

MARKET MINDS · VIRTUAL SERVICES



Discovery Client Package



Where your growth gets the support it deserves.

HELLO & WELCOME



Your business growth, fully supported.

Welcome to Market Minds Virtual Services — where your business growth gets the support it deserves. Whether you're overwhelmed with daily tasks, need help streamlining your processes, or want to elevate your brand online, you're in the right place.

I specialise in providing virtual support that frees up your time and keeps your business moving forward. Take a look through the packages inside to see how we can work together — each one is designed with your success in mind.

Ready to chat? Book a free discovery call — I'd love to hear about your goals and how I can help you reach them.



ABOUT ME

The face behind Market Minds



✦ *Nice to meet you*

For as long as I can remember, I've dreamed of having my own business — but like many people, I wasn't sure where to start. I knew I loved being organised, supporting others, and finding creative ways to work, but it took some time (and a lot of trial and error) to realise that virtual assistance was the perfect fit. Once I stepped into this world, everything started to fall into place.

Outside of work, I'm someone who loves diving into creative projects — whether it's getting lost in a good book, sketching, crocheting, or tackling a fun DIY project at home. I love that I can bring that same creativity into my VA work: finding thoughtful, tailored solutions and helping businesses run smoothly in a way that feels both organised and inspired.

Organised

Creative

Thoughtful

Reliable

THE RIGHT FIT



Who this is for

Market Minds grew out of the wellness world — but this kind of support fits any business owner who'd rather spend their energy on the work they love than the admin behind it. If any of these sound like you, we'll be a great fit.

Wellness & wellbeing brands

Practitioners and brands rooted in healing, transformation, and conscious living.

Coaches, creatives & consultants

Purpose-led founders building meaningful work who want to stay in their zone of genius.

Small businesses & founders

Growing service businesses that need dependable, ongoing help with the day-to-day.

Anyone stretched too thin

Busy people who want clarity, consistency, and a little more breathing room.

Course creators & educators

Sharing knowledge online who need help with content, launches, and student care.

Content creators & YouTubers

Building an audience who want editing, scheduling, and planning taken off their plate.

Product & e-commerce owners

Juggling orders, inboxes, and socials who need the behind-the-scenes kept in order.

New & scaling entrepreneurs

Ready to delegate for the first time and build systems that grow with them.

✦ *Not sure if that's you? Let's chat — support can be shaped around almost any business.*

WHAT I OFFER

Services Overview

Simplify your business journey with purpose and ease. My tailored support brings clarity, effortless consistency, and helps your true potential thrive.

SOCIAL MEDIA MANAGEMENT

Full-service social media support tailored for spiritual and wellness brands.

- ◆ Content creation & scheduling
- ◆ Engagement & community management
- ◆ Growth strategy & analytics
- ◆ Story creation & highlights
- ◆ Hashtag research & optimisation

CALENDAR & SCHEDULING

Keep your appointments organised and your clients happy.

- ◆ Appointment scheduling
- ◆ Calendar management
- ◆ Client reminders
- ◆ Booking system setup
- ◆ Schedule optimisation

CLIENT CARE

Nurturing relationships with your community and clients.

- ◆ Client onboarding
- ◆ Community management
- ◆ Customer support
- ◆ Relationship nurturing
- ◆ Feedback collection

CONTENT CREATION

Authentic content that resonates with your spiritual audience.

- ◆ Blog post writing
- ◆ Caption creation
- ◆ Website copy
- ◆ Course content support
- ◆ Lead magnet creation

EMAIL MANAGEMENT

Professional inbox management and email marketing support.

- ◆ Inbox organisation
- ◆ Email responses
- ◆ Newsletter creation
- ◆ Email sequence setup
- ◆ Subscriber management

BUSINESS ADMINISTRATION

Keep your business running smoothly behind the scenes.

- ◆ Invoice management
- ◆ Data entry & organisation
- ◆ Document creation
- ◆ Research & reporting
- ◆ System setup & optimisation

◆ *If you feel like you need something slightly different, we can talk it through and create something that fits your needs.*

WHY WORK WITH ME

A true right-hand partnership

Not just a task-doer

A trusted partner who understands your vision and helps bring it to life.

Rooted in your values

Support that honours the purposeful, intentional nature of your work.

Built on trust

Consistent, reliable care that lets you truly exhale.

◆ KIND WORDS What clients say

It's been such a breeze since working together — it's so easy to film and send content to Ines, and it comes back completed! This has made vlogging and YouTube much more enjoyable, which is why I started it in the first place.

Danni · wellbeing coach & YouTuber

Getting everything sorted and done on tasks I'd been putting off for so long has been a dream — I'm so grateful for the support Ines provides!

