



## 1. Planning

**Need:** Clients for my services

**Objective:** Generate Brand awareness and recommendation of business owners who needs my assistant.

**Target Market:** Business Owners, Decision Makers

**Location:** Australia

**Content Strategy:** Provide solutions to the client's need

## 2. Creating

- Email / Message to allow them communicate with my services
- If you're interested in my services or you may have any question / clarification please let me know I would like hearing from you and get back to you as soon as possible.
- Social Media Content Plan
- Youtube Optimization

## 3. Distribute

- Promote social media sites (facebook, Instagram, LinkedIn & twitter)

## 4. Capture

- 1 Month Trial period to my service if you're interested to avail.

## 5. Analyze

- Track via spreadsheet

## 6. Cultivate

- Sending email or direct messages to the people.

## 7. Convert

- Response to them and create a contact Log for the details of Leads.



### TEMPLATE 1: Leads (Offer Free Services for 1 Month)

Dear Mr. Allan,

Good day.

My name is Marie Jesel and I am offering Virtual Assistance Services to the business owner especially for Administrative Assistant, Youtube Optimization and Social Media Management.

We go out of virtual assistant courses with hands on and relevant training ready to assist business owners.

Currently I'm a co-admin of online business on facebook and Owner as well also this might be able to give me a little background knowledge.

With this, I would like to offer your business **Morganic QLD PTY LTD a FREE** of my services to test my skills acquired from Filipino Virtual Assistance Freelancing Course Training

- 20 Hours a week
- With weekly reporting

In return also, I would be asking your evaluation with my service with you after 1 month

If you are interested, please send us the following details:

1. Freelancing Assistance needed ( from the 10 items listed above)
2. Task Details
3. Task Instruction
4. Contact Person
5. Contact Email
6. Business Name: Morganic QLD PTY LTD

The honour truly is ours in this endeavor.

Looking forward to a great working relationship with you.

Marie Jesel Culagbang

<https://mariejeselc.wixsite.com/mjcvirtual>



## **TEMPLATE 2: Prospect (Start of Free Trial)**

**Dear Client,**

Good day.

Thank you for allowing me to experience hands-on training. The honour truly is ours in this endeavour.

To get the ball rolling, I will Start my reporting to your business for about 3 -4 weeks this coming July 19, 2020. I can help you with you with Administrative Assistant, Youtube Optimization and Social Media Management

**This is all Free.**

**In return, we humbly ask from you the following:**

1. Detailed instructions to be sent to me.
2. Switch responses when I would ask questions.
3. Feedback for the end of the month.
4. Feedback for FVA (as a company) at the end of the month
5. We will feature my work done in this collaboration in our online portfolios.

Looking forward to a great working relationship with you.



### **TEMPLATE 3: Customer (Invite to Paid)**

**Dear Client,**

Good day.

We would like to express our gratitude for your participation for My services.

As what we mentioned in our introductory email we would like to ask the following:

- ***Feedback for my services***

Should you wish to continue with my services, I can offer it to you for as low as \$5/hour for the first 3 months.

Thank you very much. It was a pleasure serving you.