

# WELCOME TO THE *beauty* BOSS VA

**HELLO,**

Thank you for taking the time to consider The Beauty Boss VA to help you on your business journey. My name is Kara and I have been in the beauty industry for the last 16 years, 10 of those as a salon owner & leader. I started my very first business at the age of 18 when I started to offer nail services from home, while studying beauty therapy. Once I graduated I moved into the salon industry but the desire to have my own business was still strong. After just 18 months in a salon and at the ripe old age of 21, I set up my very own Ella Bache Franchise. We began the salon with no database, a small team of therapists but a strong desire to succeed. After many years of finding my feet and learning as much as possible, our salon began to turn over 7 figures and employed 11 team members. I only worked in the business from home, and had a team of managers running the day to day operations for me, so I could focus on my family and my business skills.

During my time as a business owner I learnt a lot about what to do and what not to do. Being naive and thinking having a franchise would automatically mean I wouldn't have to worry about learning how to run a business, I very quickly realised I needed to learn as much as I could. I know how important it is to be able to ask for help and employ a team to guide and support you on your journey. Since selling my business I have continued to grow and learn. Spending time advancing my skills, both in business, marketing and design. I am also a strong believer in personal growth and development and will continue to always work on my own mindset and abilities.

My goal is to now to help other business owners reach their goals, all while taking away some of the pressure and overwhelm that I know can often be too much. There's always so many things to tick off that to-do list and that's where The Beauty Boss VA can step in to help.

Having someone who can assist you in areas that aren't your passion or strength can make a world of difference to your business. There's often those 'I'll get to that later' tasks that we never seem to get to, because we either don't know how or other things, just seem to take priority. But if we do have someone who can help and do the job well, our business can grow immensely.

So if you are looking for someone who knows and understands what it's like to be a business owner, has experience in what it takes to grow a beauty business successfully and would like more TIME to enjoy the journey of being an entrepreneur, I'd love for you to contact me to see how I can help you further.

Much love & kindness,

*Kara*



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## THE PROCESS

### 01. DISCOVERY CALL

If you're unsure of where to start with outsourcing to a VA, then a discovery call is your first step. We will dive deep into your biz

### 02. PROPOSAL

Once we have completed your call and we have a wish list of VA tasks for your business, we will create your proposal

### 03. ONBOARDING

After accepting our proposal, we will start your client onboarding. You'll be added to our client portal where you can see updates at any time.

### 04. FIRST DRAFTS

We will now begin mapping out your strategy and create your first drafts. This can take between 7 - 14 days depending on the project. You will then be sent your drafts for revision.

### 05. REVISIONS

We will revise any items you would like changes made to and submit back to you for approval. It's important to have this clear as we only allow for 1 major revision.

### 06. IMPLEMENTATION

Once you have approved your project's content, we will begin the implementation of your items. You can just set and forget as we do all the hard work for you!



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## HOW WE CAN HELP GIVE YOU BACK MORE TIME

*Think about all of the tasks you have to do in your business on a daily/weekly/monthly basis. How does that list make you feel? Does it make you feel motivated and inspired? Is there tasks on your list, that you don't like doing and wish you could palm off to someone else? Well that's the perfect place to start when hiring a VA.*

*Here's a few of the ways we help our clients:*

### 01. CUSTOMER SERVICE

If you feel overwhelmed when it comes to key areas of customer service and client experience, we can help! From email inbox management, customer service phone calls, SMS follow ups & so much more. Our team of VA's can help you make incredible first impressions.

### 02. MARKETING

Marketing is the key driver in our salon businesses and we can help drive customers into your business. Including: Email Campaigns, Posters, Flyers, Digital Marketing, Facebook Ads, Google Ads, there's a marketing solution for you. We not only design your marketing, we send it and implement the strategy for you too!

### 03. SOCIAL MEDIA

Know you need to be on social media and have lots of client photos, but struggle to find the time to post or even think of some type of strategy? Well we are here for you! Our social media managers are from the hair and beauty industry and understand exactly what your audience wants from you. From weekly packages to social media toolkits, we have something for everyone

### 04. BUSINESS OPERATIONS

Do you wish you could click your fingers and have someone create all your business documents for you? From employment contracts, to induction and staff manuals, we have you covered. We can not only create them for you, but we can make them easy for your staff to learn on their own, without you.



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## HOW WE CAN HELP GIVE YOU BACK MORE TIME

### 05. WEBSITE DESIGN

Whether you are looking for a brand new website, online store added to your existing site or seasonal updates, we have you covered. Our team of designers can help with all aspects of creating and managing your website.

### 06. GRAPHIC DESIGN

Need some graphic design elements for your business? We can help! From Menu of Services to promotional cards, we have a team of designers who understand what you need for your salon.

## BRANDING

Branding is a key element to any successful business and it's something you must have done when working with a VA. It not only allows us to create your content easily and consistently, it gives your brand a voice and allow you to stand out from the rest. We have collaborated with the incredible team at Digital Bloom to bring you two exclusive Beauty Boss VA x Digital Bloom Packages!

### SOCIAL SETTING SPRAY \$495 + GST

- + Bespoke Canva Template Set: 10 tiles, 5 stories, 5 highlights, 1 Facebook Cover
- + Social Brand Board (basic style guide for social media)

### FOUNDATIONAL FRANGIPANI \$699 + GST

- + Logo File Trace + File Set Build Out (includes both web + print ready file formats)
- + Branding Guidelines



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## CLIENT TESTIMONIALS

"Working with you for a short time I got to, dramatically made a difference to me!  
My trust and confidence grew so much. You are amazing!"

- JODIE, THE LITTLE LASH

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"I just wanted to give huge shout out to the amazing Kara at The Beauty Boss VA..  
Without her and her expertise in both the beauty and tech world my business would  
never have entered the world of cyber space!!

From redesign, website set up, online store and rebranding to ordering all of my  
vista paraphernalia Kara has made everything sooo easy.

I wanted to say thanks so much for all you have done for me"

- JANINE COX, SECRET BEAUTY

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"Kara is my amazing VA. Thank you so much for all your  
hard work. Can't wait to ride 2021 with you!"

- KERRY, MIA BELLA BEAUTY

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**READY TO GET STARTED?**

*[Book a discovery call here](#)*

