

100k VA

Video Newsletter Package Pack



Introduction



Never underestimate the power of something simple. Sometimes we perceive things that are simple as being “worthless” or “unappealing” or even hard to sell. It doesn’t have to be that way! This month’s package is the perfect example of this concept. For, I have no doubt that ALL of you will be familiar in sending newsletters out for clients – but with this ever so minor tweak in the approach it not only removes a lot of effort and time from their to do list it, enables them to be slightly different than their competitors.

As I’ve been in the Virtual Assistant industry for 12 years now, I have been spending some time revisiting old services I used to offer and begin documenting activities that worked extremely well for past clients (and myself). THIS offering was one of those activities. It was soooooo easy to offer, and soooooo easy for clients to deliver their component that I just HAD to share it with you today.

Donna

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Sales Funnel Overview

FREEBIE

*Refer To
Training
Video*



LCC

*Refer To
Training
Video*



Package

**Weekly Video
Newsletter
Pack**



Freebie

***Refer to included video that guides you on what to use in your funnel.
I encourage you to add your own flavour!***

- Have you left your newsletter to the last minute again? Did you know that in 10 minutes you could prepare enough content to cover a whole months worth of newsletters? I show you how in my x – download it today.
- Fact: Video is hot hot hot at the moment! We see them in the courses we sign up for, on Facebook Lives of the people we follow and sometimes even on the blogs we read. But what if you got a weekly personal video from your favourite mentors and business peeps that inspire us direct in your inbox. Would be very cool – so let me ask you, why aren't you doing it for YOUR clients? If the answer is "I don't know what to talk about" then check out my x today for topics specific for x!
- What if I told you that I could convert 10mins of your time on your smart phone into 4 awesome newsletters for your list. Newsletters that inspire and/or educate them with your expertise. Interested? Then watch me x video on how it works!
- Are you constantly looking for new people to add to your list whilst ignoring those that already have? If yes – stop 😊. Stay connected with those that already found you interesting and valuable – send them something awesome with my favourite strategy you can download here.

**Example Posts To
Generate Interest!**



LCC

Your Low Cost Conversation (LCC) is the perfect step between the freebie of your choice and your package offering.

This package once again is one that I used to deliver myself in the past and I loved it because with only 4 clients you can really start to bring in the cashflow. PLUS it's very easy to outsource and as you know, I am all about you nurturing the client and making sales whilst other team members are doing the work. This is also a great package for any existing clients that you have. The investment is small enough that tacking this onto any existing work you do for them isn't too much of an impact to their cashflow – whilst getting awesome results.

You need to make sure that **they understand** that this package is simple. Get a regular consistent newsletter going. It's that it – and by removing the most challenging part that clients have (the writing part) it eliminates a TON of pressure. It also helps those businesses that tend to write 5 pages of fluff per newsletter which actually works against them! Like last month, we're only asking for a commitment of 10mins per month.

I suggest an investment of \$57 would be sufficient for this kind of LCC. When you have someone sign up for this offering all you need is a joint Dropbox folder, the login for their email marketing program, the login for their YouTube account AND possibly their logo (for any header image designs). See the beauty here is that once you have that all set up – to then sign them onto the package is even easier as there is nothing more they have to do. You have already done the hard "set up" work! That's if you can call it hard ;-)

If a client doesn't sign up for your package be sure to stay in touch and wait to see if they implement the plan you designed on their own. If they don't – get in touch with them again. Some will have to feel pain (not just imagine it) before they are willing to release ☺obviously this means that you have to go on their newsletter list so make sure you opt in so you can see what is happening.

Remember after EVERY LCC...**ASK FOR A TESTIMONIAL**

Package

Video Newsletter

- ✓ Monthly Planning Of Video Topics: Assisting the client in deciding the 4 topics that will record for the next months upcoming newsletters. This must be short and sweet! These are not big educational videos – just something short to stay in touch with their list.
- ✓ Edit & Upload The Video To YouTube With Custom Thumbnail. I would make these unlisted so only newsletter subscribers are getting this little hit of inspiration.
- ✓ Prepare Newsletter: Just a simple text intro, the custom thumbnail as the image (hyperlinked to the video you just uploaded) and then a question outro. Scheduling all four for the month.
- ✓ Your Investment (starting from): \$57

Note: The quickest way to create the custom thumbnail for these videos is to take a screen shot/still of the video in action (something logical and pleasant to look at) and adding a title in Canva or other image editing software. I just save the template and simply replace the screen shot and text each time. It literally takes 5 minutes per thumbnail.

Revenue

Breakdown: Monthly Chunking

Benefit	Time
Monthly Planning Of Business Communications	15min
Edit & Upload Video To Youtube Including Thumbnail (4 videos)	45min
Prepare and Schedule Newsletters (4 Newsletters)	60min
TOTAL TIME 2 Hours	

I specifically designed this package to be REALLY easy to sell (perceptual affordability), very chunkable AND very readily outsourced! Don't underestimate the simplicity of this package 😊

Breakdown: Theoretical Hourly Rate

Income	Time vs \$\$
4 Instalments Of \$57	\$228
Total Time	2 Hours
Theoretical Hourly Rate	\$114

Breakdown: Monthly Income Potential

Income	Time vs \$\$
4* Recurring Clients	\$912
Total Time	8 Hours
<i>I would be happy earning almost \$1,000 a day as a VA!</i>	

Donna Brown

work from home revolutionist



Use your judgement when designing your package. This is a guide to help you design something more specific to your business. Adjust the inclusions, pricing and LCC to suit your business where necessary but **ALWAYS** work out your theoretical hourly rate to ensure that its profitable.

