



c.waterson

VIRTUAL ASSISTANT



Snap Shot

Hi There!

I consider myself something of a real-life MacGyver.

Depending on the day, or the hour, or the minute, I could be a myriad of things from wife, mother, girl boss, chef, taxi driver, interior decorator or design junkie. I've started a business, I've built houses, travelled the world and started a family. I've experienced the ups and downs of life.

So what does this mean to you, a company looking for assistance? It means I understand. I understand the amazing highs and heartbreaking lows you go through as a business owner. I know the feeling of being drowned in work and demands coming from all angles. I've felt the frustration of wanting to be creative and leave all the businessy stuff to someone else.

My work philosophy is quite simple. Make sure things are correct and just as importantly beautiful. After years as an account manager at advertising agencies I have an eye for detail and will make sure that all work is completed correctly, accurately and efficiently. Combine this with the artistic side of my personality and I will make sure your company is on trend and presenting a cohesive and easy to understand body of work to potential clients.

Making an impact in my client's businesses, allows them to gain back a sense of stability, which in turn allows them to get creative and focus on customer growth. Can you imagine having that initial passion back for your business that you had in startup days?!

Chantal Waterson

About Me

Hello, my name is Chantal Waterson.

I'm a mumma bear to four daughters and am happily married. I have an adventurous nature and love researching destinations, planning itineraries and travelling to different countries

I've been a Virtual Assistant for 6 years now and love the ever-changing nature of the industry. My challenge is to never stop learning and growing.



PROFESSIONAL SKILLS

Graphic Creation

Whether it be social graphics, an ebook, pdf downloads, landing page or an email template I love digging into a clients persona and creating a cohesive on-brand and on-trend piece of content.

Email Marketing

Need support with the planning, creation and implementation of your email marketing?

I can help with the design, preparation and scheduling of both one-off emails, like weekly updates, and also automated emails to help you attract new customers and maintain close relationships with your existing ones.

Course Creation

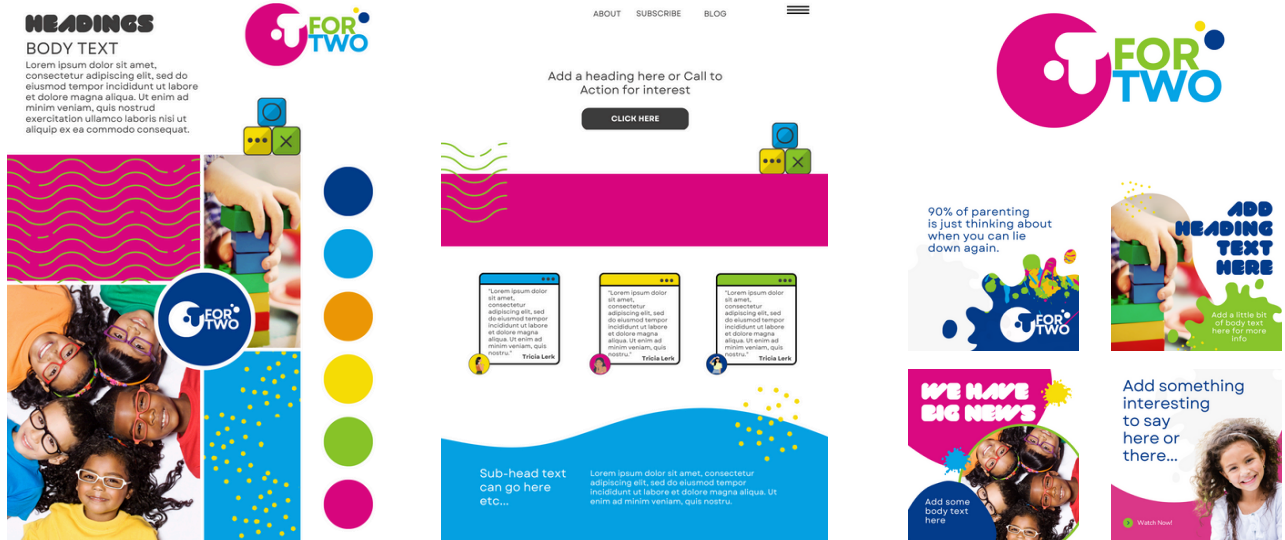
Whether you're an online coach, launching a course or have a product to sell I've got you covered. I love to delve into launch strategy, build and design landing pages and design course content. With my design skills your pdf downloads will wow and represent a cohesive suite of content for your biz.

