the topic to you and then you approve.
- I'll write 500-750 words for you.
- You approve the blog before I publish it.
- You get 2 rounds of edits.
- I add to your blog on your website, format correctly, add an image, add tags, and schedule it to be published.
- \$200/blog (or \$25/hour)

## YouTube

### Silver

- This is for you if you need help getting your videos on YouTube and managing your account!
- You record and edit your video.
- Send me the description and add the video to Dropbox.
- I'll upload the video to YouTube, add your written description, and add hashtags.
- I'll schedule the video to be published.
- I'll monitor your comments.

### Gold

- This is for you if you need help getting your videos on YouTube and managing your account! AND you need help tracking trends and generating ideas.
- I'll research video ideas for your niche and your channel.
- I'll research trending topics and hashtags.
- You record and edit your video.
- Send me the description and add the video to Dropbox.
- I'll upload the video to YouTube, add your written description, and add hashtags.
- I'll schedule the video to be published.
- I'll monitor your comments.

## Website management

- This is for you if you want to ensure that your website has proper maintenance, is never down, and always getting noticed by Google with new content!
- I update your plugins daily, M-F.
- I ensure that your site is up and running and if it isn't, I work to fix it.

- I'll add new content to your site. Just email me with changes! I'll add your newsletter if desired.
- Send me new images when you need them changed.
- If you need dates or events added or changed, just let me know.
- \$200/mo

**References and Research:**

<https://www.expertmarket.com/social-media-marketing/social-media-management-pricing>

<https://marketinghousemedia.com/our-services/social-media-marketing/social-media-packages-pricing/>

<https://thevastudio.com/package-social-media-services/>

<https://jennielyon.com/social-media/>

## Sample Contract:

### VIRTUAL ASSISTANT SERVICES AGREEMENT

This AGREEMENT ("AGREEMENT") is entered into between \_\_\_\_\_ ("VA") and \_\_\_\_\_ ("Client") on Jul 28, 2022 . Client desires to engage Company and Company agrees to render to Virtual Assistant Services ("VA Services") based on the terms and conditions set forth herein. In consideration of the recitals and the mutual promises set forth in this AGREEMENT, the parties hereto agree as follows:

1. VA agrees to provide the following services to the Client:

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2. The fee for the VA Services to be provided is \$25.00 per hour.

3. **Client must acknowledge the following with respect to VA Services:**

- All fees are non-refundable.
- All fees, services, documents, recommendations, and reports are confidential.

4. Client acknowledges that Client has fully read and understood AGREEMENT. By signing AGREEMENT, Client agrees to the terms and conditions contained in it.

Client Name: \_\_\_\_\_

Client Signature \_\_\_\_\_



## **Trainings to watch:**

### **How to Change From Selling Hourly to Selling Packages**

<https://www.youtube.com/watch?v=h6dkN1gRx5c>

#### **TIME STAMPS:**

- 0:00 - Start of Call
- 4:20 - Sell Hourly At First/The Difference Between Hourly & Packages
- 11:00 - Advantage to Packages/Choosing a Niche/How to Decide What to Charge
- 20:58 - Networking Events/Facebook Groups
- 41:00 - Patience for Business Owners!/Keep Checking In
- 1:01:36 - Sharing What You Do

### **Marketing Masterclass**

<https://www.youtube.com/watch?v=n6SK-CBjzHM>

#### **TIME STAMPS:**

- 0:00 - Start of Call
- 3:45 - Calendar Tips
- 11:35 - Curating Gifts As a Niche/Unique Selling Point
- 18:27 - Mom Skills = VA Skills
- 23:44 - User Error/Clients Who Need Hand Holding
- 28:00 - Get Used to Learning!
- 33:30 - How To Advertise Specific Services on your Website
- 45:45 - Referring Other VA's
- 50:25 - Copywriting Resources
- 52:25 - Trying Out New Skills
- 53:26 - Packages VS Hourly
- 58:20 - Websites and Packages

### **How to Sell Your Services**

<https://www.youtube.com/watch?v=DF10VvNOUN4>

#### **TIME STAMPS:**

- 0:00 - Start of Call
- 0:56 - Testimonials on Website
- 6:51 - Services and How To Charge

24:04 - When a Prospective Client Doesn't Want to Pay Your Fee

39:00 - Can I Say This on My Website?

42:01 - How to Create Exposure For Your New Business

50:10 - Google Ads



# Scripts and Templates

## for Get Acquainted Calls and Emails

**Before a sales call:**

Pull up their website and Facebook page. Do your research. Know who you are talking to and what their company does. Learn as much as you can beforehand (if there is info online).

