

## A Welcome Pack

*Organise - Support - Harmonise - Develop*



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## About My Special PA

**- We are committed to helping you succeed in doing what you love -**

**My Special PA** (MSPA) was founded in **2009** by **Emma de Polnay**, formerly a set designer and art director for the Film and TV industry.

MSPA is a business service designed for creative professionals who need administrative, commercial and business assistance without the full-time financial outlay.

We offer freelance administrative and specialist business services to artists, designers, media professionals and other creative company owners, including business development, supplier liaison and marketing.

Every Special PA has creative business experience and we ensure that we assign the team member whom best fits each client's requirements, to enable a truly tailored support solution.

**USP: liberating our clients from the often-overwhelming commercial and administrative demands of their daily business, allowing them to focus on the creative core of their work.**

### **The Key Benefits**

- The help you need, just when you need it.
- Each Special PA understands some of the key challenges of your work and if required will be able to offer realistic, practical solutions, rather than just waiting to be told what to do.
- We have proven success and experience in generating new enquiries / business / sales.
- Time and money saving: If you're spending time doing your own admin and business development when you could be focused on your creative work, we guarantee we can save you and your business money.
- Having an experienced assistant handling your client contact will help to enhance your business profile.
- We can build a strong, sustainable working relationship, allowing you to take time off work confident in the knowledge that your business affairs are being dealt with in your absence.
- No employee overheads
- No additional office overheads
- Virtual services offered UK wide

We have helped individuals and S.M.E's from the following professions:

- Arts (cross discipline)
- Designers (cross industry)
- Communications, PR and Events
- Digital
- Media
- Performing Arts
- Entrepreneurs
- Alternative lifestyle
- Teachers and trainers

If your profession does not fall into any of the above categories but you would like to find out, more please enquire. We will always try to find you a solution and in the unlikely event we can't help you ourselves, don't worry - we guarantee we will know someone who can.

## Our Services & Price Guide

### Option 1. Just Too Busy (J.T.B) Bundles

#### Administration & Business Support - £35 p/hr

Choose a monthly bundle from 16 - 24hrs per month **\*\*Minimum 3-month contract applies\*\***

#### **Who's It For?**

This service is well suited to **'just too busy' creative individuals and companies**, that require regular and ongoing administrative and business support.

We'll do your admin, speak to your people and keep things ship-shape, allowing you to get back into your workspace!

- **Workspace organisation – keeping your business matters ship-shape with physical and virtual filing**
- **Contact management - email filtering, diary and mailing list management**
- **Document creation and distribution – e.g. quotes, invoices, applications, stock-lists and mail merges**
- **Research**
- **Customer and supplier liaison**
- **Web and blog admin (system training applicable)**
- **Personal admin and errands**

J.T.B 16hrs	£560
J.T.B 20hrs	£700
J.T.B 24hrs	£840

More hours available as needed, just ask...

When you engage a Special PA to deliver these services, you will benefit from working with a skilled consultant with proper business experience, whom will work closely with you to understand and meet the demands of your world, whatever they entail.

### Option 2. Copy & Comms (C&C) Bundles

#### Copy writing and Communications - Monthly Support - £40 p/hr

Choose a monthly bundle from 16 - 24hrs p/month **\*\*A minimum 3-month contract applies\*\***

#### **Who's It For?**

This option is an ideal fit if the demands of your brand and business communications is 'guzzling' too much of your actual work time.

C&C bundles are also ideally suited to clients who want to build a strong ongoing partnership with their Special PA consultant.

We'll start with a **Discovery & Insight** session, including a face to face 'on-boarding' meeting, this is designed to allow us to 'get under the hood' of your business before we take action, therefore enabling us to provide you with the best possible assistance. We will also create a strategy and plan of action.

You can then choose a monthly plan (16-24hrs) which will offer you some or all of the following, depending on your required time commitment and available budget:

- **Newsletter creation**
- **Blogging**
- **Copy writing & content creation**
- **Social media strategy & scheduling**
- **Communications & marketing strategy**
- **Regular review sessions**
- **Maintenance of current content**
- **Target audience interaction**
- **Flexible & regular communication**

C&C 16hrs	£640
C&C 20hrs	£800
C&C 24hrs	£960

More hours available as needed, just ask...

### Option 3. *'My Project'*

**Project Support Solutions - On Demand – £40 p/hr**

#### **Who's It For?**

This service is for anyone who needs project assistance or management for one-off or seasonal projects – E.g.

#### **Event - Assistance / Management**

- Art or Design Fair – admin, contact liaison, logistics
- Photographic production/shoots/location finding
- Event planning - product launches, trade shows, parties or weddings
- Interior builds - project coordination, product sourcing
- Event staffing (subject to availability)

#### **Internal Company Admin Projects**

- Bespoke company templates – e.g. estimates, questionnaires, info packs, forms
- Research – e.g. products, alternative suppliers or systems, recruitment or new business prospect lists
- Website updates
- Mailing list / Email marketing system admin
- Press pack

We'll start with a consultation phase (**Discovery & Insight**) – questions from us, answers from you - followed by a face-to-face meeting.

