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My business has been a bargain in data services and web design because we specialize and leverage the reality that most of our clients do or want similar things. The reasons this concept works is 1) I understand what you do (you don't have to train or explain as much as if I were a random consultant or service provider), 2) I use a lot of 'template concepts' – I'm customizing vs creating (I can move faster, more efficiently, and CHEAPER, 3) Unlike a parent volunteer who will likely leave when a child graduates, I can be your Service Provider or your Consultant/Trainer for an extended period. I can do the work for you or can consult and train you or your designee to do the work in house.

Expertise and Experience. As a Director (and Asst), I have done a lot of the kinds of things you do, can, or would with time. I can be your office assistant to do the things that take you away from teaching music and training students. As an Educator, I have created and conducted a "Collegiate Conversation" presentation to help students/parents prepare and plan to pay for college. A handwritten note received from a 2012 graduate says:

*"I've gotten over \$4,000 from taking your advice....
Your college presentations really do help! 😊
And you're much more helpful than my guidance counselor!"*

As a software technician, I have created a content-driven band site/blog which, in 2011, received over 24,000 (mostly local) views, averaging nearly 100/day during peak season. Students/parents can "subscribe" to receive automatic email update notifications. I also created a Facebook page (more students go here) and linked them. As a fundraising specialist, I have spent 30 years helping groups and individuals like yours.

Marketing/Communicating. Are you utilizing the power of social networking sites? How fast and far can you spread the word when your networking involves the band director, booster president, parents....and STUDENTS and their family and friends? **WHAT IF...** the community could "Donate" to your cause or parents could pay their band fees online, or you could market promotional materials from your site and include an income stream as part of your site?

You can probably do much of what I offer. But *when* do you have time to learn the finer points of website/blog management and maintenance? How much *free time* do you really find? It is precisely my working within music departments that allows me to see how bombarded you are. **I can be your service provider, keeping my focus on making YOU look good. And I have the unique qualification of 30+yrs experience in the world of product fundraising.** Having worked with professionals for over three decades, I know people like to have service levels and options. I've tried to outline a plan offering lower/higher end services with pay options per hour, per project or per subscription. If none of these fit for you, please let me make the adjustments needed to earn your startup business so I can work hard to keep it for the long term.

Proficiencies.

Software/Services: Finale, Smartmusic, Microsoft Word, Excel, Publisher, PowerPoint, Access; Evernote (Note organizing), Contact Management, QuickBooks (Accounting), Email Marketing, Online meetings, Social Media (Facebook, Twitter, Skype, YouTube, Linked-In, more), Google Calendars.

Teaching: Middle / High School / College / Private Studio

Writing / Training: Blogs, Handbooks, User Guides, Presentations, Designing forms, rubrics, flyers, student recruiting/motivational pieces. Group meetings/training.

Sales/Marketing: Whether helping with parent communication, scheduling, recruiting for band, for retention from middle to high school or to get bands to come to your contest....my background can help.

Action Plan Recommendations. If you want to test the waters, I can design you a good, basic web site with a blog for \$50 and that includes an hour of consultation do get your input and ideas to put into the initial design. Then pay-as-you-go, if you want. A more enhanced site with a custom domain name, a year's worth of hosting can start as low as \$260. You can expand your essential site and transition into more at any time. And if you want to utilize me for ongoing projects, I offer two service packs with labor as low as \$15-\$18/hr.

I am NOT new in business, but VIRTUALMUSICOFFICE.COM is a NEW venture, so I am especially highly motivated to establish a base of satisfied clients from which I hope to expand. I appreciate, and will always be respectful of your time, and I hope to hear from you soon.

Summary of Service Levels/Options		Basic	Premium
Not an exhaustive list. As your Virtual Assistant, I work for YOU in any capacity where my skills match or can enhance your plan.		Essential	Enhanced
High Function Template Content-Driven Web Site/Blog			
Essential Design. Up to 5-pg site w/4 static pages + blog that I maintain/update for you. Choose from 3 design templates.		\$49	
Add Author/Admin rights for YOU to update/maintain.		# \$39	
Show addtl themes, add capabilities: i.e. email subscription, twitter feed, search, social media links, additional pages, etc.		Quote/ Time	
1-yr subscription to VMO private blog; info, training & content material, including permissions to repost/publish as yours.		# \$49	Included
Enhanced Design. Up to 10 total pages, including blog. Email subscription setup, author image or logo you provide, 2-way links to Facebook & Twitter (more per quote). 1yr subscription to private VMO blog. Includes Admin rights (total or shared). Capable of e-commerce, shopping cart, donations/payments, multiple email accounts.			\$199
Included initial consultation and training.		1hr	2hrs
Social Media Sites Facebook, Facebook Pages, Twitter, Skype, Youtube, Setup, Linking, Managing, Consulting.		Quote/ Time	Quote/ Time
Domain Name (find, register, maintain, renew) / per yr. List=current registrar \$.		# List + \$20	List
Hosting: Your site under MY account. I maintain the behind-the-scenes functions, i.e. email setup, domain central, control panel, etc... 6 mo free w/1yr payment.			\$10/mo \$60/1 st yr \$99/yr
Service Time			
Per project (Will almost always come out less than per hour)		Quote	Quote
Per hour (Lower per hour with Service Packages below.)		\$35	\$25
Virtual Assistant/Office Packages. Avoid charges per service and save by retaining services for use as you need them. Can be used for ongoing site support (after initial design, domain & hosting) or for time on other programs/projects; i.e. SmartMusic, Finale, PowerPoint, Data Entry/Organization, etc.			
SERVICE PACK #1. Up to 2hrs/mo (non accumulative). That is about \$23/hr. Addtl billed at \$20/hr.		# \$549/yr \$20/hr	
SERVICE PACK #2. Up to 3hrs/mo (accumulative). That is about \$18/hr. Get more time because hours accumulate. Addtl billed at \$15/hr.			# \$649/yr \$15/hr
Agreements / Quotes. After initial consultation, I will write and adjust per your input, an agreement outlining our collaboration so everything is in writing for you. I will also send for approval quotes with pricing for any significant projects.			
Termination / Transfer. You may terminate services at any time. I will assist in transferring domain names, etc for any account with a zero balance. No refunds for prepaid domain/hosting/design services that have started.			
Terms			
<ul style="list-style-type: none"> • Pre-Paid on domain registration, hosting and 3rd Party Solutions • Design: 25% Deposit, 25% at 1st Draft, Balance when site(s) goes live • Invoice or automatic credit card processing for future work/services • Hosting/Maintenance – yearly or monthly via automatic credit card • Past due accounts could experience service disruption with \$200 reactivation 			

optional