

# Pricing & Terms

Welcome!

I appreciate the opportunity to share my information and services previously discussed with you.

I know that hiring a Virtual Assistant can be an exciting yet scary step for any business. There are a lot of benefits to hiring a Virtual Assistant; the number one benefit being you get to do what you love doing most -teaching and sharing your knowledge! With that said, I am here to make the transition to hiring a Virtual Assistant as seamless as possible.

I am committed to providing the very best service to you as your Virtual Assistant and it is my number one goal to treat your business like my own, with heart, pride, and respect.

Please take a few moments to review the information on the following pages. I can't wait to hear from you.

Thanks!

Phyllis Pometta

Virtual Assistant

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## Monthly Hourly Retainer Packages

- 5 Hours - \$225
- 10 Hours - \$450
- 15 Hours - \$675
- 20 Hours - \$900
- 30 Hours - \$1350
- 40 Hours - \$1800

## Additional Project Example Packages

- Instagram Engagement Package - \$240 per month
- Pinterest Management - \$500 per month using Tailwind
- Facebook Scheduling - \$240 per month -content provided
- WordPress Maintenance: \$50 per month
- Social Media Package: \$900 per month
- Blog Post: \$200 per post - Includes - one blog post up to 1200 words, keywords, SEO, graphics, links, and 2 revisions.
- Blog assistance - management, post proofreading, post SEO - ideas/research.
- YouTube - uploading videos - adding to blog posts/transcribing to convert to a blog post with/associated video.
- Facebook - chore type threads \$15 per thread for 1-15 comments/likes/shares are required, over 15 comments/likes/shares -\$30 per thread.
- Email Marketing - management & strategizing/development
- New WordPress Blog: \$300 - 10 hours

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## Projects

Brand Pitching - \$300 per month

Includes: Reaching out to targeted brands for the sole purpose of making a connection in order to secure sponsored blog posts. Also includes blog tracker updating using AirTable spreadsheet created by Phyllis.

Public Relations - Starts at \$45 per hour (billed hourly)

Newsletter Management - \$150 per newsletter

Includes - Newsletter creation using the blog and social media content.

Social Media Management - Cost varies with each platform

Includes but is not limited to: scheduling, chore threads within Facebook Groups, Tailwind, Pinterest Management, FB Post creation/shares, Community management.

**EXAMPLE CUSTOM PACKAGE** (Blog Post Package - \$480 per month)

- Consult to define goals - **Content provided by client**
- 8 blog posts (500 words each)
- Create a monthly editorial calendar to simplify content creation
- Create a custom outline for blog post creation
- Research blog content
- Create & edit content
- Format blog posts (add hyperlinks, affiliates, etc)
- Create target keywords
- Weekly chat
- Publish post

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## **Important Info: Social Media Management Packages**

Results: Social Media Marketing can be compared to a water wheel. It's a slow process, but once you get momentum, noticeable results will happen. For a brand to become recognizable or memorable, it needs to appear in front of someone 10 times.

The Guarantee. I cannot guarantee a fixed number of likes, followers, or new clients, but I track everything using analytics tools to find out what is working and what isn't. Based on that data, we can make the necessary adjustments.

Adjustments: I like to schedule a quick bi-weekly call so we can discuss what is working, what isn't, what needs to be changed or worked on or just to discuss the schedule for the remainder of the month. Social media is ever changing so if anything it gives us a time to connect and get on the same page.

Google prides itself on quality and value when deciding which pages will rank at the top of its search results. Their algorithms are constantly changing, however, these two important blogging factors remain constant and should be used in every SEO campaign.

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My contracts are all month to month and can be canceled at any time with a 14-day notice. I do ask for a 3-month commitment to make a true impact in your marketing efforts and allow for fair assessment of my work, but again I do not require anything further than month to month.

Payments for services are due up front & prior to any work being started. If ongoing payment is not received, services will halt until payment has been received in full. We can adjust packages or add hours as deemed necessary.

This document is not a contract or binding agreement.

Please do not hesitate to contact me if you have any questions at [sales@phyllispometta.com](mailto:sales@phyllispometta.com)

Thank you for your consideration!