

BW *The Bookworm* *Virtual Assistant Services*

My goal is to assist and educate my clients so they can make wise choices that will make them successful.

I learned what I know in a family retail business that was heavy on customer service, offered a wide product selection, and made sure everything we did was profitable. Along the way I made a lot of mistakes, but I learned from every one of them, and I continue to learn today. Here are a few things I could do for you:



Brand Management:

Matching your colors and fonts in all areas where your brand is represented; Consistent use of logo and image; Correct/consistent links to your website; Integrate social media profiles



Content Development:

Curate content; research topics, images, quotes, graphics for use in infographics, social media, blog posts, emails, video



Social Media Management:

Profile set-up and design; Advertising; Content planning and scheduling; Graphics/image discovery and management



Content Management:

Management, strategy and scheduling of existing content; Create & manage blog editorial calendar; Create & manage e-news



Internet Marketing Management:

Website content management; Analytics and tracking; SEO/keyword research



Marketing Tools Management:

Familiarity with a large number of tools for Email marketing; Inbound marketing; Outbound Marketing; Marketing automation



Webinar Management:

Strategy and planning; Marketing and promotion; Moderation and management; Re-purposing and distribution



Shopping and E-Commerce Management:

Familiarity with a large number of online shopping carts/websites; Point of Sale Solutions; Some fulfillment capabilities.



Video/Multimedia Management:

Create video from screen capture; Edit existing video; Post video to YouTube and other video sharing services; Manage YouTube channels and subscriptions



Desktop Publishing:

Develop Materials for Print/.pdf: Newsletters/ Mailers; Handbooks/Manuals; Forms
Revise and Refresh Existing Materials: Update Branding; Formatting



Online Meeting Management:

Train on GoToMeeting or use our online meeting tool + our expertise in managing online meetings to meet with clients or remote workers.



Constant Contact Toolkit:

Create and manage e-news, events, surveys, autoresponders, and more.

In my work as a Virtual Assistant I have used the skills I developed to assist and educate other small businesses and non-profit organizations. It is always my goal to make my clients self-sufficient and successful as quickly as possible. I work with clients who need my help on occasion, only one time, or every day for a period of time.

I have a great deal of experience and have great confidence I can help you, however if we chat about your needs and I feel I am not the best fit for you, I will let you know. I never take on a job I can't accomplish quickly and efficiently. My job is to make your job easier!!

Sincerely,

Cheryl Ley

cheryl@bookwormstcloud.com

A FEW RECENT PROJECTS:

My clients run the gamut from individuals needing help with formatting a resume or Christmas mailer to non-profits who need me to run an entire project to companies that just need an extra pair of hands from time to time.

Here are a few of my recent projects:

I regularly use Constant Contact's Event Management functionality to create fundraising Event landing pages for a non-profit with online donation options and the ability to purchase event tickets online.

I worked with a company who was looking for a new CRM solution to manage their sales and services operations. I researched and presented several options to them, they selected Microsoft Dynamics CRM as an addition to Office 365. After mapping their processes and incorporating best practices, I implemented their system, cleaned and imported all of their data and trained everyone. I stayed on until it appeared they had everything under control. During this time I created training videos for any new hires and moved their reseller of record to PowerObjects so they could make use of their ongoing training, support and plugin tools.

A client purchased a Point of Sale system and was not able to implement it properly themselves. I came in and assessed the work that had been done, fixed what was done incorrectly, and got them up and running on schedule. I then stayed on to complete the entry of new products and create a repeatable system so they would be successful going forward.

While working on a different project for a client I noticed they were producing a regular newsletter in a terribly inefficient manner. Each issue was taking weeks to prepare and mail and the design and results were not reflecting the time and energy they were putting into it. I suggested they let me take over one issue and after that I was given the job of managing their newsletter. In addition to the print issue I set up a process for cross-posting newsletter content to their blog, website and social media. After a few issues I was able to train them to do it themselves.

A client wanted to use a CRM that was not really meant for their industry, but it was part of a larger software piece they were selling so it was available for them to use at no extra charge. I mapped their sales and customer service processes and created workarounds so they were able to use the tool successfully.

I have a client who is a representative of a product line and he wants his training materials to include his own branding in addition to the brand of the company he represents. I worked with him to recreate the materials with his company's look while retaining the brand guidelines required by the parent company.

A client had several websites created using several different tools and wanted them all merged into one. The website required a secure portal and unique URL's for easy access to separate sections of the site. It was a very complicated process, but I was able to migrate all of their websites into one Joomla site with a secure portal with several levels of access. Prior to migration I cleaned all of the site content to remove old and redundant information, updated graphics and created a relationship with Happy Dog Web Productions for ongoing Joomla hosting, support and service.

Helping Small Business & Non-Profit Organizations *do more business.*



A FEW THINGS I CAN DO FOR YOU:

Database management

Creating reports

Creating forms

PowerPoint presentations

SEO (keyword research, content management)

Formatting documents, blogs

Positioning existing content for higher impact

Research

Data entry

Basic bookkeeping

Create and send invoices

Creating spreadsheets

Data analysis

Broadcast email campaigns

Email list development and management

Webinar/Online events

YouTube management

Press release distribution

Creating autoresponders

Website content cleanup

Online analytics tracking, translating

Photo/image management

Client/Prospect response (thank you cards, emails)

Direct mailers

Desktop publishing, flyer and brochure design

Basic graphic design

Inventory/order management

Online shopping cart management

Ebay sales management

Lead and Sales generation research

CRM management

Branding/reputation management

Online advertising (Facebook, LinkedIn, Google, etc.)

Online content planning and scheduling

Curate content for blog posts, social media, etc.

20 Reasons Why You Need Me:

1. More time to focus on revenue-driven activities
2. Access to extensive knowledge and experience
3. Reduced need for large office investments
4. Opportunities for working on your business
5. Higher level of productivity
6. You are charged only when I work—not for breaks, lunch, vacation, etc.
7. Increased business flexibility
8. Cost effective business solution
9. Freedom to focus on priorities
10. Sophisticated and high-level support
11. Insight into alternative available solutions
12. Ability to tap into unique insight
13. Vested interest in your success
14. Access to new and innovative resources
15. No need to pay employment taxes
16. Business support on an as-needed basis
17. Straightforward delegation
18. Able to draw on valuable expertise
19. Value-add perspective from a fellow business owner
20. Additional time for personal pursuits



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