# Your business, supported end to end

Senior remote operations, digital presence, systems and execution for US small businesses.

## ONE PARTNER. MULTIPLE BUSINESS FUNCTIONS.

14+ years of operations experience, combining hands-on executive support, business process improvement, project coordination, CRM, marketing and AI-assisted implementation.

| Engagement | What you get | Fee |
|---|---|---|
| **All-around business partner** | Ongoing cross-functional support; priority planning and execution, weekly updates, monthly review. Up to 160 hours/month. | **$2,500 / month** |
| **20 hours / week** | Reserved part-time capacity; agreed task list and weekly reporting. | **$250–300 / week** |
| **40 hours / week** | Dedicated weekday capacity; agreed responsibilities and weekly reporting. | **$500–600 / week** |
| **Hourly support** | Routine execution $12.50/hr; senior coordination $15/hr. Approved hours only. | **$12.50–15 / hr** |
| **Fixed-scope project** | Choose a specific deliverable or package from this guide. | **See following pages** |

## What the monthly partnership can cover

Executive support, daily operations, project tracking, SOPs, CRM administration, marketing coordination, website and SEO improvements, social content, reporting, prospecting and practical no-code/AI automation. Each month, we agree on priorities and allocate capacity across these functions.

Hourly monthly estimates (52 weeks / 12 months): 20 h/week = $1,083.33–$1,300; 40 h/week = $2,166.67–$2,600. Hourly invoices reflect actual approved hours. The $2,500 plan is a separate fixed-fee offer (160 hours/month, equivalent to $15.625/hour at full use).

# Start, improve or grow

One-time packages are designed around business needs, not a random list of tasks.

| One-time package | Scope included | Price |
|---|---|---|
| **Launch Essentials** | New business or missing core online profiles. Starter brand kit, landing page, Google profile setup, 2 social profiles, tracking and review link. | **$1,280** |
| **Business Presence Launch** | New business needing a complete digital foundation. Starter brand kit, 5-page website, Google profile, 2 social profiles, tracking and 30-day calendar. | **$2,000** |
| **Existing Business Refresh** | Existing brand and site. Brand/presence audit, website audit, 5-page refresh, Google profile upgrade, 2 social profile refreshes, SEO fixes (5 pages). | **$1,440** |
| **Visibility Growth Setup** | Business wants more local visibility. SEO audit, 5-page on-page fixes, Google profile upgrade, 10 listings, review system, content calendar, 4 static posts. | **$960** |
| **Business Systems Foundation** | Operations assessment, structure blueprint, 3 SOPs, 1 workflow, CRM setup, 1 simple automation and KPI tracker. | **$2,000** |

## Ongoing packages

| Monthly package | Scope included | Monthly fee |
|---|---|---|
| **Presence Care** | Monthly: 2 social channels, 8 static posts, 2 short reels, 4 Google updates, review replies (10), minor website edits (2h), monthly report. | **$800** |
| **Growth & Visibility** | Monthly: 12 static posts, 4 short reels, Google profile care, local SEO (2 pages), 1 article, minor website edits (2h), report and monthly call. | **$1,200** |
| **Systems Care** | Monthly: CRM upkeep (6h), automation upkeep (4h), 2 SOP updates, KPI tracker refresh, weekly action report. | **$720** |

Packages have their own bundled prices. Select a package or individual services; overlapping deliverables are not billed twice. Setup is separate from maintenance unless stated in the package.

# Brand identity & website

Make the business look credible and make it easier for customers to take action.

| Service | What is included | Price (USD) |
|---|---|---|
| **Brand / presence audit** | Review logo, messaging, website and up to 3 channels; prioritized fix list. | **$160** |
| **Logo concept & refresh** | 2 concepts or refinements; 2 revision rounds; PNG/JPG/PDF exports. | **$120** |
| **Starter brand kit** | Logo, colors, fonts, voice, short guidelines and 3 reusable templates. | **$320** |
| **Brand identity upgrade** | Existing identity review, refreshed visuals, messaging, 6 templates, guide. | **$480** |
| **Business profile / sales one-pager** | One branded 1–2 page PDF, offer and contact details. | **$120** |
| **Website audit** | Up to 5 pages: mobile, navigation, clarity, trust, forms, basic SEO; action list. | **$160** |
| **Landing page setup** | One responsive template-based page, copy polish, contact form, basic SEO. | **$480** |
| **Starter website** | Up to 5 template-based pages, mobile layout, contact form, basic SEO, handover. | **$1,120** |
| **Website redesign / refresh** | Up to 5 existing pages: layout, copy, visual consistency and calls to action. | **$800** |
| **Additional website page** | One standard page using existing layout; basic SEO and mobile check. | **$160** |
| **Website copy improvement** | Up to 5 pages, headline, offer, trust signals, calls to action. | **$256** |
| **Tracking setup** | GA4 and Search Console setup, basic form/click event test where supported. | **$160** |

