

Winner's Writing Process

Business objective - persuasive website copy to get visitors interested in buying, will need effective SEO.

Market Research Doc: [NEW MARKET RESEARCH: Office Management - Google Docs](#)

1. Who am I talking to?

- a. Small business owners
 - i. They are typically overwhelmed by the amount mundane but necessary admin work
 - ii. Would much rather focus on other things in their business such as growth, marketing etc.
 - iii. They need some help but not a new employee, a small task for 2 - 4 hours a day.
 - iv. But they still need a competent, skilled, reliable individual
 - v. 65% men, 35% women
 - vi. Roughly 35 years or older

2. Where are they at now?

- a. Actively searching for a solution or an answer to a question regarding admin, office management, bookkeeping, assistant and employment.
 - i. Google
 - 1. Admin services
 - 2. Assistant
 - 3. How to write minutes
 - 4. Virtual assistant services
 - 5. Bookkeeping
 - 6. Project management
 - ii. Awareness level 2 - 3
 - iii. Sophistication stage 4
 - iv. Current state
 - 1. "As the Owner of a one person business, everything requires my attention all at once."
 - 2. Afraid of or currently experiencing 'burnout'
 - 3. Exhausted
 - 4. Struggling to get a work-life balance
 - 5. Little time to spend with family, friends, personal time
 - 6. "the hardest thing is the sheer variety of tasks that I feel I'm responsible for"
 - v. Dream state

1. Save on time and money
 2. "VAs can be a great 'force multiplier' if you feel understaffed but not quite stable enough to go make FTE hiring commitments"
 3. "Without exaggerating I went from working 10 hours a day 7 days a week to working under an hour a day on the cleaning business"
 4. Work-life balance
 5. No burnout
 6. To focus on other things such as business growth, new ideas, marketing etc.
 7. More time with their family/friends/girlfriends or boyfriends/drinking
- vi. Desire levels - 3-4, needs to be 6
 - vii. Belief in idea - 5
 - viii. Trust in company - 0 they don't know this company

3. What do I want them to do?

- a. They search for problem/solution
 - i. Show up in the top 3 results recommended by google.
 - ii. Read the meta tags (offering a solution)
 - iii. Click on the URL
- b. Land on home page
 - i. Read brief description of how we provide the solution
 - ii. Read the intro offer
 - iii. Click CTA, book a call
- c. For those that aren't ready to buy yet
 - i. Keep scrolling
 - ii. Increase belief in solution
 - iii. List of services
 - iv. Steps to contact us
 - v. Second CTA, book a call

4. What do they need to experience/think/feel to do that?

- a. They search for problem/solution
 - i. Show up in the top 3 results recommended by google.
 1. Dialed in SEO
 - ii. Read the meta tags, offer the best known solution in Gauteng. Results guaranteed.
 - iii. Click on the URL
- b. Land on home page
 - i. Read brief description of how we provide the solution and why it works

- ii. Make a direct intro offer based on the most common need
 - iii. Click button to schedule a call
- c. For those that aren't ready to buy yet
 - i. Keep scrolling
 - ii. Increase belief in solution with testimonials. (if it worked for them it might work for me)
 - iii. List of services/packages so it is easy to find a solution + additional solutions to other closely related problems
 - iv. Steps to contact us, hand hold close
 - v. Second CTA, book a call
- d. Reasons you should get a VA
 - i. 5-10 reasons with brief description on the value you get
- e. About us, get to know the CEO, authority, believability and trust
- f. Socials, boost trust in us as source for the solution
- g. Article links, boost authority
- h. Tools and softwares. Display competence
- i. Subscribe to our newsletter special offer and updates and workshops.

Roadblocks:

Business owners are overwhelmed by the amount of work they have. They find it tedious, boring, large in variety and repetitive. It is also necessary and important to their business. They could hire employees but that is a long process, they would need to be trained, there is not enough work for a full-time employee, and time is scarce.

It is also difficult to find trustworthy and reliable work. It requires a lot of front-ended work just to find the employee resigning in 3 months.