SKILLSET

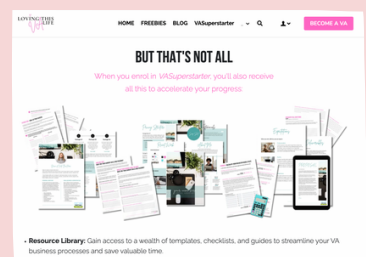
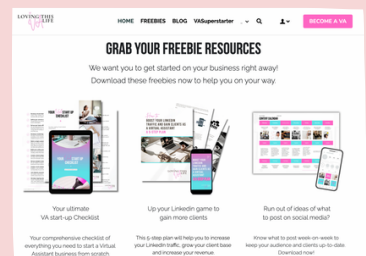
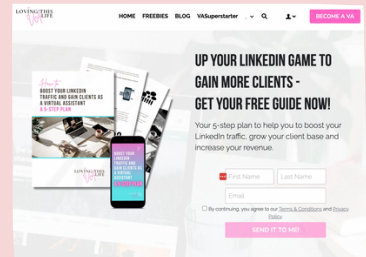
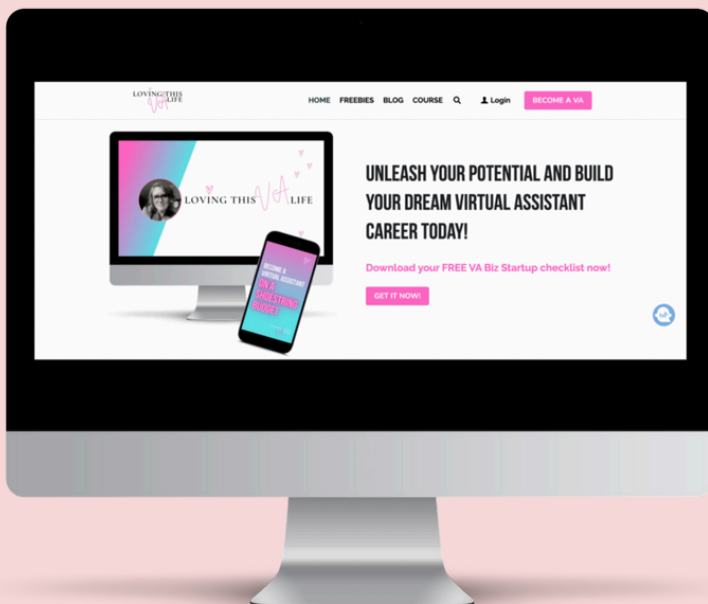
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- MailChimp
- Infusionsoft
- ConvertKit
- Wordpress (basic)
- Squarespace
- Kajabi
- Strikingly
- Show It
- Wix
- Leadpages
- Canva
- PicMonkey
- Shopify
- Gmail
- G Suite
- Microsoft Office
- Photoshop (basic)
- Dropbox
- MYOB
- Xero
- Trello
- Basecamp
- Asana