We'll then create a project plan with timescales and you can choose a 'My Project' bundle of hours from 16 -60hrs (more available if required)

'My Project' is all about getting you the help you need – **On Demand** - with an affordable minimum-booking fee and without an **on-going monthly commitment**.

## Option 4. The M.S.P.A Business Package

### Map The Strategy Plan The Action – Packaged Service – From £560

#### **Who's It For?**

We passionately believe that taking a look at the bigger picture is essential for a successful business. **The M.S.P.A. Business Package** does exactly this, helping you to understand where you are, where you want to be and what you'll need to do to achieve that.

Our package has been specifically developed to help creative individuals and companies, whether you are newly launched, diversifying or looking to grow.

We will work collaboratively at first and then **we will create a bespoke strategy and action plan**, based on our expertise, your goals and our recommendations for how to achieve them. You may wish to implement the plan yourself - or - we can support you with further MSPA services as listed above.

The M.S.P.A. Business Package takes a holistic view of your business.

It is also highly bespoke, so what we cover will be dictated by your individual requirements.

This may include some or all of the following:

- **Your creative work (what you do)**
- **Your clients (defining your target market)**
- **Your pricing model (earnings potential)**
- **Your competition (what are they offering)**
- **Your brand identity (how you want to be perceived by your target market)**
- **Your marketing activities (how you promote your products/services)**
- **Your sales opportunities (where you can sell your products/services)**
- **Your business processes (what paper/IT systems you use)**

**Please Note:** All of our services are based on our skills, expertise and what our existing clients ask for help with. We appreciate that some people have very particular expectations when they choose to hire a personal assistant, executive personal assistant or online assistant.

If you need a service that is not listed, please talk to us and tell us how we can help - we have plenty to offer and always love a challenge!

## Affiliate Services & Partners

If you require any of the following services - we can help. We have an extensive contact base of recommended partners and third-party suppliers we would be very happy to refer you to.

- Bookkeeping
- Accounting

- Legal Contracts
- Coaching - Personal and Business
- Website S.E.O & P.P.C
- Digital and Print Design (esp. giclee prints)
- Misc. Suppliers

## How it Works

### What My Special PA will do?

- We offer a complimentary 1hour initial consultation to discuss your requirements. This can be conducted in person, via Skype or over the phone.
- During this meeting we will fill out a **New Contact Form** to note your contact details, requirements, relevant timescales and any other important details.
- We then create a **Proposal** from the information you've provided and email it to you for your consideration, along with our **MSPA Terms of Business** (same document as Proposal)
- When we begin our working arrangement we will provide a signed **Confidentiality Agreement** to protect our mutual interests.

**PLEASE NOTE:** Any time taken to carry out experimental work and or research as requested by the client, will be charged at the applicable hourly rate.

### What My Special PA will need from you.

- Please read this **welcome pack** so you're clear on what we offer and what it costs – don't hesitate to call or email with any questions.
- Come to your **initial consultation meeting** with a list of your requirements or a project brief (feel free to email this ahead of the meeting)
- When you are happy with your **Proposal** and our **Terms of Business** and wish to start work, please print, sign and return to the contact address in the footer (these instructions are included in your Proposal)
- If your requirements change, that's fine but just let us know ASAP, to maintain the clarity of your brief.



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## Important Things We'd Like You to Know:

- Our payment terms are 7 days from receipt of invoice
- Rates are subject to review.
- For new clients a 50% deposit is payable before work commences
- Expenses - whilst we are happy to work on site with our clients, our team is predominantly home office based, delivering virtual support services to MSPA clients as required. Consequently, if we are required to work away from our home offices we request that related expenses i.e. travel fares and refreshments are provided /paid for by the client – on a case by case basis.
- If you purchase monthly bundles from us, we recommend you agree when the time should be used with your VA or consultant and they will then protect this time in their diary for working for you. Note that these hours cannot be rolled over to the following month and you will be billed the full fee at month end, whether you have used the agreed time or not
- Overtime when required, will always be agreed prior to commencement and will be charged pro-rata
- No VAT applicable at the time you receive this Welcome Pack
- Your PROPOSAL / ESTIMATE must be signed and returned to us as a hard copy before work commences.
- Services and team members are always subject to availability; we work with a limited number of clients to ensure the highest level of dedication and quality of work
- If of benefit to your business needs, we may recommend you are supported by multiple members of the team e.g. one VA to provide J.T.B - admin and business support and a C&C specialist to deliver your marketing support.

***You're not alone – let us help.***

Book your **free 1hr consultation** today by calling

**+44(0) 01273 622 896** or email us at [office@myspecialpa.co.uk](mailto:office@myspecialpa.co.uk)