Alessia · reiki, tarot reader & psychic medium

It's super easy working with Ines and everything flows naturally. We bounce ideas and content off each other, which is exactly what I was looking for — someone who can take the lead on content and creative ideas but stay open to my suggestions. You send content for review, I review, you make changes. This is what I wanted in a VA!

Lisa · wellness coach & events

Really happy with all the work you do — it's properly levelled up my business! So glad we crossed paths. I love how you take direction and roll with it, but your creativeness and ideas are exactly what I needed.

Jenna · astrology guide

Ines has been a breath of fresh air and created such ease in my business. As a self-employed individual, I wanted a VA and video editor who could quickly pick up my vision, brand and language and deliver my ideas. I'm so impressed with Ines' video editing skills for my socials!

EI · wellbeing coach

Ines rebranded my business and brought new life into it. It now feels aligned to my goals, and my ideal clients flow more naturally. I'd always recommend Ines — I look forward to more work with her and Market Minds.

Joan · wellbeing & medspa

THE DIFFERENCE

Before & after

See how a considered revamp transforms a brand — from a refined logo and identity to polished, scroll-stopping social posts and video thumbnails. Small, intentional changes that make everything look more professional, cohesive, and appealing to the right clients.



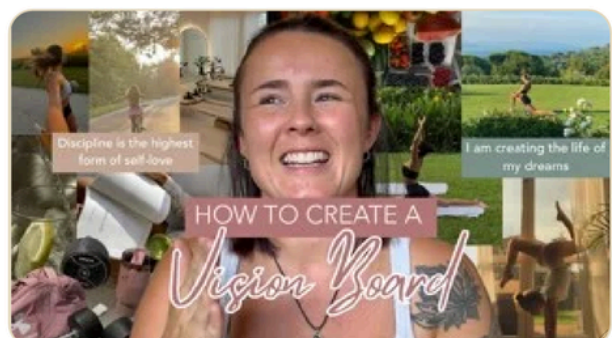
Business branding

An aligned identity that attracts the right people

BEFORE**AFTER**

Social media & video

Polished, on-brand thumbnails that stop the scroll

BEFORE**AFTER****BEFORE****AFTER**

◆ Shared with permission — these clients have approved the use of their work as examples.

BRANDING IN ACTION

Brand overviews

For clients wanting a refresh, we start with a conversation about your vision and the clients you want to attract. From there I curate a colour palette that reflects your brand's feeling, pair fonts for headlines and body that set the right tone, and define a voice — the words, vibe, and energy — so everything from posts to emails feels unmistakably you.

Dorthe Thomas & Co.

Aesthetic medspa & wellbeing brand refresh.

Dorthe Thomas & Co.

DT & Co.

DT & Co.

29LT Zarid Display

Cyrillie Bodoni

Glacial Indifference

#81907b

#acc7b4

#d7bc78

#cfc39e

#dad5c2







Voice & Tone

Empowering

Nurturing

Authentic

Luxurious

Calming

Educational

Inspirational

Sample Text

29LT Zarid Display: Headlines

Light

Regular

Bold

abcdefghijklmnopqrstuvwxyz1234567890&%\$!~

Cyrillie Bodoni: Text

Regular

Bold

abcdefghijklmnopqrstuvwxyz1234567890&%\$!~

Glacial Indifference: Signs

Regular

Bold

abcdefghijklmnopqrstuvwxyz1234567890&%\$!~

Danni GT

Warm, grounded personal-brand identity.

Danni GT

Danni GT

Danni GT

Futura

Avenir

Mistrully

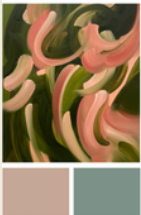
#21443d

#7b9189

#b47778

#c4a895

#edd0d8







Voice & Tone

Empowering

Warm

Authentic

Encouraging

Bubbly

Compassionate

Inspiring

Sample Text

Futura: Headlines

Light

Regular

Bold

abcdefghijklmnopqrstuvwxyz1234567890&%\$!~

Avenir: Text

Light

Regular

Bold

abcdefghijklmnopqrstuvwxyz1234567890&%\$!~

Mistrully: Signs

Light

Regular

Bold

abcdefghijklmnopqrstuvwxyz1234567890&%\$!~

Shared with permission — these clients have approved the use of their brand boards as examples.

CONTENT SYSTEMS

Social media templates

Once your brand is set, I build a bank of ready-to-go templates for each type of post you share regularly. If we're looking to save time, this is where it really pays off — instead of designing from scratch every week, you simply drop in your words and images and you're done. They keep your feed consistent and on-brand, take the pressure off showing up, and can be tweaked and evolved along the way as your business grows.



Myth or fact

Weekly educational hooks that spark engagement.

