

- Bring in the Consultant -

# CONSULTING PACKAGES & SERVICES



## WHO WE SERVICE

- Solopreneurs
- Public Figures
- Organizations

SavvyPro  
Freelance

[www.SavvyProFreelance.com](http://www.SavvyProFreelance.com)

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[WWW.SAVVYPROFREELANCE.COM](http://WWW.SAVVYPROFREELANCE.COM)

OWNED AND OPERATED  
BY MISS BRET TOWNSEND  
The #StrategyNinja

## OUR SIGNATURE SERVICE

### TWO-HOUR STRATEGY JAM SESSION \$400- \$600

This is a 1:1 strategy brainstorm meeting between you and I about the Business of Your Brand. This **#BrandAudit** helps you to understand the purpose behind your brand, where it stands currently, and where you want to take it in the future. During this meeting we begin to map out your project needs. I'll be asking questions, requesting information and possibly even files to begin the planning, strategizing and implementation process consultation. Any products, services and content creation needed will be decided on according to what we come up with. This is a break-away service designed for you to take immediate action with or without hiring the consultant.

This 2-Hour Strategy Jam Session is a **Benchmark Brand Audit Package** that includes:

- Thorough audit of all online professional and social media profiles and internet search
- In-depth post-audit results review with Digital Brand Concept review
- Next steps suggestions with timeline based on your goals
- 60-Minute Social Media Literacy Training

# THE BUSINESS OF YOUR BRAND

## BRAND LAUNCH KIT 2020(U) S/A \$1300

We take your vision and put your ideas where your pen is to make some action happen in establishing your online presence. This is considered ground zero for the Entrepreneur and Thought Leader. We have already discussed your strategy in our 2-Hour Strategy Jam Session, so, with this package we are implementing the strategies discussed during that phase.

- Two 60-minute Professional Brand Consultations
- One 60-minute Social Media Use Training Session
- LinkedIn Brand Lit Kit Checklist for Profile Setup
- Professional email setup with signature guidance
- Business Card Design (VistaPrint/Moo)
- Simple Brand Text Logo
- Two Social Media Business Profile Setups (includes copy, header design, bio, link pages)
- Brand Identity Sheet
- Turnover of all documents, logos and items created during project

YOUR BRAND = YOUR BIZ  
YOUR BIZ = YOUR BRAND

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Brand of  
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www.BrandofBret.com



## LINKEDIN LAUNCHER 2020(U) S/A \$700

A top-to-bottom profile update or setup. You may have several resumes, but you will only have one LinkedIn profile! LinkedIn profiles have a much greater reach than your standard resume. LinkedIn takes a social tone whereas resumes are more formal. Resumes are brief, LinkedIn allows more space for elaboration and collaboration. \*You will provide your own profile photo and manage your connections.

- Custom Profile Banner
- Relevant Headline
- Professional Summary
- Current Position & Four Past Work Experiences
- Education, Courses and Certifications (up to 5)
- Updated Skills (30)
- Any mix of additional applicable sections (10)  
(Organizations/Patents/Publications/ Languages/projects/Honors and Awards\Volunteer experience)
- Three Key Words used for profile
- Security Settings audit and update
- Custom profile URL Creation
- One 60- minute LinkedIn Literacy Session (Platform use, networking, posting)
- Four file/media uploads
- Relevant group adds and page follows (10)

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## THE BRAND OF YOUR BUSINESS

### **TIER ONE BUSINESS PACKAGE S/A \$1200**

This is a 30- day Program. Entrepreneurs who need guidance and strategy to work to advance their own goals and to increase their business' success. This package includes everything in the Brand Launch Package **plus**

- Two 60-minute consults
- Rough timeline checklist of action items
- Business Brand Identity Sheet
- Audit of current documents, systems, and processes
- One guided, all-inclusive 30 minute team meeting
- Social Media Business Profile setup and linking
- 60-minute Social Media Integration Training
- One Printed Content Item
- Savvy Guide to a Business Plan E-Book

### **TIER TWO BUSINESS PACKAGE- THE ULTRA BRAND \$3000**

This is a 60-day program. Entrepreneurs who need to lay ground work. This package is only for the committed entrepreneur determined to make SIGNIFICANT improvements. This is a more involved planning and consulting package.

- Four 60-minute consults
- Timeline Checklist of Action Items
- Business Brand Identity Sheet
- Audit of current documents, systems and processes
- Customer Intake Process Audit or Creation
- Two guided all-inclusive 30 minute team meetings
- Social Media Business Profile setup and linking
- 90-minutes of Social Media Integration Training
- One on- site visit and audit to establish process and documentation needs.
- Documentation suggestions and workflow checklist.
- Business Plan Draft Assistance
- Business Print Item Creation: Business Cards and Flyer or Press Release PDF
- Forms Creation (up to 3)
- Two Third-Party Professional Service Profile Setups
- Personal Linked In Profile setup/update (create a form for this)
- Closeout and document handover

### **MAINTENANCE PACKAGE \$600**

This is a 60- Day POST Program Add-On

These clients have completed Tier 1 or Tier 2 Programs. This package includes ongoing consultations after implementation is completed. A monthly review of all aspects of your business with focused feedback.

- Business Process Re-audit 30 days Post Closeout
- Document Updates as needed
- One 30-Day Post Conference Call
- One 60-Day Post Conference Call

Savvy Consulting Packages

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# Savvy Consulting Services



## SIGNATURE SERVICES

- Brand Audits & Development Strategy
- Digital Brand Development
- Organizing Systems Implementation
- Small Business & Brand Consulting
- Strategy Brainstorm Sessions
- Professional Development Training

## BRANDED CONTENT CREATION

- Social Media Posts
- Business Cards
- Post Cards
- Simple Logo Design
- Letterheads
- Checklists
- Info Guides
- Landing Pages
- Brochures

## SETUP SERVICES

- Business Planning
- Brand Strategy & Development
- Business Profile & Contact Creation
- Forms Creation
- Social Media Profile Setup
- Process Development & Implementation
- Landing Pages
- Business Software Setup Assistance

## PUBLIC SPEAKING

- Keynote Speaking
- Panel Participation
- Motivational Speaking
- Info Sessions
- Event Hosting
- Conferences
- Youth Group Mentoring

## À LA CARTE SERVICES

- Document Editing/Creation
- Hourly Strategy Sessions
- Database Creation
- Training Workshops
- LinkedIn Profile Editing/Creation
- Organizing Systems Implementation
- Curriculum Design

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HOURLY CONSULTING RATE \$100

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