Clerical Advantage Information Packet

2016

Tina Marie Hilton

T.Marie Hilton's Clerical Advantage

BUSINESS PROFILE

Company Background

Clerical Advantage was founded in 2007 and has provided an assortment of high level online technology assistance to clients across the country. A wide variety of online tech services are offered, from simple items like document formatting and pdf conversion to more specialized and highly technical items like WordPress maintenance and custom graphic design. Clerical Advantage is perhaps most widely known for the use of social media marketing, specifically business blogging and a high level of WordPress knowledge including the Headway premium theme.

Clerical Advantage is...

PERSONAL

From your initial contact to the day to day communications you know you're dealing with me, not someone assigned to you by a service depending on who they have available.

TAILORED

You wouldn't buy a one-size fits all business suit would you? Of course not, there's no way it would make you look your best. Then why would you even consider one-size fits all virtual assistant services?

EXCLUSIVE

Clerical Advantage services aren't for everyone. Are you ready to embrace technology? Are you excited about growing and branching out? Do you have a vision for your business that includes an online presence? Do you see the wisdom of investing in the right kind of assistance for your business? **Congratulations, you have a lot in common with our elite group of clients.** In fact, I'd be willing to bet your business, like theirs, would reap huge benefits from utilizing my services.

Looking for 'just an assistant', the lowest hourly rate possible, someone available just to you and constant updates regarding your projects? *Move along. This isn't the service you're looking for.*

I'm Tina Marie Hilton the owner of Clerical Advantage. As a virtual online technology specialist I draw from my experience, training and professionalism as a real estate paralegal, check recovery specialist and small business owner. I hold a certificate in medical office procedures, including medical coding and billing as well as a creative writing certificate. On the technology front, I have been working with computers and software since the early 90's, the Headway theme since its inception. I work diligently on staying abreast of the latest technologies.

Clerical Advantage currently has a diverse client base, many utilizing the option of a per project partnership. These per project clients have a 90% rate of repeat project services, with many of them converting to monthly package clients.

Mission Statement:

To provide clients ready to adopt online technologies for their businesses with the assistance they need to help their businesses grow smarter, faster and more efficiently.

Office Location:

25 Autumn Lane, Alfred, Maine 04002
All services are provided remotely (virtually) via computer.

Associations:

Tina Marie Hilton is an expert in the virtual assistant industry. Her expertise has been utilized through her association with the following:

Faculty Member at Solo Practice University – teaching a course for solo attorneys on how to find and work with a virtual assistant/virtual paralegal effectively.

Team Member at the Alliance for Virtual Businesses - web designer and instructor.

Co-Founder at Start Blogging Today – providing training for businesses and individuals in the area of blogging for business.

Around the Web and in Print:

Tina Marie Hilton has done numerous guest posts on popular blogs regarding virtual assistance and business blogging. Some of the blogs she has written for include:

- Blog for Profit
- Practical Paralegalism
- Kahuna Accounting Blog
- Construction Law Musings

She has published an e-book entitled "The No Bullshit Guide to Virtual Assistants for Businesses"; a comprehensive guide to identifying your outsourcing needs, finding and working with a virtual professional. It is available in Kindle format on Amazon, and easily read even without an eReader on your phone, computer or tablet by using a free Kindle app.

She also offers a highly rated training course for virtual professionals on the Udemy platform,

Her writing on the subject of virtual assistance for social media also appears in the book "Social Media for Lawyers" by Carolyn Elefant, Esq. and Nicole Black, Esq. She is listed as a case study in attorney Stephanie Kimbro's "Virtual Law Practice: How to Deliver Legal Services Online".

She has also been interviewed numerous times by the likes of the Paralegal Mentor, Vicki Voisin, the Virtual Assistant Forums, A Virtual Perception Podcast and many others. Her experience and expertise in the industry was featured in the article "Virtually Yours" in the November 2011 edition of the Carolina Paralegal News.

Virtual Business Services, Packaging & Pricing

The addition of my services is the equivalent of adding all of the following positions to your business:

Online Technology/Business Management • Online Business Specialist• WordPress Website Security Management • Online Business Development • WordPress Website Developer • WordPress Website Management • Graphic Designer • Presentation Specialist • Website Content Manager • Online Communications Specialist • Information Product Specialist • Online Course Development Specialist

Instead of hiring 12 individuals, team up with *one*!