**On the call:**

“Hi, this is (your name) calling from (your business name)! I’d love to hear about your business! How can I help?”

**LISTEN.**

Take Notes.

{Don’t let them interview you. This isn’t an interview. It’s a get acquainted call so you can see if you are a good fit for each other and so you can offer your services to them.}

**Repeat back** to them what you heard them say they need help with. Ask any clarifying questions if needed.

**Questions you can ask:**

What have you tried before? What worked? What didn’t?

Have you hired a VA before?

What are your goals?

What are your priorities?

What would you like to get done first?

**Important:** You need to assure them that you can help. Say, “I can absolutely help you with that!” This relaxes them and they know they can continue with the call. They’ve called the right place.

Clients will often need to brain-dump before they even know what to hire you for! To protect your boundaries, keep your Get-Acquainted call to 30 minutes (say “I have to run to another appointment!”) but let them know that you can have weekly or monthly calls/zooms to help them brainstorm and then you can help them get organized.

You can even say, “Included with onboarding is a free 1-hour session for us to strategize together and get everything organized!” They love this.

If they want weekly or monthly meetings, invoice them for that time! Don’t let them randomly call you. Preschedule the calls and hold tight boundaries. This protects you and your family.

**When they ask about your pricing** say, “My rates generally start at \$25/hour.” (Or whatever you charge.)

**Then say,** “Here’s what I am going to do. I’ll put together an email of everything we talked about today. Then I’ll give you a couple of options you can choose from. Would that be okay?”

Why? This gives you time and space to think, compose the email, ask the group if you have questions, and put together a quote. Always give more than 1 option so they aren’t just saying “yes” or “no.”

**Ask,** “If we were to work together, when would you want to get started?” (This tells you their timeline. Is this urgent? Are they just gathering information? Are they about to leave on vacation?)

**Say:** “Ok great! I’ll send over everything we talked about today and you can let me know which package works best for you. Could we schedule a time to talk again? Would X work?” (Name a date. Make the appointment. Then you know you’ll hear from them and it will be harder for them to ghost you.)

### **Can they afford you?**

You don’t have to decide. They decide.

Give them more than one package to choose from so they can choose their financial commitment.

**NOTE:** Don’t ever assume you know someone’s financial situation. Some people live very frugally, but they have tons of money. Some people look like they have money, but their business isn’t profitable at all. You don’t know! You won’t know. So don’t assume.

Your job is to give them options and let them decide. If they can’t afford you now, they may find a way to make more money so they can bring you on board! Every Get Acquainted call is planting seeds. You never know when they may hire you or refer you, so make it a great experience.

>>>>> How to create packages and how to charge for your services: [See this doc!](#) <<<<<<

## Email Templates to use

After you send over your email recap with a proposal of the packages you offer, you should follow up every week for about 4 weeks. Then add them to your email list and continue to drip on them so they remember you exist!

Keep your emails casual and friendly! Be helpful. Not pushy.

“Hi (name), I’m just checking in. Did you have a chance to look at the options I sent over? Do you have any questions for me?”

“Hi (name)! I’m just checking in. Wondering how (name the project or goal they needed help with) is going. I’m here to help when you need me!”

“Happy Friday! Just wanted to drop a note and let you know that I’m thinking about you! If I can help you with anything, please let me know!”

## Facebook, Instagram, Text, or LinkedIn Message Templates:

Be personal, upfront, and honest. Be real and genuine.

No need to be salesy.

Don’t sell-- just offer to serve!

### Option 1

Hey ...

I know we haven’t talked in a long time, but I was thinking about you, because I know you own a business and I am starting a virtual assistant business! (Or- I’ve been working as a VA for a few years.) I’m taking on new clients who I can serve to help grow their business. Here are just a few things I can do....

(List your services and give them your website address.)

I’d love to chat more about this if you have any need or any interest.

Let me know!

## **Option 2**

I was just thinking about you! (Add something personal, such as I hope it's warmer in Atlanta than it is in Minnesota). I know we haven't talked in awhile so I wanted to update you. I'm expanding my Virtual Assistance Business and I thought of you. I don't know if you need any help in these areas, but here are some of things that I can do...

(List your services and give them your website address.)

If any of this interests you, I'd love to get on call and just talk about it!

## **Option 3**

Hey! Congrats on the (move, the baby, etc). I wanted to drop a little note and let you know that I'm growing a Virtual Assistance business and I was wondering if you or anyone you know could use any of these services. I love helping small business owners with email management, calendar management, social media, etc. Take a look at my website!  
{End with something personal}

**NOTE:** Do not spam all your friends and family. If you send too many messages per day, Facebook will restrict your access to Messenger and possibly from posting at all.