

100k VA

28 In 10  
Package Pack



# Introduction



Welcome to one of the easiest packages you will ever sell! This is a personal package from my own VA Business that I used to sell all the time. It was easy, alluring and so enticing to businesses from a wide range of industries so no MATTER what target niche you're in – they will love it!

Content content content is what this package is all about and leveraging the beautiful element of repurposing to both your and your clients benefit. I will include many options at all levels of the package process (Freebie, LCC and Package) so you can really truly make this your own. Tailor it to your skills, what you find enjoyable AND what is the most appealing to your target clients. The best thing about this package is that you can literally scale it up and down to your clients content saturation needs without affecting the chunkability nature of the work. Enjoy!

Donna

Xx



# Sales Funnel Overview

**FREEBIE**

*Refer To  
Training  
Video*



**LCC**

*Refer To  
Training  
Video*



**Package**

28 In10  
Content Pack



# Freebie

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

- Imagine if spending 10mins once a month equalled creating enough content for all of your social media channels for a month! Sounds too crazy? Well I guess its crazy amazing with my x template you can download here.
- Want to learn how to repurpose your blogs like a pro? Download my x and find out how to convert your last 5 blog posts into over 30 new pieces of content!
- If you ever spend some time watching the big guns who have great momentum in their business – you will see that they not only a) put out regular great content but b) do it across all platforms! You may already have the first part down pat but now need to add some biggest strategy to your marketing plan. Awesome. Let's make a time to do x then!
- Hate writing blogs? Get writers block all too often? BUT have so much content locked in your head? Well THIS is the solution for you! Get that magic out of your head and into the minds of your clients and prospects with only 10mins of effort once a month! Check out x today.

**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 is actually a tried and tested one that I used to sell a few years ago in my own Virtual Assistant business. It was super popular and clients loved it! I equally loved it because it was so easy to sell, so easy to deliver and so easy to outsource! This is month 7 of package packs, so we're starting to spend more time focusing on growing your turnover without growing your workload. Removing yourself as the implementer and become the 100KVA Master that I know that you are. I am sharing this one today with you because you seem to be loving the smaller weekly investment packages more!

You need to make sure that **they understand** that this package is about saturating their target market with good quality variety content the EASIEST way possible for them. If they can commit to you 10mins per month then you will make sure that they keep popping up regularly in their prospects world so they don't need to be sucked into the void of social media. This is the answer they have been waiting for regarding simplifying social media maintenance AND sharing new content on their site every week to improve SEO. When you go through the package explain the nature of all the steps involved when creating and sharing the content. All of the tags, descriptions, titles, images, scheduling, editing, uploading etc. There are LOTS of steps involved. Overwhelm them, then save them!

I suggest an investment of \$27-\$47 would be sufficient for this kind of LCC depending on which one you offer (*refer to video*). When you have someone sign up for this offering be sure to obtain as much information as possible about the type of business they run, their niche, their magic AND their home life. What are they missing out on? What are their clients missing out on due to their lack of time/skills/inspiration? Then you can help paint the picture during the LCC about all the wonderful things that will occur if they DID share lots of valuable content.

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 ☺

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

# Package

## 28 In 10

- ✓ Monthly Planning Of Content Topics: Assisting the client in deciding the 4 topics that will be concentrated on during the content recording session. Take into consideration what funnels they want to fill, what events they may have coming up or any other important factors when deciding which content to share when.
- ❖ For Each Video
  - ✓ Edit & Upload To Youtube With Custom Thumbnail
  - ✓ Create Blog Post From The Video On Clients Website (Custom Thumbnail becomes Feature Image)
  - ✓ Extract Audio & Convert Into Podcast
  - ✓ Pin Blog on Pinterest
  - ✓ Share Blog or Podcast To LinkedIn
  - ✓ Convert Script Into 2 Quote Images
  - ✓ Share Links (either image, blog, YouTube etc) to Twitter & Facebook

Your Investment (starting from): \$125 per week.

*Note: This is a suggested inclusions of "7" items per week (making the total 28 in 10minutes). Feel free to change it up and include what suits your skills and clients business. Remember: Minimum Effort, Maximum Result.*

# Revenue

## Breakdown: Monthly Chunking

Benefit	Time
Monthly Planning Of Business Communications	15min
Edit & Upload Video To Youtube Including Thumbnail (4 videos)	80min
Convert To Blog Post – Refer to included video regarding style. (4 posts)	80min
Convert to Podcast & Publish (4 episodes)	60min
Pin, Tweet, & Share on Facebook & LinkedIn (20 Posts using scheduler)	15min
Prepare Quote Images (8 Images, using templates)	20min

**TOTAL TIME 4.5 Hours**

\*Please watch included video about outsourcing strategies!

## Breakdown: Theoretical Hourly Rate

Income	Time vs \$\$
4 Instalments Of \$125	\$500
Total Time	4.5 Hours
Theoretical Hourly Rate	\$111

## Breakdown: Monthly Income Potential

Income	Time vs \$\$
4* Recurring Clients	\$2,000
Total Time	18

**= 3 Days of Work for a \$2,000 (of which you could outsource all but the 15min meeting!)**

# 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.