Recent Work

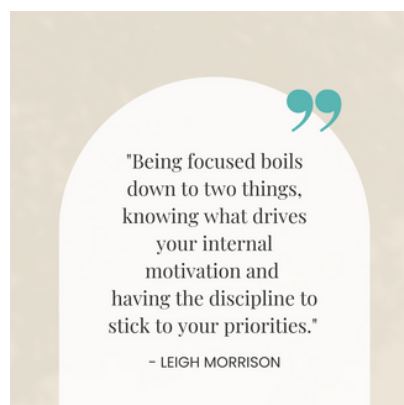
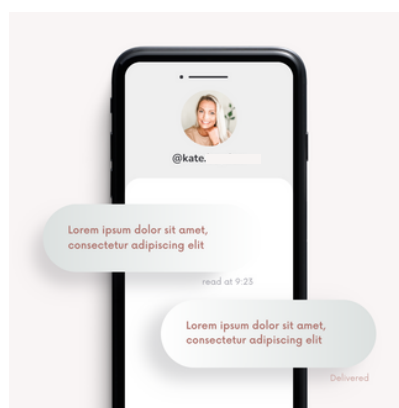
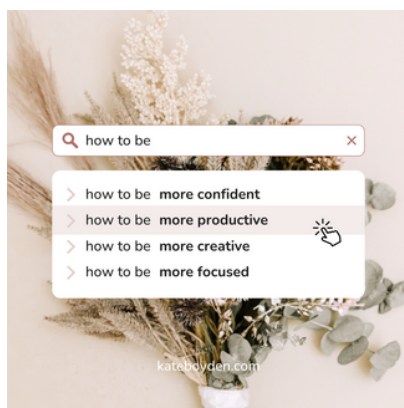
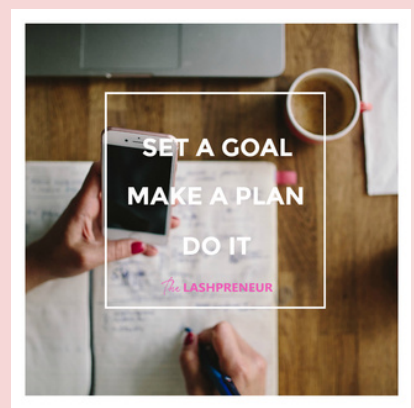
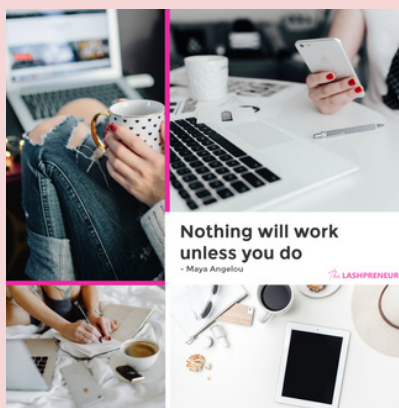
BRAND RE-DESIGN:



WEBSITE DESIGN:



SOCIAL MEDIA DESIGN:



COURSE WORK & PDF DOWNLOADS

Why we resist change

Leigh Morrison



be.

Why we resist change

When you embark on any change it's important to recognise that there will be resistance. Change is a creative process. All creative processes require us to express ourselves and this can be scary, daunting, exhilarating and anything in between.

It requires trial and error, experimenting and patience to sit with learning and unlearning, and understanding yourself better. Plus all the learning that comes with what you want to do. Like building a business, working at trade, switching careers, understanding how to manage a team effectively, it's can be daunting and quite overwhelming.

Have you heard how a pearl is formed? It's through resistance. An irritant enters into the oyster shell that causes the oyster to shuffle and shape around the rough part, polishing the edges into its future smooth appearance and beauty. Apparently it takes over six months to many years for its final form to take shape. That's how long about change. It takes time to really embed. No matter the reason that has provoked you to seek change, let's see what lies ahead as your shuffling and polishing yourself, to unveil another level of your depth and beauty.

The process of change, whether we seek it or resist it, pushes us to go through a series of stages, all with emotions attached. If we were to use Joseph Campbell's *The Hero's Journey* (which most film plots follow) an individual hears a 'call', steps into the unknown, overcomes a deep challenge, only to return to a 'new' view of the world and themselves after the experience.