Business Services include:

- Assistance with online calendaring (includes setup of Google or SharePoint Calendar) and appointment scheduling
- Basic document assistance: formatting, creating templates, conversion to .pdf, creating tables of content, etc.
- Creation of pdf and/or online forms including client intake forms,
- Online survey creation
- Blog assistance and editorial calendar management
- Small Project management
- Email marketing or company newsletter assistance (Mailchimp, aWeber, etc.)
- Social Media assistance including branding with custom created graphics
- Power Point services
- WordPress maintenance services
- WordPress sales or event page creation and management (If you're in need of a complete WordPress website creation or rebuild, please see my Girly Girl Geek Designs page, existing clients receive a discount on website creation/rebuild services.)
- Online event services- help with webinars, hangouts and tele-conferences including promotion on social media, blog and email lists
- e-learning and information product services

Why Service Packages Are Better Than Hourly Rates:

Can you imagine experiencing the following?

> ***You've signed up with a virtual assistant to take advantage of their administrative assistance services. You've retained them for 20 hours. Things are going great with them helping with document templates and online calendaring. You are getting ready to speak at a professional conference and you ask your virtual assistant if they do PowerPoint slides. They explain that yes, they do, but it's their level two services that are not part of your current package, but they can bill you for it separately. You agree, and are pleased with the set of slides that they send you. Just before the conference, you suddenly realize you left out a couple of key points. You contact your VA again, asking if they can pull together just two more slides. You get an email in return that you have used your 20 hours and that in order for them to create the two slides it will be an additional charge. A bit disappointed, but lacking the time to do it yourself, you agree to the additional charge. A week later, you receive a hefty invoice for both the difference in the service level and the additional time. Discouraged, you wonder if virtual services are right for your business.***

It's not virtual services that don't fit your business, it's dealing with hourly rates and service levels. Your business needs *reliability* and *results*. You need a service provider that can fill a wide spectrum of virtual business services when you need them. No fussing about how many hours you have left or whether the services fit a level you signed on for. ***You need one of my service packages.***

Clients who take advantage of one of my service packages will have access to *all* of my provided services without the need to keep track of different rates or number of hours used*.

Monthly Service Package $1500 per month - $1250 Per Month Recurring Auto-Billed

Fortnight Service Package $1000/14 days per month - $900/14 days per month Recurring Auto-Billed

Choose your 14 days consecutively or spread them out over the month.

5 hour Service Blocks $350 each, for one off projects only

For clients wishing to hire me for one off projects, we can work together to determine the number of hours their project is likely to take. Three block limit per client limit per month.

****Please keep in mind that these are virtual services and in order to abide by sub-contractor rules set forth by the IRS there are limitations to the number of hours that can be consumed by one client. Please refer to this document for more information about sub-contractor rules and limitations.***

Projects requiring more than two blocks may be more effectively covered under a non-recurring Fortnight or Monthly package.

Small Online Business Development Consulting- Virtual Office, Online footprint ($5000 flat fee or billed over 12 Months at $450 mo. automated billing)

For businesses looking to go virtual and/or adopt online technology Includes:

- Roadmap for adopting virtual technologies for your office
- Content Marketing & Social Media assessment and planning
- Virtual support assessment or plan for relocating current staff to the cloud
- Assistance with actual technology adoption includes Social media branding, setup and personalized strategy guide, File system setup on Office 365 team site, Dropbox, Box, etc.
- Instruction and assistance setting up business manuals and automating processes.
- Website review and suggestions for improvement

Please keep in mind that these are virtual services and in order to abide by sub-contractor rules set forth by the IRS there are limitations to the number of hours that can be consumed by one client. Please refer to this document for more information about sub-contractor rules and limitations.

T.Marie Hilton's
Clerical Advantage
&
Girly Girl Geek
WordPress Design Division

❤Looking for more information about my WordPress website services?
❤Need a website, sale page or a re-design of a current WordPress website?
❤No time to maintain and make changes to your WordPress website?

The following pages provide information about my Girly Girl Geek WordPress Website services.

What makes Girly Girl Geek different than many of the WordPress and/or Headway web designers out there?