Solution:

Virtual assistant. VAs are already skilled and knowledgeable about office work and admin, they fit the employee profile. VAs also have a variety of skills and experience so they are reliable.

This also means they do not require much training and they won't resign. The company providing the VA will have them replaced for you.

The benefits of having a skilled, reliable and intelligent employee without needing to hire full-time and a reduced risk of them leaving or harming the business.

The copy has not been tested or seen by my client.

They funnel:

1. The reader searches for a solution
2. Reads the metadata and clicks on it
3. They land on the homepage and read the intro offer.
4. They take action by filling out a form to book a call

5. On the call, the reader explains their problems and my client provides a strategic solution.
6. They come to a agreement
7. The deal is complete
8. At the end of the partnership my client asks for a google review/testimonial.

Value Equation

- Dream outcome:
 - Big strength. Business owners can only benefit from this service. Not only does it save time, save cost, but it also helps the business owners achieve their business objectives faster.
 - Perceived likelihood of success:
 - My client hasn't had many new clients but, she says she has had nearly a 100% success rate. Basically all business owners benefit from delegating important but not urgent tasks to others that are qualified to handle it.
 - Effort & sacrifice:
 - Monetary cost is low, despite having to pay for a VA, it is still cheaper than a full-time employee.
 - Having a meeting and regularly communicating may be a time sacrifice but there is a high ROI in it.
 - Time Delay:
 - No real time delay, the purpose of this service is to save time. But if i had to specify a time, it would be a few days to a week.
-

First Draft

Metadata

Title

Mischief Managed VA

Meta Tags

Mischief Managed VA | Virtual Assistant | Johannesburg Office Management

Description

Do you need help with admin, office or management but do not need an employee?

Our VA solutions will save you time and money on hiring an employee you only need for necessary mundane tasks or to work for a couple hours a week.

Home Page

Heading

We offer virtual office management and admin solutions to all small businesses in Johannesburg. Professional and Reliable.

Contact us for our admin package

Taking minutes, Diary management & General admin tasks.

Book a call 'Button'

It worked for them...

"Testimonials"

We understand the difficulties of running a business, and time and money are the most important among them.

The sheer variety of tedious tasks you are responsible for. Desperately trying to avoid burnout while struggling to keep up with production.

Instead, let us restore your work-life balance so you can focus on your business growth and new ideas. There's no need for hand holding or skill training. We are professionals who understand how business works

What We Offer (Dropdown list format)

General Business Admin & Documentation

- Typing services
- Digital filing and organising
- Scanning documents
- Completing forms (credit applications or registration as preferred supplier)
- Processing emails
- Data Capturing
- Calendar & diary management
- Task management
- Internet-based research (products, prices or office equipment)
- Sending messages to clients (birthdays or appointment reminders)
- Making travel arrangements
- Following-up with people and projects

Accounting & Bookkeeping

- Sorting and capturing receipts
- Posting in bookkeeping systems
- Sending statements to clients
- Sending payment reminders
- Bank recons
- Payroll

- VAT Submissions
- Tax returns
- Invoicing
- Profit and loss reporting
- Budget management
- Cash flow reporting

Customer Relations

- Building and sorting your existing database
- Coordinating the design and printing of marketing material
- E-mail screening for customer queries or FAQ's
- Following up on clients, suppliers and orders
- Collecting feedback and testimonials from clients
- Send messages for client birthdays or appointments

Executive Services

- Translation
- Transcription (typing a recorded conversation)
- Meeting Minutes
- Project management

Marketing Support Solutions

- Newsletter design and layout
- Social media post design and layout
- Prospecting and cold calling

All you need to do to save yourself Time & Money

- ❖ Book a call with us
- ❖ Tell us what you need
- ❖ We create a strategy and get to work

Book a call 'Button'