# SEO, Google & local visibility

Help customers find the business in Google Search and Maps.

| Service | What is included | Price (USD) |
|---|---|---|
| **SEO audit & action plan** | Up to 10 pages; titles, indexing, speed checks, links, keywords and priorities. | **$280** |
| **On-page SEO implementation** | Up to 5 pages: titles, descriptions, headings, internal links and image alt text. | **$280** |
| **Technical SEO cleanup** | Up to 5 hours of supported fixes: broken links, sitemap, redirects or indexing. | **$140** |
| **Keyword / competitor research** | Up to 20 target terms and 3 competitors; priority recommendations. | **$168** |
| **Google Business Profile setup** | One eligible location: categories, services, description, hours, photos, verification support. | **$160** |
| **Existing Google profile upgrade** | Audit and update one profile, services, images, review link and consistency. | **$120** |
| **Business directory cleanup** | Check and update up to 10 supported listings; name, address, phone, website. | **$160** |
| **SEO article / service copy** | One researched 700–1,000 word page, draft and metadata. | **$140** |
| **Google review system** | Review link, QR graphic, request templates and response guide. | **$80** |
| **Local SEO monthly** | One location: Google profile care, 2 page optimizations, listing checks, 1 report. | **$400 / mo** |
| **Google profile monthly** | One location: 4 updates, up to 10 review replies, hours/services checks, report. | **$200 / mo** |

Google Business Profile itself is free. Fees cover professional labor, not Google verification or guaranteed ranking. Owner participation may be required.

# Social media & creative production

Build a consistent presence, with creative assets available separately.

| Service | What is included | Price (USD) |
|---|---|---|
| **Social profile setup** | One channel: bio, banner, profile image, links, contact and basic settings. | **$80** |
| **Social profile refresh** | Up to 2 channels: branding, bio, links and page settings. | **$120** |
| **Content strategy / calendar** | 30-day plan, themes, 12 ideas, posting cadence and audience direction. | **$120** |
| **Static social post** | 1 branded visual and caption; 1 size; 1 revision. | **$40** |
| **Carousel post** | Up to 5 slides, caption and 1 revision. | **$80** |
| **Promotional flyer / poster** | One design, digital and print-ready PDF as applicable; 2 revisions. | **$80** |
| **Ad creative / banner** | One static concept, caption/ad copy and 2 sizes; 1 revision. | **$80** |
| **Short video / reel** | 15–30 sec from supplied or approved assets; captions, music and 1 revision. | **$128** |
| **Promotional video** | 30–60 sec; concept, script, edited or AI-assisted footage, captions, 2 revisions. | **$320** |
| **Extended business video** | 60–120 sec; storyboard, editing, captions and 2 revisions. | **$512** |
| **Video cutdown / resize** | One existing video adapted to another length or aspect ratio. | **$64** |
| **Social media monthly** | 2 channels; 12 unique static posts cross-posted, captions, scheduling, report; no DMs. | **$480 / mo** |

Video quotes assume supplied/approved footage or AI-assisted assets, no on-location filming. Premium stock, voices, music and generation credits are additional if approved.

# Advertising, sales & lead generation

Support the pipeline without confusing campaign fees with advertising spend.

| Service | What is included | Price (USD) |
|---|---|---|
| **Meta or Google Ads setup** | One platform, one campaign, up to 2 ad groups/sets, basic conversion setup. | **$400** |
| **Ads monthly management** | One platform, up to 2 active campaigns; weekly checks, adjustments, monthly report. | **$400 / mo** |
| **Campaign strategy / offer** | Audience, message, offer, channel recommendation and campaign brief. | **$160** |
| **Lead research / list building** | Up to 50 business prospects, public business contacts, source links, validation status. | **$240** |
| **B2B prospecting system** | Target criteria, research workflow, CRM fields, tracker and outreach templates. | **$320** |
| **Email outreach setup** | One sequence of up to 3 messages, list import, test and sender setup guidance. | **$224** |
| **Outreach monthly support** | Up to 100 researched prospects, approved outreach, follow-ups and weekly status. | **$480 / mo** |
| **Email newsletter** | One email, copy, layout, test and scheduled send to approved list. | **$112** |
| **Sales presentation / proposal** | Up to 8 slides or 4 pages; messaging and branded layout. | **$192** |
| **Customer onboarding system** | Intake form, welcome email, checklist and handoff steps. | **$320** |

Ad spend, list subscriptions, email platforms and paid creative assets are separate. Campaign results and deliverability are not guaranteed.