- **Communication.** The number one complaint people have about their web designers is problems with communication. Either they don't respond quickly to requests, ignore their input or are practically impossible to get in touch with once the website is done. I understand how important being able to reach your web designer and get a quick response is.
- **A keen understanding of how to turn an idea into a design element.** Because I've been using the Headway theme for WordPress for so many years to create websites, I know which blocks, plugins, CSS coding or combinations are needed to get the desired results. I understand the Headway block system and how to utilize it to create just about any website layout trend or unique design out there.
- **Design input and suggestions.** Some web designers will add any graphic or element you want, even if it's totally out of place on your new site. Others will just refuse to add something you want without explanation. I promise to be honest with you about your ideas for graphics, elements and to a certain extent, web copy. If you send over a graphic that doesn't mesh with the design I'll let you know and help you find something that does. If you send over your web copy and it's way too lengthy or filled with jargon and industry speak, I'll ask some questions to be sure your target audence is going to understand or have the patience to read it all.
- **We won't stop until we get it right.** Most web development companies and web designers limit the number of client revisions. At Girly Girl Geek, you and I will work together from the beginning so that you love your design at its creation. But what if you decide it needs a color change here or a font change there? There's no need to keep track of how many changes you need. I call them 'design tweaks' and its part of working hand in hand with you to create a website you love. Chances are there won't be many anyway, since we'll be working together all along the way to get it right in the first place. Design tweaks are of course limited to your currently chosen design, but in the event you need a more drastic change, we'll talk about the most cost effective way to implement a total overhaul.
- **Reasonable rates:** You'll find WordPress web designers with cheaper rates, you will likely find Headway based designers at a lower cost, ***but you won't find someone with the in-depth knowledge and experience for less***. In fact, many comparable

designers charge in the five figure range. With template based designs a great website is within anyone's reach.

All websites created by Girly Girl Geek Designs are built with WordPress and the Headway theme/framework. Using this combination gives our clients the power, polish and professionalism they desire, while still providing a user-friendly interface for making additions and content changes themselves. It is also one of the most secure combinations of WordPress and theme framework out there. In addition, we design your website with security in mind, adding additional layers to protect you from unscrupulous hackers. All while keeping design and functionality in mind. Let's work together to create a website you can love and trust.

We have several options with our Website Creation services, including Exclusively Custom websites and the economical option of having a Branded Custom website customized for you. ***Please note that website prices do not include purchase of your domain name and website hosting.*** These are both items that our clients are responsible for obtaining, however we will gladly help you through the process if you need it.

Already have a design but need it built on Headway for WordPress? Click here for details.

Not looking for a complete rebuild, but need a bit of help with your current WordPress website? Looking for someone to keep your WordPress website running smoothly and securely? Click here.

Yes! All of our websites are Responsive[1]

Exclusively Custom Websites

With an Exclusively Custom built website we start from scratch, working together to find a look you love and building it just for you. The Exclusively Custom website includes:

An initial, in-depth consultation regarding your desires, goals and vision for your new website.

- A from scratch custom design that is exclusively yours
- A home page slider, scrolling home page or gallery
- Mailing List integration[2]
- Linked Social Media Icons that co-ordinate with your site design
- Simple review of your copy (up to 5 pages)[3]

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[1] Responsive design means your website resizes depending upon what type of device it is accessed from, meaning its mobile ready. Google loves responsive websites!
[2] Client must provide code for sign up form. Assistance/Instructions available for obtaining needed code or information in Mailchimp or aWeber.
[3] Page copy not to exceed 1000 words per page. Simple review covers spelling and punctuation errors.

- Blog integration
- Basic SEO set up
- Up to 4 custom created graphics- including website and blog headers. Up to 6 pages including Blog and Contact Pages
- Keep the Love Alive by learning to use and care for your new website with access to a client's only website with video tutorials & instructions to teach you the things you should know about your new website.
- Implementation of added security measures
- One month of free website maintenance with an option to continue the service at a 20% savings

Cost: $3,500.00

Branded Custom Website

We've worked hard to keep our website design services reasonable for our clients. But what if you're starting on a shoestring? Choose one of our pre-designed layouts [4] and we will customize it with your logo, colors and options. The Branded Custom Website includes:

- Your choice of one of our pre-designed layouts
- Addition of your branded logo/images to the layout
- Your choice of colors to match your brand
- Linked Social Media Icons that co-ordinate with your site design
- Blog integration
- Up to 5 pages of content including Blog and Contact pages
- Up to 4 custom created graphics including website and blog headers
- Simple review of your copy (up to 5 pages)[2]
- Keep the Love Alive by learning to use and care for your new website with access to a client's only website with video tutorials & instructions to teach you the things you should know about your new website.
- One month of free website maintenance with the option to continue at a 20% discount.

Depending on your chosen layout it may also include:

- A home page slider or gallery
- Mailing List integration[1]
- Your choice of background image

Cost: $1000.00

[4] New layouts being created frequently. You can also choose from layouts based on our portfolio examples.