Offers

Promotions and sales, ready to drop your dates in.

Testimonials

Social proof laid out to build trust at a glance.

Educational

Tips and how-tos that position you as the expert.

WHY IT MAKES LIFE EASIER

Post in minutes

Swap the words and image — the layout's already done.

Always on-brand

Fonts, colours, and tone stay consistent every time.

Repurpose with ease

One idea restyled into posts, stories, and reels.

✦ Shared with permission — this client has approved the use of their templates as an example.

HOW WE WORK TOGETHER

What happens next

Getting started is simple and pressure-free. Here's exactly how we'll go from first hello to a smooth-running partnership — no confusing onboarding, no jargon, just a clear path forward.

1

STEP ONE · ABOUT 30 MINUTES

Discovery call

A friendly, no-obligation chat about your business, your goals, and where you feel most stretched. It's our chance to get to know each other and see if we're the right fit — come as you are, no prep needed.

2

STEP TWO · WITHIN A FEW DAYS

Finalise the agreement

I'll send over a simple, plain-English agreement outlining the services, hours, rates, and terms we discussed. You review, ask any questions, and sign when you're ready — everything clear and in writing.

3

STEP THREE · ONBOARDING WEEK

Getting started

A short, guided onboarding — sharing logins securely, setting up your systems and tools, and agreeing how we'll communicate. From there, you can start handing tasks over straight away.

4

STEP FOUR · ONGOING

Regular check-ins

A light-touch rhythm of check-ins to review progress, adjust priorities, and keep everything running smoothly — so you stay in the loop without having to micro-manage a thing.



Prefer to ease in? We can start with a single task or a trial month and grow from there — whatever feels right for you.

THE PACKAGES

Ways we can work together

Three ways to bring me in — from flexible, pay-as-you-go help to fully hands-on monthly support. Full details follow on the next pages.

PACKAGE 01

Admin Anchor

Consistent behind-the-scenes admin support so your day-to-day runs smoothly without you chasing it.

from **£111** / month

PACKAGE 02 · POPULAR

Content Co-Creator

Your all-in-one content system — you film, and editing, thumbnails, captions and scheduling are handled for you.

from **£222** / month

PACKAGE 03

Business Boost

Your all-round partnership — organisation, content, strategy and management wrapped into one monthly system.

£444 / month

Admin Anchor

FROM
£111
PER MONTH

Consistent behind-the-scenes support so your admin runs smoothly without you constantly checking inboxes, chasing appointments, or keeping files organised. You get reliable weekly organisation, clear communication, and the peace of mind of knowing your business is looked after — even on your busiest days.

WHAT YOU CAN GET

Email management

Inbox organisation + priority sorting for one inbox.

Calendar + scheduling

Managing appointments, reminders, and rescheduling.

Document + file organisation

Up to 5 documents created or edited per month.

Weekly progress summary

One email roundup sent every Friday.

Data entry & research

Simple lists, forms, and light research tasks handled.

Task & reminder tracking

Deadlines and to-dos kept on track so nothing slips.

NOT INCLUDED

- ⊘ Content creation
- ⊘ Video editing
- ⊘ Full social media management
- ⊘ Strategy work (we execute, not plan)

PERFECT IF...

Your inbox runs your day

And you want it calmly kept under control.

You just need the basics

Dependable admin, not content or strategy.

You're testing the waters

A low-commitment way to start delegating.

Reliable weekly organisation and the peace of mind that your admin is handled.

Content Co-Creator

Your all-in-one content system. You show up to film or share raw footage, and everything else is handled for you — editing, formatting, thumbnails, captions, scheduling, and a content plan that keeps your brand consistent and intentional. Designed for creators and coaches who want to grow but don't have the time (or desire) to manage content behind the scenes.

WHAT YOU CAN GET

8 short-form videos / month

Edited Reels & TikToks ready to publish.

4 YouTube videos / month

Long-form edited from your raw footage.

4 thumbnail creations / month

Scroll-stopping, on-brand thumbnails.

4 captions written + formatted

Written in your voice, ready for posting.

Scheduling + posting

To Instagram, up to 4x per week.

Content calendar + planning

Planned weekly to keep your brand intentional.

NOT INCLUDED

- ⊘ Admin tasks
- ⊘ Email inbox / customer support
- ⊘ Designing entire launches or campaigns
- ⊘ Unlimited revisions (max 2 per video)

PERFECT IF...

You love being on camera

But hate the editing and admin behind it.

You want to post consistently

Without the weekly scramble for content.

You're ready to grow

And need a system that scales with you.

You film, I handle the rest — a consistent, intentional feed without the behind-the-scenes work.