# Operations, systems & AI

Build structure that saves time, reduces errors and gives the owner visibility.

| Service | What is included | Price (USD) |
|---|---|---|
| **Business operations assessment** | Discovery, current tools/workflows, bottlenecks, priorities and 30-day plan. | **$320** |
| **Business structure blueprint** | Roles, responsibilities, reporting lines, handoffs and accountability matrix. | **$480** |
| **Workflow mapping** | One process, up to 15 steps, owners, decisions and exception handling. | **$168** |
| **SOP creation** | One procedure up to 10 pages or 15 steps, screenshots if provided, review. | **$168** |
| **SOP playbook** | Up to 5 standard SOPs, index, templates and ownership assignments. | **$700** |
| **Project management setup** | One workspace, up to 3 project templates, statuses, owners and reporting view. | **$336** |
| **CRM setup** | One pipeline, up to 20 fields, views, basic permissions, up to 500 clean contacts. | **$480** |

Implementation is limited to supported no-code tools and approved access; custom software, complex integrations and regulated advice require a separate specialist quote.

# Operations, systems & AI (continued)

Build structure that saves time, reduces errors and gives the owner visibility.

| Service | What is included | Price (USD) |
|---|---|---|
| **CRM cleanup / migration** | Up to 500 records, field mapping, dedupe, import test and exception list. | **$288** |
| **CRM optimization** | One existing pipeline, field cleanup, 2 reports and handoff improvements. | **$288** |
| **Simple automation** | One trigger, up to 3 actions in supported no-code tools; test and handover. | **$200** |
| **Multi-step automation** | One workflow, up to 8 actions, conditions, 2 systems, error handling and test. | **$480** |
| **AI prompt / assistant setup** | One repeatable task, prompt library up to 5 prompts, test cases and guide. | **$320** |
| **Dashboard / KPI tracker** | One spreadsheet/dashboard, up to 8 KPIs, data input and instructions. | **$336** |
| **Pricing calculator / spreadsheet** | One workbook, up to 3 tabs, formulas, validation and test cases. | **$336** |

Implementation is limited to supported no-code tools and approved access; custom software, complex integrations and regulated advice require a separate specialist quote.

# Monthly care & ongoing operations

Keep systems and channels current after implementation.

| Service | What is included | Price (USD) |
|---|---|---|
| **Website care** | Monthly: up to 4 hours of minor copy/image edits, form/link checks, backups/updates if supported. | **$160 / mo** |
| **CRM maintenance** | Monthly: up to 6 hours of data checks, pipeline upkeep, minor changes and report. | **$192 / mo** |
| **Automation maintenance** | Monthly: up to 4 hours monitoring, minor fixes, tests and change log; no new builds. | **$200 / mo** |
| **Executive admin support** | Monthly: 20 hours of email, calendar, records, routine reporting and coordination. | **$320 / mo** |
| **Operations coordination** | Monthly: 20 hours of project tracking, SOP follow-up, KPI reporting and escalations. | **$560 / mo** |
| **Reputation monitoring** | Monthly: one Google profile + 2 channels, up to 15 replies, flagged issues and report. | **$120 / mo** |
| **Content-only monthly** | 8 static posts + captions, 2 short reels; client posts them; 1 revision per asset. | **$560 / mo** |
| **Website + local visibility care** | Monthly: website care and local SEO, one website / location; combined reporting. | **$560 / mo** |

# A partnership that grows with you

Simple terms, clear ownership and a practical path from project work to ongoing support.

## How maintenance works

We maintain agreed existing assets, check for errors, make minor updates, track performance, report progress, and recommend the next improvements. New builds, major redesigns, migrations, extra content, new automation flows and new campaign launches are separate projects unless explicitly included in the chosen plan.

| Step | What happens |
|---|---|
| **1. Discovery** | **Complimentary 20-minute fit call; agree objectives, access, scope and deliverables.** |
| **2. Setup / project** | **Written proposal, timeline, milestones and acceptance criteria. Client supplies approvals and assets.** |
| **3. Handover** | **Approved files, account access, process notes and next-step recommendations.** |
| **4. Ongoing support** | **Choose monthly care, reserved hours or the $2,500 all-around partnership; review results and priorities monthly.** |

## Proposed commercial terms

Fixed projects: 50% upfront, 50% at acceptance; phased billing by agreement for larger builds. Monthly services are prepaid and renew monthly; suggested initial 90-day term, then 30-day notice. Hourly work is invoiced weekly based on approved time. Two revision rounds on project deliverables unless otherwise listed. Changes beyond scope are quoted before work begins.

Client retains ownership of accounts and approved deliverables after payment. Domain, hosting, software, media licensing, advertising spend, taxes and third-party fees are excluded. No guaranteed leads, rankings or revenue. One brand/location unless stated; client approval and platform access may affect timing. Unused reserved monthly capacity does not roll over; additional hours or projects need written approval. No 24/7 coverage.

All prices are proposed starting fixed-scope fees in USD. Final scope and availability are confirmed in writing. Book a discovery call to choose the right level of support.