E-Commerce or Membership Website

Looking to sell items or digital products online? Or perhaps you need an online membership site? We can build a simple e-commerce/membership site for you. The E-Commerce or Membership website includes all of the features of the Exclusively Custom package above plus:

- Installation of Shopping Cart or Membership Plugin
- PayPal integration

For e-commerce sites:

- 10 products- individual product pages (additional items $75 per product page)
- Catalog page for product showcase

For membership sites:

- Login Page integration
- Placement of membership only material as hidden to the general public
- Integration of a registration page and process (paid or unpaid)

Cost: $5,000.00

Shopping Cart Add On

Don't need a full-fledged e-commerce website but still need a shopping cart capability for things like e-books, recordings and event registrations? ***Combine the Shopping Cart Add On with either the Exclusively Custom or Branded Custom package*** to give you the capability to sell items on your website. The Shopping Cart Add On includes:

- Installation of Shopping Cart plugin
- PayPal Integration
- Two e-product or registration pages.

Cost: $600.00 *plus* the cost of your chosen website package.

☑ ***Custom User Interactive Forms***

Giving users the ability to fill out forms directly on your website is not only more convenient for the user, it can also save you time and the cost of postage since you won't have to mail forms out. Whether it's a membership form, a post class survey form, order form or even an event registration form, it's a smart move to make it available on your website.

Custom Form Add On includes:

- Creating your paper form as an online, interactive form
- Setting up email notifications when forms are completed

Cost: Varies –custom quote based on contents of form(s)

Sales Page (Event Page or Landing Page)

Need one scrolling page for selling a book, getting sign-ups for an Event or Landing Page? The Sales Page includes:

- 1 page with the equivalent of 3 pages of client supplied content
- 1 signup form area for mailing list signup if separate from event/product/etc.
- Product or event images
- Up to 4 Testimonial sections
- 1 Feature section (may include video or slideshow)
- Up to 4 Call To Action Areas with Buy/Signup Button[5]
- Customized 404 Error page linking to correct URL to capture leads with typos, etc.
- Re-direction of expired offer or event pages to a URL of your choice

Cost: $2,000.00

B.Y.O.D. (Bring Your Own Design)

If you already have a design, one you yourself have dreamed up or the work of another designer, we may still be able to work together to bring it to life on Headway for WordPress. We can review your design to determine if it's a good candidate for building with Headway[6]. The cost and time required will depend upon the complexity of the design, size of the website, functionality and integrations needed. The average cost of a B.Y.O.D. build is in the $1000 -$2000 range. Simpler, smaller sites may run less, while more complex, larger sites may run a bit more. B.Y.O.D. clients still receive access to the client tutorial site and one free month of maintenance services with the option to continue at a 20% discount.

Theme & Premium Plugin Licensing

In order to keep costs down, Girly Girl Geek utilizes our own developer licensing for client website builds. ***If a client chooses to continue with monthly maintenance services, they continue to be covered under our licensing umbrella.***

In the event that a client chooses not to opt in to our maintenance program, they will be presented with a detailed listing of the theme and premium plugin licenses that will need to be purchased in order to continue to receive critical software updates to keep them up to date, secure and compatible with the most recent versions of WordPress.

The following is a general listing of the licensing costs associated with Headway (our theme of choice) and the premium plugins that we tend to use the most in our website builds.

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[5] Purchase/submit button code or link to be supplied by client.
[6] As of this writing, we have yet to come across a design that was not compatible with a Headway on WordPress build. That said, designs built to run exclusively on Javascript or similar may need to be redesigned to fit the WordPress framework.

Each site is different, and other than the use of the Headway theme may include other premium plugin licensing costs dependent upon the functionality required.

- A one year, one website license for the Headway theme: $59 per year
- Backup Buddy for consistent whole site and database backups; 1 year: $80 per year
- Gravity Forms personal license, 1 website for one year: $39 per year

**Purchase of licensing will be the responsibility of the client in the event that they choose to opt out of our maintenance program. Licensing is not purchased individually for clients. Listing of licensed themes and premium plugins is presented to the client as a courtesy should they choose not to continue to utilize Girly Girl Geek/Clerical Advantage WordPress Website Care package for maintenance.*

Additional WordPress Website Services

Caring for your WordPress website goes beyond design and content.

One of the things that makes WordPress such a great platform for building a website is the fact that they continually update the software to keep it secure and add new functionality. This extends to plugins and themes that are used in the creation and design of your website. Doing updates isn't necessarily at the top of your business to do list and as with so many things tech related, updates can sometimes cause compatibility issues that seem to 'break' a website. Doing updates always involves a level of risk, and if by chance there is a problem, finding and fixing it in order to restore a website can be time-consuming, frustrating and sometimes downright heartbreaking.

