



OUR SERVICES

Online Business Management

ALL OUR OBM PACKAGES START WITH A KICK-OFF STRATEGY CALL

This one-time, 90-min strategic planning session with me is mandatory for all packages to kick off our working relationship.

This is your opportunity to lay it all out on the table and let us know exactly which areas of your business you want to improve, how you think your team & projects can be better managed, and what systems you want to put into place to make your business run smoothly. And it's our opportunity to evaluate your needs, your team & projects, and your overall business structure.

We want to identify what we can take off your plate and how to do so in a simple and effective manner.

ONLINE BUSINESS MANAGEMENT

Our retainer packages are based on a combination of Online Business Management and Implementation and can include the following:

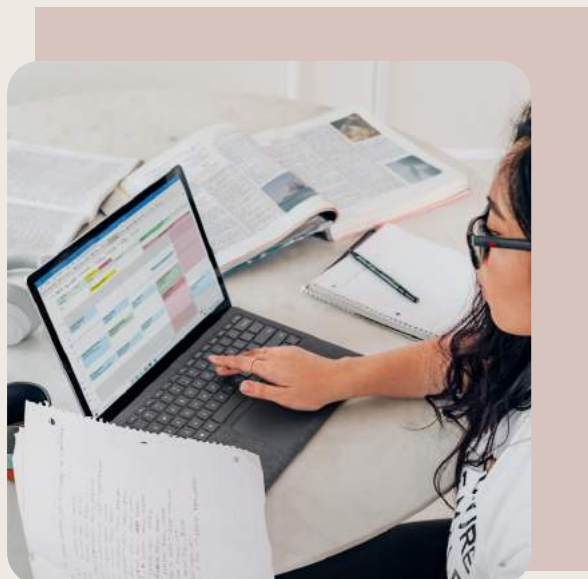
OPERATIONS MANAGEMENT

- Review of the key systems needed to run a business, including customer service, billing, communication, back-ups, marketing, follow-up and delivery
- Creation of processes, tools and players for key systems within the business
- Implementation of automated business tools & software to manage various systems
- Creation and maintenance of your Standard Operating & Procedures (SOP) Guide
- Management of all client payments and collections process
- Management of systems access and login information
- Ensuring there is an effective backup system in place for all information (including the business owner's computer!)
- Establish decision making guidelines for team members

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PROJECT MANAGEMENT

- Creation of a project plan, including timeline, process, people and other resources
- Setup and maintenance of an online project management tool
- Delegating details of the project to various team members
- Communication of project status and ongoing details to all players
- Following-up with players as necessary to ensure that “stuff gets done” on time
- Managing the budget for the project
- Handling challenges for the project as they arise, with a focus on finding a solution quickly



MARKETING MANAGEMENT

- Email Marketing Management
- Video/Audio Marketing Management
- Publicity/PR management
- Being a community concierge to the online course groups in facebook/membership site
- Social Media Management
- Team Management of various marketing tasks
- Creating simple marketing images such as banners, advertisements, memes, etc
- Newsletters
- Review and update all Autoresponders
- Review and update your freebie(s)

AFFILIATE MANAGEMENT

- Work with business owner to establish details for their affiliate program
- Setting up the affiliate program in the shopping cart
- Setting up a resource page for affiliates
- Coordination of promotional materials for various promotions
- Keeping in touch with affiliates to advise of upcoming promotions
- Follow-up with affiliates as needed to support their promotions
- Managing payment of affiliates

WEBSITE MANAGEMENT

- Review content on all websites to look for outdated or incorrect information
- Managing all updates to website content (either themselves or by hiring a technical VA)
- Managing the creation of any new websites
- Finding and managing web/blog designers, graphic designers and copywriters as required
- Setting up everything “behind the subscribe button” for list building
- Setting up everything “behind the buy button” for purchases
- Testing all links, forms and buy buttons on the website to look for errors and inconsistencies
- Ensuring Google Analytics (or some other statistics program) is in place on all websites
- Ensuring the social media applications/plugins are in place
- Sourcing testimonials for inclusion on web pages (as required)
- Setting up a store page that lists all your products/offerings

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LAUNCH MANAGEMENT

- Manage your Launches
- Setup a launch plan based on strategy from the business owner
- Ensure that key players are in place for each stage of the launch
- Establish a clear promotional schedule for each phase of the launch
- Work with a copywriter for launch materials (if necessary)
- Work with affiliate partners
- Manage creation of the sales page
- Keep everyone on task throughout the launch and stay on top of any “dropped balls”
- Support the business owner as needed throughout the launch
- Be “on call” the day of the launch to take care of any urgencies/changes
- Update all websites and other marketing materials after the launch
- Ensure that the offering itself is delivered as promised



REVENUE STREAM MANAGEMENT

- Manage the production and completion of revenue streams including books & workbooks, multimedia products, membership programs, Virtual Events, Live Events, Coaching Programs
- Manage the setup of any applicable tools or software for different revenue streams (i.e.: setting up a membership site using WordPress & WishList Member)
- Manage the deliverability of revenue streams (i.e.: setting up a download page for an ebook)
- Ensure customer service is in place to support each revenue stream
- Ensure that systems are in place so that new clients get immediate access to their purchases
- Setup of fulfillment for any tangible/shippable items
- Manage the ongoing maintenance of revenue streams
- Review revenue streams on a regular basis to look for outdated information or opportunities to refresh/relaunch
- Coordinate with affiliate and JV partners as required for cross promotions



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TEAM MANAGEMENT

- Identify team needs based on current business goals and projects
- Create measures of success for the role
- Determine what type of specialist would be the best fit
- Craft job posting/details
- Blast opportunity out there via various networks
- Filter initial responses and review portfolios
- Setup interviews
- Narrow choices after initial interviews and request proposal
- Setup second interview (if necessary)
- Check references from other clients
- Review proposals from preferred candidates
- Making the offer to selected candidate
- Ensure there is a signed contract in place for all hires
- Create communication plan with new team members
- Get them proper information and/or training for their role
- Regular reporting on measures of success for their role
- 90 Day Review (for long term) or End of Project Review (for project only)
- Keeping the team motivated in their work
- Handling team challenges as they arise
- Managing the team budget and expenses

SPEAKER ENGAGEMENT MANAGEMENT

- Preparation of Speaking Kit
- Reviewing speaking requests on behalf of the client
- Confirming details of speaking agreement
- Coordinating details with Host
- Managing Travel
- Preparation of all speaking materials in advance
- Ordering of any products to be sold on-site
- Onsite management (as required)