WHAT WE HELP YOU ACHIEVE

1. Save Money: Reduce costs by avoiding expenses related to office space, equipment, and employee benefits.

2. Increase Focus: Free up time to concentrate on strategic and revenue-generating activities.
3. Gain Flexibility: Adapt easily to changing workloads with part-time or project-based support.
4. Access Diverse Skills: Utilise a wide range of expertise, from administrative support to specialised services.
5. Scale Easily: Grow your business seamlessly by adding more support as needed without complex hiring processes.
6. Boost Productivity: Ensure continuous operations with VAs in different time zones, enhancing overall efficiency.
7. Reduce Stress: Achieve a better work-life balance by delegating routine tasks and reducing your workload.
8. Leverage Expertise: Benefit from the experience and insights of seasoned professionals.
9. Improve Efficiency: Streamline operations using the latest tools and technologies.
10. Focus on Growth: Concentrate on core business functions and strategic planning without distraction.
11. Enhance Customer Service: Provide prompt and professional support to customers, improving satisfaction and loyalty.
12. Stay Organized: Keep operations running smoothly with reliable administrative support, ensuring tasks are handled efficiently.

Meet our Leader

'Picture'

Candice Davies

[CEO's Name] is the heart and soul behind [Company Name], driving our team toward growth and success with a collaborative spirit. With a knack for leading diverse teams, [CEO's Name] always looks for innovative ways to meet client needs and stay ahead of the curve. Their positive attitude and belief in potential inspire confidence in both our clients and our team.

Passionate about excellence, [CEO's Name] ensures we deliver top-notch service every time. They're a strategic thinker who's great at planning and executing effective marketing strategies. With a client-first mindset and a resourceful approach to problem-solving, [CEO's Name] helps us exceed expectations and build strong, lasting relationships.

Looking ahead, [CEO's Name] is excited about the future of the virtual assistant industry. Their optimism and ethical approach drive us to reach ambitious goals with enthusiasm. Embracing the latest tech, they make sure [Company Name] is always at the forefront, ready to help our clients succeed.

We're Familiar with...

Microsoft (office, teams, OneDrive)

Zoom
Xero
Google (Drive. meet)
Dropbox
Harvest

Workshops

Online Training Solutions

Do your employees require upskilling?

Our professional training services offer knowledgeable guidance that will equip your employees with up-to-date skills.

Improve productivity, develop new skills, let us train you.

Footer

Social Links
Article Links
Navigation
Logo

Personal Analysis

I feel like I greatly improved the heading, any thoughts on this?

I am not sure if there is a strong enough reason to include the intro offer of the Admin Essentials Package, I do think it makes it easier for the customer to buy though.

I know the list of services is long but is there a better alternative? It will be a dropdown list on the actual webpage

The list of benefits seems a bit cringey but my friends said she liked it when I asked for her opinion. I tried to capture the value that you could get. I do think it can be improved but i am not sure how maybe it's too formal, and thus does not flow well enough

The workshop section I think is decent enough, do you think it should change? I have a good subhead, cranked the pain slightly and provided a good reason to act.

Do you guys think there's a need for the section "we're familiar with"? I seen a top player use it and thought its useful

Second Draft (Best Personal Analysis of how it can be improved)

How I attempted to fix it:

- Got it reviewed by a friend (outside of TRW)
- I used chatGPT to improve the flow and grammar
- I got some ideas for the intro offer from 2 copy dominations calls

Metadata

Title

Mischief Managed VA

Meta Tags

Mischief Managed VA | Virtual Assistant | Johannesburg Office Management

Description

Need help with admin, office, or management tasks without hiring full-time? Our Virtual Assistants save you time and money by handling essential tasks or even work for a few hours a week.

Home Page

Heading

Personalised Office Management & Admin Solutions to Empower Small Businesses in Johannesburg.

Overhead

Don't let the boring repetitive tasks steal your time, Delegate it to someone who is trustworthy and efficient.

Try our Admin Essentials Package, perfect for busy business owners.

It includes: Processing emails, Task management, Data capturing, Booking appointments, digital filing, Customer Relations.

Click below for the Admin Essential Package

"Book a call" (Button)

See What Our Clients Say

"Testimonials" (will be inserted)

What we can do for you.

We understand the challenges of running a business, especially when time and money are tight. Managing the sheer variety of tedious tasks while trying to avoid burnout can be overwhelming and distract you from focusing on growing your business.