This is why I offer ongoing maintenance packages.

Having one of these packages provides peace of mind and ensures that your website remains secure and up to date when it comes to WordPress, plugins and theme. These packages are billed monthly, providing you with monitoring of which updates your website needs. And depending upon the package, you also receive:

- ♥ Full Backups- a complete backup of your entire site including design elements
- ♥ Database Backups- a backup of your precious content in posts and pages.
- ♥ WordPress updates- Updates to the WordPress core, plugins and themes
- ♥ Security Steps & Monitoring- Keeping your website as secure as possible
- ♥ Monitoring Uptime- if your site goes down, not only will you be notified, we'll investigate & fix it[7]
- ♥ Support & Tweak Tickets- can be used for support items, small additions & changes to your website
- ♥ Priority Support- puts your support ticket in a priority position for prompt attention.[8]

[7] If the cause for downtime is WordPress/Theme/Plugin related. Server/host issues excluded.
[8] Basic plan clients who need support will be billed at the current hourly rate ($175 hr. currently)

Website Repairs are Expensive

Considering that a website 'broken' by update or lack of update conflicts can take many hours to diagnose and repair, hours billed at anywhere from $75 an hour and up, the monthly maintenance package not only gives you peace of mind, it could save you from an extremely costly repair.

Get WordPress Website Care and peace of mind today. Choose your level of care below:

Contact me today to start getting scheduled maintenance for your website, or simply choose your level of service below.

Basic WP Care

Best suited for websites that do not add new content often in any given month.
Package includes the following:

- Quarterly Full Backup
- Monthly Database Backup
- WordPress Core Updates
- Plugin Updates
- Theme Updates
- Security Monitoring
- 1 Support/Addition Ticket

Premium WP Care

Total care package for your WordPress website that includes more frequent content changes and additions & Priority support.
Package includes the following:

- Monthly Full Backup
- Weekly Database Backup
- WordPress Core Updates
- Plugin Updates
- Theme Updates
- Security Monitoring
- 4 Support & Addition Tickets
- Priority Support

Basic WordPress Maintenance **$90 per month**	**Premium WordPress Maintenance** **$150 Per Month**

Girly Girl Geek Policies

Here are a few things regarding Girly Girl Geek Services that will be useful for you to know.

- ***Girly Girl Geek*** is the branded name of WordPress website services provided by Clerical Advantage Online Technology Consulting Services.
- Clerical Advantage is a sole proprietorship, of which Tina M. Hilton is the owner and online technology consultant. All consultant and web design services are provided by Ms. Hilton. Occasionally circumstances arise requiring the services of another virtual professional, at which time a sub- contractor will be obtained. Should your tasks require a subcontractor situation, *you will be notified in advance.*
- Girly Girl Geek/Clerical Advantage requires the signing of a contract, for both consultant and web design services.
- Normal business hours are Monday through Friday; 9 am to 5 pm EST, however should the need arise these hours can be adjusted and it is not unusual for me to work evenings and/or weekends should my clients have a special need. Excessive evening and weekend work may incur an additional charge.
- Girly Girl Geek/Clerical Advantage observes most U.S. holidays. Clients will be notified of vacation times at least one month in advance. Should it become necessary to take a non-holiday day off, 24 hours notice will be given to clients if at all possible.
- Communication can be accomplished through several options; e-mail at thilton@clericaladvantage.com,, via phone at (828) 468-8864, via instant messaging on Skype (TMarieHilton) or Twitter (@TMarieHilton). ***Note: communication via phone, Skype or Twitter should be prearranged via email.*** Additional forms of communication are available if needed upon a case by case basis.
- All completed work will be sent to client for review and approval. **Please review carefully; the ultimate responsibility for content and finished product is with the client.**
- A pre-paid 50% deposit is a requirement for all website design packages. The remaining 50% is due upon completion of the website project. Maintenance packages are prepaid for the month of service. Auto-billing/payments are an option for maintenance packages.
- Payment through PayPal is preferred, however my invoicing service does offer other options, including credit card payments and bank transfers.
- Invoicing is done through Freshbooks invoicing service.
- Non-auto billed Invoices unpaid after thirty (30) days will be subject to late fees.
- As of November 1, 2012, *payment on non-auto billed accounts must be made within 10 days of receiving invoice in order to receive any applicable discounts.*