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BusiWizard
Magic For Your Business

BusiWizard Services & Rates 2010

Helping You Achieve Success in Small Business

Below is some important information for your perusal before we get to work on helping you achieve success! Please fully inform yourself of what services we can provide you before signing our working agreements. We look forward to a long and prosperous relationship with you...

Coaching & Consultancy

What is the difference between a coach and a consultant?

*When we offer you a **coaching service** we will guide you through creating your plan and guide you towards implementing that plan with the majority of the work being done by you. We are there to simply give advice and offer assistance when required. All coaching must be requested in advance. For example we do not answer lengthy emails or take long phone calls unless you have pre-organised this time with your coach.*

*When we offer you a **consultancy service**, we will complete all of the work outlined for you. We will define a set plan agreed upon by you and arrange for the work to be completed within approximate time frames. It is important to understand that a consultant is not a direct employee of your business so it is important that you recognise that your consultant also works with other client and is not intended to act as your personal assistant. This is why we limit email and phone time to specific times of the day.*

Online & Offline Business

What is the difference between an online and offline business?

There is a huge difference in the way that these two business types are run. We experience many issues with small business people attempting to enter the online business world without any knowledge of online business or the internet. It can be very confusing and frustrating if you are not aware of the differences.

An offline business offers you the opportunity to sell and prove yourself and your product or service to your customer face to face. When you operate an online business you lose this capacity. This is why in an online world we amplify who and what you are throughout your website so as to gain you credibility. A different level of salesmanship is required online when you may only have seconds to gain the interest of your client rather than minutes or hours in a store.

To run an online business efficiently you must possess a certain amount of technical knowledge and be aware of the upkeep that is required. We now offer an upkeep service but it is important that you do understand that websites, social networking sites, blogging submitting articles and all of the other wonderful free ways to gain clients online do require upkeep and attention to work efficiently.

Your Responsibilities

Once you have decided to take on a coach or consultant to help you launch or grow your soon to be successful small business, it is important that you don't completely hand over the reins....

We understand that sometimes it is a great relief for frustrated business owners to have an off-sider who you can now outsource some of your very important work to; however your role is still to be the manager and controller of this business. The consultant or coach is only there to assist not to take over. Your role is still to manage and the consultant or coach will not take on any other role that is not agreed upon within the original agreement.

Our Professional Relationship

We look forward to sharing this exciting journey with you. We are extremely passionate about helping you achieve your goals for this business. We enjoy passing on our knowledge so that we are not just performing but informing. We work in integrity and hope that you will also. No business will last without integrity!

We always operate in a professional and calm manner and ask that our clients (regardless of what your issues are) will treat all coaches and consultants in the same professional manner.

All consultants and coaches limit email and phone answering to certain times of the day. Usually only between 9-10 am and 4-5pm. This is to ensure that they can concentrate on the task at hand. If you inquiry is urgent, please leave a message stating so and your call will be answered.

Promises

We can never promise you certain gains in profit from the work that we provide, nor we can we ever promise that your business will be successful. There are so many outside influences that can affect the outcome of your business. We always endeavor to provide you with an informed service that is designed to help you achieve your small business goals and to be competitive in your market, but we can never make promises of any kind as to your success.

Rates

We offer some of the most affordable rates in Australia for our professional services:

- Coaching: \$35 per hour SKYPE OR PHONE ONLY (incl GST)*
- Coaching Face to Face: \$41 per hour + Travel Time Charged (incl GST)*
- Consultancy: \$50 per hour (incl GST)*
- Upkeep/Virtual Assitance: \$41 - \$50 per hour (incl GST)*
- Website Silver Package: \$499 (incl GST)*
- Website Gold Package: \$799*
- Website Ultimate Package: \$1699 (incl GST)*

Once you have decided what services you require, you will receive a quote for the approximate hours needed to complete the work and within what time frame it can be completed. All quotes are approximate. All time frames are approximate. Hours required to complete work vary depending on your business and your market.

Business Planning

- Prepare business plan for financial institution*
- Prepare short business and marketing plan for period of 3-6 months*
- Analyse Target Markets/Competitor Research*

Marketing

Offline:

- Research Networking Possibilities*
- Press Releases; creation of*
- Viral Branding; advice and construction*
- Key Note Speaking Avenues; research*
- Training; designing and constructing a training program*
- Submission to relevant print directories*
- Sponsorship*
- Snail mail; creation of split tested copy*
- Flyers; creation of and avenues for distribution*
- Newspaper, TV, radio advertising; construction of campaign*
- Trade shows*

Online:

- Organic Search Engine Optimisation*
- Article writing and submission*
- Blog writing and submission*
- Newsletter construction/help with setting up list*
- Audio/video advertising (podcast, youtube)*
- Online business directory listings and research*
- Online forum research for your cooperation*
- Social networking site set up*
- Online business networks; research and include your business for cooperation in*
- Referral and testimonial programs*
- Ebook construction*
- PPC advertising campaigns*
- Affiliate marketing campaigns*
- Link swapping campaigns*

There are many other marketing avenues that will only be specific to your industry. Of course if you have any ideas please advise your coach or consultant.

Web Design

- Construction of website/unlimited pages using buildmysite builder*
- Website designed for easy navigation and with a sales focus*
- Creation of all website content*
- Website optimised through linking, keyword placement, meta descriptions*
- Keyword research for all major and minor keyword phrases*
- Meta descriptions and meta tags placed*
- Set up and use of google webmaster tools and analytics for optimisation purposes*
- Add in extras like video and audio*
- Set up shopping cart*

- Set up members lists
- Create forms

Graphic Design

We do not offer a graphic design service though we are happy to refer you to a trusted company. We often advise clients to take a DIY approach if your budget is slim for graphic design work. For logos, flyers etc much of the work can be completed by you. Our eBooks outline the trusted companies and ways that can be used to do this.

Upkeep/Virtual Assistant Service

If you require an ongoing service and assistance in upkeep please advise at the beginning of your contract. This way we can be sure to provide you with a reliable service.

Our upkeep service requires you to give at least 24 hours notice for minimal tasks and 48 hours notice for tasks that require ample amounts of time (10 hours plus). You will be advised when an assistant is available to help you. Generally, you will be assigned the same assistant to ensure continuity.

A virtual assistant can help you with the following:

- Website Upkeep
- Marketing
- Advertising
- Research
- Planning
- Personal Assistant

We cannot assist with bookkeeping or financial projections. We may be able to assist in recommending a reputable service. The rate for our upkeep and virtual assistant service is \$41.00 per hour (incl GST).

Workshops & Online Programs

We often run workshops or online interactive programs that are designed to help you become skilled in all areas of modern day business management. Please check our website regularly for updates and ensure you are a member so that we can inform you of other valuable services and information.

We look forward to working with you on creating a successful and profitable business.

Please call 1800467861 or email support@busiwizard.com for an immediate quote and agreement.

Warm Regards

Heidi Shannon

Director

BusiWizard Training & Coaching Services