Business Boost

£444
PER MONTH

Your all-round business partnership. You get organisation, content creation, strategic guidance, and ongoing management wrapped into one streamlined monthly system. Instead of juggling tasks or decision fatigue, you gain a right-hand woman who understands your goals, thinks ahead for you, and supports both the creative and operational side of your business.

WHAT YOU WILL GET

✦ Everything in Admin Anchor + Content Co-Creator

1 monthly planning call

A dedicated strategy session each month.

High-level support

Launch planning, task prioritisation, workflow setup.

Client / customer support

DMs and email responses handled for you.

Analytics + adjustments

Tracking your numbers and refining content.

Priority turnaround

Your tasks move to the front of the queue.

Monthly progress report

A clear summary of what's been done and what's next.

Rebranding of social / website

Refresh your look so it aligns with your goals and ideal clients.

NOT INCLUDED

🚫 Ad management (unless priced separately)

🚫 Personal errands (booking hair, returns, etc.)

PERFECT IF...

You're scaling fast

And want one person across the whole picture.

You're done juggling

Admin, content, and strategy all in one system.

You want to think ahead

With someone who anticipates what's next.

A right-hand woman across the creative and operational side of your business.

OPTIONAL EXTRAS

Add-ons

Bolt any of these onto a package — or add them to Pay As You Go — whenever you need a little extra.

Social Media Content Creation

£80/mo

Fresh, engaging content crafted for your channels — let's build your brand's voice.

Email Marketing Setup

£25/mo

Email strategies including templates, automation, and list management.

Document Creation & Formatting

£10–25/doc

Professional proposals, reports, or presentations tailored to your style.

Website Refresh & Updates

on enquiry

Content updates, small design tweaks, and upkeep to keep your site current.

Systems & Workflow Setup

on enquiry

Tools, templates, and automations set up so your business runs more smoothly.

Logo & Brand Refresh

on enquiry

A full brand overview — logo, colour palette, fonts, and voice — aligned to your vision.

Video Editing & Reels

£20/hr

Polished reels, shorts, and thumbnails edited to stop the scroll and stay on-brand.

Canva Template Design

£40/set

Custom, reusable branded templates for posts, stories, and lead magnets you can edit yourself.

✦ *Not sure what you need? We can bundle any of these into your package during the discovery call.*



A GENTLE NOTE

Flexibility is key

If you feel like you need something slightly different, we can talk it through and create something that fits your needs.

Every business is unique, and so is every partnership. These packages are starting points, not rigid boxes. Let's have a conversation about what would truly support you.

GOOD TO KNOW

Frequently asked questions

A few things clients often ask before we begin. If anything else is on your mind, the discovery call is the perfect place to talk it through.

What kind of clients do you work with?

Wellbeing coaches and creatives, and to any service-based business owner looking to free up their time, stay organised, and get consistent support without the pressure of micro-managing.

What exactly do you help with?

A mix of admin, content, organisation, and creative support depending on the package — emails, scheduling, video editing, design, planning, or simply keeping you on top of everything.

What if the packages aren't quite right for me?

If you need something slightly different, we can talk it through and create something that fits your needs better.

What if I don't use everything one month?

That's okay — packages are based on ongoing support, not minute-by-minute tracking. Some months are quieter, others busier; it usually balances out over time.

How do we communicate?

Usually via email or WhatsApp, plus check-in calls if your package includes them.

Do I need to sign a contract?

Yes — a simple, friendly agreement covering the services, rates, and terms we've agreed, so we're both clear and comfortable from the start.

How do I make payment?

Once we agree on your package, I'll issue an invoice at the end of each month, due within 14 days.

How quickly will you respond?

I aim to reply within one working day, and we'll agree task turnaround times up front so you always know what to expect.

What's your cancellation policy?

Either of us can end the arrangement with 7 days' written notice. No refunds are issued for payments made or hours not used, unless agreed otherwise in advance.

How long do I have to decide?

As long as you need — no pressure whether you start next month or next year. This is your journey, and I'm here to help you step up at your own pace.

Not sure which package is right?

Totally normal — that's what the discovery call is for. We'll figure out what makes the most sense for where you're at right now.

Do you offer one-off projects?

Yes — depending on availability. Content creation, design work, or short-term support can usually be booked as a one-off. Get in touch and we'll talk it through.

✦ *Still have a question? Bring it to the discovery call — no question is too small.*

NEXT STEPS



Ready to create more space?

If this resonates and you're ready for calm, consistent support in your business, I'd love to hear from you. Send me a message — or share this with someone who needs this kind of support. Here's to more ease, clarity, and space for what truly matters.



EMAIL

IM-VirtualCreatives@outlook.com

INSTAGRAM

@MarketMindsVA

MOBILE

07393 304402

MARKET *Minds*
VIRTUAL SERVICES