



www.SavvyProFreelance.com

COMMON

1. How much does SavvyPro Freelance charge for consulting?

Prices vary and the majority of packages are offered in tiers. Most of the DIY checklists are free, E-books are budget-friendly, and consulting rates are extremely competitive. The **Consulting Packages and Services** Document housed on the website outlines fees.

2. I plan to purchase or download one of your nifty products. How can I use them once I have them?

All of my content is protected by copyright laws. If you follow the disclaimer and use these products only for own growth and revelations, you are using them exactly as designed. If you redistribute these products to others, that would violate the policy. You can get around this by sending the direct product link to those you wish to share the knowledge with. And by all means, please share the knowledge.

3. I really need your help with my particular project, but, I have limited funds. Can you help me?

SPF offers different tiers of service. There are free downloadable resources, published resources that you can purchase for a small fee, and top tier service is the face-to-face paid consultations.

4. How do I know if I need to “Bring in the Consultant”?

Great question. Here are a few indicators:

1. You are a small business owner who needs to create a professional brand and build systems so that you can spend more time on your craft and less time doing redundant tasks.
2. You would like to start a business one day but don't know WHERE to start or what you should do.
3. You are running for a position or are in public office and need help with creating a social media and digital brand strategy.
4. You don't know how to use social media or what it is.
5. You need to learn something new to you or your organization and want an accomplished Training Specialist to help deliver a stellar training experience.
6. You are part of an organization in need of a social media and digital brand strategy.

5. What does SavvyPro Freelance do?

WHOA now. That is a tall order of a question! In short, SPF builds, brands, implements, creates, educates and empowers. If you want to know more, go here – www.SavvyProFreelance.com

Please note that I do not help clients raise capital. That is a service that is heavily regulated. However, you can find a broker who is licensed with FINRA who offers that type of service. I also do not offer legal advice.

FREQUENTLY ASKED QUESTIONS

GETTING STARTED

6. I would really like to start my own business one day, but I'm not sure WHERE to start. Can you help me?

This is what the FREE discovery call is all about! During this conversation I will ask you a set of targeted questions about your idea and see how applying some strategy and planning can help.

7. I really want to improve my Social Media Savvy. Can you help me?

Absolutely! SPF offers one-on-one training sessions, live videos, webinars, and in-person workshops on social media and many other topics from a strategy and branding perspective.

8. Your focus seems to be on helping people to get started and then handing off the ongoing operations. Do you also help clients with social media management?

I do manage social media, but it is purposely not advertised to allow me a fair amount of time to manage my own social media and brands of my current clients. Sometimes the opportunity arises to manage the social media of certain brands, but those services are not open to the public.

9. I have been thinking about a new business for a long time. I need someone to help me go through all of my ideas to sort through them and develop a realistic business plan. But, my budget is limited. Can you help me?

I sure can. If you are on a budget, you can start with my Book "A Solopreneur's Small Biz Plan Draft Book", or an "Hour of Brain Power" session. Each are very good ways to get you thinking in the "write" direction.

10. I plan to run for office soon and I'm not very comfortable with social media or digital branding. Can you help me?

Absolutely. If you plan to manage your own digital brand I recommend one-on-one **Digital Brand & Social Media** training. This allows a targeted dialogue paired with a show-and-do opportunity specific to YOUR training and campaign goals. If you are going to have someone other than yourself manage your accounts, that specialized training as it relates to managing social media for Public Figures/Entities will include them also.

THE WORK

11. What are your signature services?

1. The Brand Audit (My pride and joy)
2. The Brand Launch Kit (Kick starting your digital brand overhaul or launch)
3. Ultra Brand Package (Getting the brand and operations of your business of ALL the way together)
4. Digital Brand Training (Empowering you with pertinent knowledge)

12. What are your hours of operation and what do I do if I don't see a time that works for my schedule?

My usual hours are Monday - Thursday starting at 9am.

I take meetings between 9am and 2pm and on some afternoons and evenings.

I am also available by appointment with flexible times.

I do not work on Sundays.

If you need to meet during a time not listed, just message me so that we can schedule during the time that you need.

13. What makes YOU so darn special, Bret?!

Short Answer = Experience and Secret Swag Sauce unique to ME. I've been doing this type of work in different capacities and environments for 16 years and beyond. This gives me the advantage of having a skills combination that no one else has. I also have a specific way of applying them.

FREQUENTLY ASKED QUESTIONS

14. I heard you tackled a wild tiger with your bare hands and served an entire village from certain extinction. Is this true?

Close, but not quite. Who told you that?!

15. Why don't you post more info on clients that you have worked with?

I value my clients' privacy immensely with respect to their industries and preferences. Sometimes I am asked to ghostwrite for some highly visible public entities. They are protected by NDAs and of simple respect for privacy.

16. I am a public figure or part of a large public organization. How do you protect my privacy as a highly regulated public entity?

- NDA
- Ghostwriting Services
- General Common Sense

HOW TO HELP

17. I'm such a fan of your work! How can I support your business?

Thank you for your desire to be supportive! There are plenty of ways to support, more half of them are free. Here is a quick list.

1. Word of mouth
2. Write a testimony
3. Write a recommendation and endorse me on LinkedIn
4. Follow me on Facebook/ Instagram and share my posts to your profile
5. Sign up for my email lists to stay current on the latest and greatest.
6. Collaborate on a simple project, speaking opportunity, or event.

Paid

1. Bring in the Consultant for the business of your brand
2. Purchase an e-book
3. Business Gift

18. How do I write you a recommendation on LinkedIn?

1. Go to www.linkedin.in/brettownsend
2. Click "more..."
3. Click "recommendation"
4. Type in what you needed, how I helped with that need, and how you currently use what you have learned.

19. Do you offer any LinkedIn Services? I need help with my profile and how to use LinkedIn.

I sure do! I have a **LinkedIn Launcher 2020 Package**. It is a complete profile creation or overhaul. Full details can be found on the SavvyPro Consulting Packages and Services List. LinkedIn is also one of the profiles I audit when you purchase the **Two- Hour Strategy Jam Session Package**.

20. What work do you do with Social Media?

The list can be long. I audit and offer copy writing for profiles. I train on responsible social media use in three capacities: as a brand/ public entity, for individuals, and for seniors. I also offer social media services as part of SPF's branding packages.

FREQUENTLY ASKED QUESTIONS

21. What is a Digital Brand? Is it any different from Digital Marketing?

There are a lot of definitions for these terms floating around the internet. Here are those terms as defined by Bret Townsend.

A Digital Brand is an online persona of all things that represent you, your business and any network you are directly tied to. This includes but is not limited to, what people see when you are searched online, your website, your social media platforms, any digitally upload documents associated with or produced by you, your logo, the name you go by, your name, your brand colors, your brand message and vision, the content you post.

Digital Marketing is how you encourage people to utilize and gain knowledge of your brand and the services, content, elements your brand posts for their consumption. This can be done with social media marketing, email marketing, internet ads, and digital campaigns.

22. What is Brand Development?

Brand Development is just that, development specifically to a brand. The ideation, creation followed by the combination and implementation of various brand elements you have created. This is a very detailed and thoughtful process because you are creating something to share with the world. Branding from a digital perspective is a much larger scale than what you may think of in a physical sense. If you currently have a business or a brand, you are transitioning from something localized to something which can reach virtually anyone in the world with a computer or phone and internet connection.

23. What should I have for my brand?

This depends on your brand's mission. But the standard for any brand includes a mission, values, goals, logo, website, social media platforms, professional profiles and more.