Using models like the Kubler-Ross change curve helps identify and accept (or even accelerate) states of change, from denial, anger, confusion, depression, crisis, to acceptance and a new confidence.

When in actual fact, I wholeheartedly believe you are enough, you are special, you are clever and capable, now.

Change the conversation in your head: how aware of your thoughts are you? There was a stage in my life when I thought I was the only one who talked to herself. Little did I know I could also direct those conversations. Start to notice when the conversation is helpful. And when it's not. If it's not, it tends to spiral into unhelpful feelings, actions and habits. And ultimately lifestyle. How you talk to yourself matters. I'm not recommending any sort of elastic band on wrist type approaches, but a gentle guidance back to a helpful way of speaking to yourself each time you notice, be it a couple of times a day or every few minutes. This will literally change your life once you are aware of how many insults, names and berating you give yourself.

Understand intrinsic motivation: it used to be thought that people have the urge to do something by external motivation, like dangling a carrot in front of them. Especially in the workplace when command and control was the modus operandi of leading teams. Recent studies have proven that intrinsic motivation is more powerful, that is, we are more likely to act, and be successful, when we're motivated by our values, beliefs and purpose.

Have a big picture to aim for: what is your vision? how do you want your life to look? Having a clear picture or sense of what it is you want to achieve helps make it clear and motivating to aim for. Many people believe that the more they do, the more they will have, the happier they'll be. Or, once I have 'this', it'll do this and then I'll be happy. However we can reverse this thinking, so that you're focused on **who you need to be** in order to do and have the life of your dreams, without excuse!

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Proven from academia through to personal experience, all change requires resistance. Clients share their experience of resistance before and during our coaching sessions.

Here are some of the main resistance pressures I hear from clients, offered to give you some comfort with identifying where you may be at the moment.

Perceived loss of control, or lack of control on what lies ahead: many of us want to 'hear' how our lives are meant to unfold ahead of time, which is unrealistic and near impossible, but I get it. Especially after the past couple of years, we want to have levers that help us stay focused and on track amongst the chaos.

Having to change habits and the comfort they can bring: even when they are unhealthy, I think of smokers here, and how it's often more about the ritual, and taking a break or connecting with others they also have to give up. We are all creatures of habit, and habits are neurologically wired. Our thoughts, feelings and behaviours can be really difficult to shift.

The impact change will have: even when it's a positive impact it can terrify us, as we have a built-in negativity bias which sees many of us lean into the horror stories over the uplifting ones, and see the benefit of change.

The assumptions or stories we repetitively tell ourselves: laddering back to this negativity bias, it causes us to jump to worst-case scenarios instead of the best possible outcome.

Avoiding 'f*ck ups' and embarrassment: especially if you have gone out on a limb in the past and it backfired, it's tough to dust yourself off. And most change does ask us to share ideas, project ourselves visibly or verbally, or form different relationships with ourselves.

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Don't feel good enough or worth it: 99% of the time it all boils down to this, in some shape or form. People don't show up presenting or admitting to this, it takes some drilling down beneath the surface. Once we release or acknowledge where 'not good enough' comes from in your belief system, transformation can kick it up a notch.

A big deep heartfelt thank to you and your irritant. It has connected us.

As we start to re-shape your beautiful life, you will likely feel all or some of these symptoms. I just want to normalise that fear, doubts, wanting to stop or hibernate, the stop and start of momentum, or all part of the process, and 'encapsulate it all under' resistance'.

I ask all new clients before we commence, 'what is your relationship to change?' and enquire around other times they have transitioned. Whether forced on them, or self directed. I see a complete posture change when we have this conversation. Some cover before straightening up as they see that they have achieved and worked through many transitions.

You may feel like you are procrastinating, when in actual fact you are procrastinating just letting on ideas marinate while you gather more insight or let the 'gut' feel guide you more intuitively. This can be a new experience if you've spent a lot of time letting your head guide decisions in the past.