Let us help you restore your work-life balance so you can concentrate on what matters most: business growth and new ideas. We are professional and skilled, there's no need for hand-holding or extensive training – we understand how business works and are ready to assist you from day one.

What We Offer (Dropdown list format)

General Business Admin

- Typing Services
- Digital Filing and Organising
- Scanning Documents
- Completing Forms (credit applications or registration as preferred supplier)
- Processing Emails
- Data Capturing
- Calendar & Diary Management
- Task Management
- Internet-Based Research (products, prices or office equipment)
- Sending Messages to Clients (birthdays or appointment reminders)
- Making Travel Arrangements
- Following-Up with People & Projects

Accounting & Bookkeeping

- Sorting & Capturing Receipts
- Posting in Bookkeeping Systems
- Sending Statements to Clients
- Sending Payment Reminders
- Bank Recons
- Payroll
- VAT Submissions
- Tax Returns
- Invoicing
- Profit & Loss Reporting
- Budget Management
- Cash Flow Reporting

Customer Relations

- Building and Sorting your Existing Database
- Coordinating the Design & Printing of Marketing Material
- E-mail Screening for Customer Queries or FAQ's

- Following up on Clients, Suppliers & Orders
- Collecting Feedback & Testimonials from Clients
- Send Messages for Client Birthdays or Appointments

Executive Services

- Translation
- Transcription (typing a recorded conversation)
- Meeting Minutes
- Project Management

Marketing Support Solutions

- Newsletter Design & Layout
- Social Media Post Design & Layout
- Prospecting and cold calling

How The Process Works

- ❖ Fill out the form to book a call with us
- ❖ On the call tell us what you need
- ❖ We create a strategy
- ❖ We get to work

“Book a call” (Button)

What You Can Achieve with Us!

1. Save Money: Save on office space, equipment, and employees. Put a down payment on a car or take your family on holiday.
2. More Free Time: No more late nights at the office, go home and have dinner with the family, help the kids with their homework.
3. More Flexibility: Leave your work in reliable hands if an emergency comes up.
4. Diverse Skills: “Jack of All Trades...” don’t rely on multiple companies to charge you for multiple individual tasks.
5. Scale Easily: Make you and your family proud after reaching your business milestones, and on to the next milestone.
6. Reduce Stress: Enjoy a work-life balance, visit that restaurant you love or grab a drink with your friends
7. Focus on Growth: You can accomplish something new everyday if your work is focused on growth rather than the same repetitive tasks.
8. Enhance Customer Service: Provide Instant & professional support to customers to improve satisfaction and loyalty.

Who We Are

(Picture of CEO)

With over a decade of expertise in office management, administration, and project management, we offer custom virtual assistant solutions designed to streamline your business processes. Our services are tailored to accelerate your business goals while ensuring your daily operations run effortlessly.

Candice Darvies, our CEO, brings a wealth of experience and a deep passion for helping others grow. From her humble beginnings, she has dedicated herself to empowering individuals in similar roles through regular training workshops. These sessions aim to provide valuable skills and diverse experiences, opening doors to new opportunities.

We're Familiar with...

Microsoft (office, teams, OneDrive)

Zoom

Xero

Google (Drive, meet)

Dropbox

Harvest

Workshops

Could your team benefit from additional training?

What's worse than an Incompetent Employee?

Provide your team with the necessary skills and knowledge to improve the day to day operations of your business.

With this workshop you can be sure that the quality of output matches the direction you want your business to go!

Learn More (button).

Footer

Social Links

Article Links

Navigation

Logo

Address

SEO Keywords

What are virtual assistants

Virtual assistant without experience

A virtual assistant can help with social media by...

virtual assistant is what industry

virtual assistant near me

virtual assistant to hire

virtual assistant with alx

Are virtual assistant jobs legit

How can a virtual assistant help your business

How virtual assistant works

Who is virtual assistant

What can virtual assistant do

Where to find virtual assistant jobs

Why virtual assistant is in demand

virtual assistant course

virtual assistant jobs/jobs south africa

How virtual assistant support your business

Virtual assistants for beginners