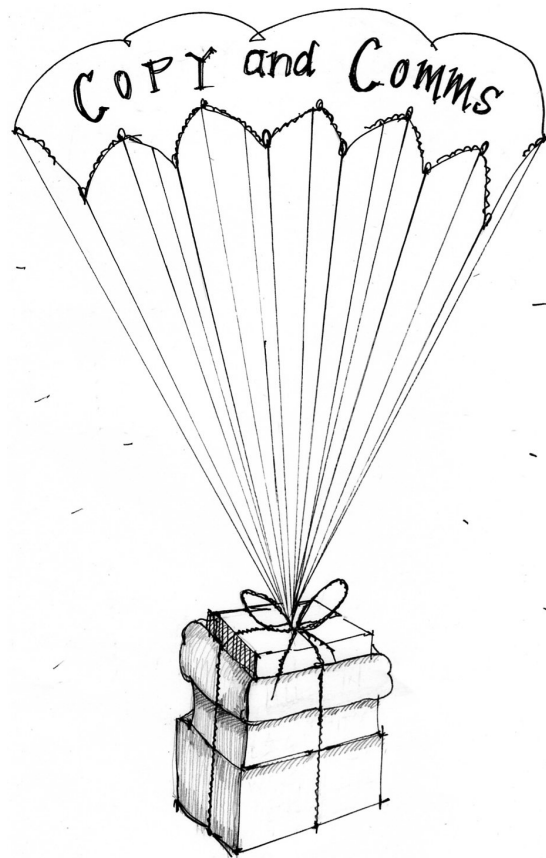


MSPA Copy & Comms Bundles

Organise - Support - Harmonise - Develop



MSPA - Copy & Communications Bundles

Is this for me?

'Should' - it's a horrible word.

There are numerous **Shoulds** in running a successful creative business and they are so often connected to the work, (or 'slog' as it often seems) required to regularly and effectively **communicate** what you **sell** to your **buyers** and potential buyers.

e.g.

I should plan a bunch of blog posts

I should plan out my next 2 newsletters

I should set up a social media dashboard and start scheduling my tweets

I should redo the 'About' and product pages on my website

I should research and review my keywords to improve my SEO

I should sort out my mailing list

I should update my printed marketing materials

And so on...

But **Shoulds** also greedily guzzle up so much time. Time you'd rather use on the far more attractive **Could**s of any creative business.

Coulds are the lovely imaginative 'Right Brain' stuff – the exploration, new ideas, development and invention. The elements, which ultimately turn into **the concepts, products and services, that earns you a living**.

We're here to help you create more time to spend on the **Could**s

Let us assist with the tasks that you **Should** do and where our skills and experience can add the most value.

and... because continuity is so vital to marketing and communications, we've developed some MSPA service packages to provide you with an **invaluable monthly support solution**, tailored to your business needs and available budget.

How does it work and what do I get?

1. Your own designated **MSPA copywriter and communications consultant**
2. A personalised package, tailored for your on-going needs, aims and objectives.

***Please Note: This will include some or all of the following, depending on the plan you opt for:**

- *Regular communication flow between you and your MSPA consultant*
- *Ad-hoc maintenance of existing assets: website, sales materials etc.*
- *Research, creation and distribution of customer newsletters*
- *Research, creation and publication of relevant blog posts*
- *Shareable social media content and interaction*
- *Management of customer contact on blog, website and social media*
- *Creation of new content: website copy, newsletter templates etc*
- *Social media and online presence strategy and scheduling*
- *Communications and marketing strategy*
- *Keyword research to optimise searchable content*
- *Regular reviews to re-assess your aims and objectives*

<p>Preliminary consultation – (max 60 mins)</p> <p>A face 2 face, phone or Skype call to outline your requirements, key priorities and budget</p>	<p>Free of charge</p>
<p>Discovery & Insight Session (D&I)</p> <p>On-boarding phase designed to enable us to provide you with the best possible assistance. We need this time to 'get under the hood' of your business to understand the following:</p> <ul style="list-style-type: none"> • The details of what you do and the tools of your trade • What it costs • Who buys from you and other potential markets • Your current and future projects and key goals • Your marketing materials <p><i>and</i></p> <ul style="list-style-type: none"> • Whom else is involved – your other suppliers e.g. (industry dependent) manufacturer, stockist, web developer, gallerist, publisher or agent • The systems, software and apps you already use to run your business – we've used a lot but we can't possibly know them all and some training could be required. This training is billable time. • Login info e.g. blog, website, mailing list system (We will provide you with a signed confidentiality agreement to cover both parties here) • Any known or potential business stumbling blocks (e.g. technical issues can guzzle the time that we could be spending on creating content. If we know from the outset, we can troubleshoot more effectively.) • Reference and insight – share with us what you would like to achieve from working with us - your motivations, expectations and desired outcomes. • Show us any examples of what you're hoping to achieve - we aren't mind readers. Whilst you might be very busy, the more information you provide in this session, the better we can meet your objectives • Agree a regular review time via call or Skype (using shared screen tools if required) –feedback, questions and forward planning – essential to a successful working relationship! • Anything else you'd like us to know which will help us to fully understand your business operations <p>Once we have this information through a Q&A, we will create a strategy and action plan that will be implemented in our C&C bundled service.</p> <p>We will require a deposit of 50% of this fee before work commences and the balance will be payable on delivery of your plan.</p>	<p>£350</p>

MONTHLY ONGOING SERVICES (Minimum contract of 3 months applicable)	C&C 16	C&C 20	C&C 24
FULLY FLEXIBLE DEPENDING ON YOUR MONTHLY NEEDS / SELECTED FEATURES AVAILABLE			
Flexible & regular communication On-going contact with your Special PA: either by phone, email, Skype or shared document (e.g. google docs)	✓ 2 x 30 mins	✓ Max. of 4 x 30 mins	✓ Max. of 4 x 30 mins
Regular review sessions Scheduled 3 monthly or 6 monthly reviews to re-assess aims and objectives	✓	✓	✓
Maintenance of current content Ad-hoc maintenance of your existing assets: website content, sales materials and product information	✓ Max. 1 hr	✓	✓
Newsletter creation Research, creation & distribution	✓ Max. 1	✓ Max. 2	✓ Max. 2
Blogging Research, creation & publication of relevant blog posts	✓ Max. 2	✓ Max. 4	✓ Max. 4
Social media 'lite' Posting & sharing of any new content on appropriate social media channels	✓	✓	✓
Audience interaction Interaction with your target audience comments & queries on blog, website and/or social media	✓	✓	✓
Content creation Creation of fresh content: website copy, sales pages, new products & services	✓ Max. 2 hrs	✓	✓
Social media strategy & scheduling Creation & implementation of mid-long term social media strategy optimising online presence & customer engagement.	✗	✓	✓
Comms & marketing strategy Creation & implementation of mid-long term communications & marketing strategy including keyword research to optimise searchable content	✗	✓	✓
<i>How much will it cost?</i>	£640 Per month	£800 Per month	£960 Per month

More hours are available, if required.

Terms of Sale: The D&I session is only available as the preliminary phase to contracted Copy & Comms. work. When you book a C&C bundle, you are contracted to a minimum of 3 months service.

The selected C&C bundle of hours must then be used during the respective month - it cannot be rolled over to the following month and will be billed at month end, whether the time has been used or not.

MY SPECIALPA



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