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Services & Packages

Package #1, Package #2, Package #3

Personal Assistant, Small Business Administration

Leigh Morrison

FORMULA: CALCULATE YOUR BREAKERS HOURLY RATE

How to calculate your breakers hourly rate

Formula: Breakers Hourly Rate = (Total Breakers / Total Hours) x Hourly Rate

Example: (10 Breakers / 20 Hours) x \$20 = \$10 per hour

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Expectations & Deliverables

When you work with me, you can expect:

- Professionalism
- Quality
- Timeliness

PROPOSAL

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WHAT ARE YOUR CURRENT SKILLS AND PASSIONS?

What are your current skills and passions? This exercise is designed to help you identify your strengths and interests, which can be useful for career development and personal growth.

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Recent Work & About Me

Brand re-design, Website Design

your name here

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HOW TO GOAL SETTING EXERCISE

How to set goals effectively

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Services

Making your business my business...

Course Content Creation & Course Management - Kajabi

Whether you are an online coach, launching a course or have a product to sell Kajabi is an awesome tool to run your successful online business. It's an all-in-one platform that makes it easy to create online courses, launch marketing campaigns, build landing pages and design the perfect website. But, not all of us have the time or inclination to learn yet another program - lets face it - you've got a company to run. With my course creation and management packages, I take the day to day running of your program off your hands so you can focus on growing your business.

Course Content Creation and Course Management services include:

- Design and upload of coursework & downloadables
- Pipeline/Sales funnel setup (sales page, opt-in forms, thank you page and email sequence)
- Course & membership management
- Set up of checkout pages and offers
- Integration/automation of Kajabi email or external email management software

Landing Page Creation

With my expertise in WordPress, Leadpages, Kajabi and Clickfunnels, I can create beautifully customised pages, with careful curation of images, focus on colour schemes and company branding, in order to help convert more of your website visitors into subscribers and customers.

I can optimize your landing pages by setting up an A/B test to discover what works best for your audience. Providing regular feedback on the performance of your opt-in forms, allowing you to stay informed and ahead of the game.

Landing page services include:

- Proofreading, editing and formatting copy
- Image research / Curation
- Customizing landing page to your companies branding
- A/B split testing
- Reporting / analysis



Services

Making your business my business...

Email Marketing

Email marketing is an integral part of any marketing strategy. It's an extremely cost-effective way to promote your business, communicate with both new and existing customers and grow your profitability. Need support with the planning, creation and implementation of your email marketing?

I can help with the preparation and scheduling of both one-off emails, like weekly updates, and also automated emails to help you attract new customers and maintain close relationships with your existing ones.

Email management services include:

- Proofreading, editing and formatting copy
- Image research / Curation
- Embed links where relevant
- Review and schedule for sending
- Revising and updating automated email sequences
- Platforms used; MailChimp, Infusionsoft, Convertkit

Blog Management

We all know your blog is one of your biggest weapons in your business' arsenal. It creates a place to talk about new products or services, and show people what you're all about. Consistently updating your blogs with on-trend, informative content helps bring in new customers, prospective clients, leads and ultimately sales. It's a known fact that businesses who blog acquire more customers. Keeping consistent within the formatting, creates a cohesive look to your online presence and overall branding. The blog post feature images matching across both your blog and social media platforms further enhances that cohesiveness.

Blog Management Services include:

- Proofreading, editing and formatting copy
- Image research / Curation (up to 3 images per post)
- Brainstorm and create effective blog post headlines
- Blog post SEO (Search Engine Optimization)
- Create and format call-to-action on posts
- Blog post scheduling



Pricing Structure

Hourly Block Purchase

If your business has regular and ongoing requirements for social media and website support, an hourly retainer package may be just the thing you're after!

Hours are available in either 10hr or 20hr monthly blocks;

10 hr block - \$800 AUD

20 hr Block - \$1550 AUD

Monthly Service Packages

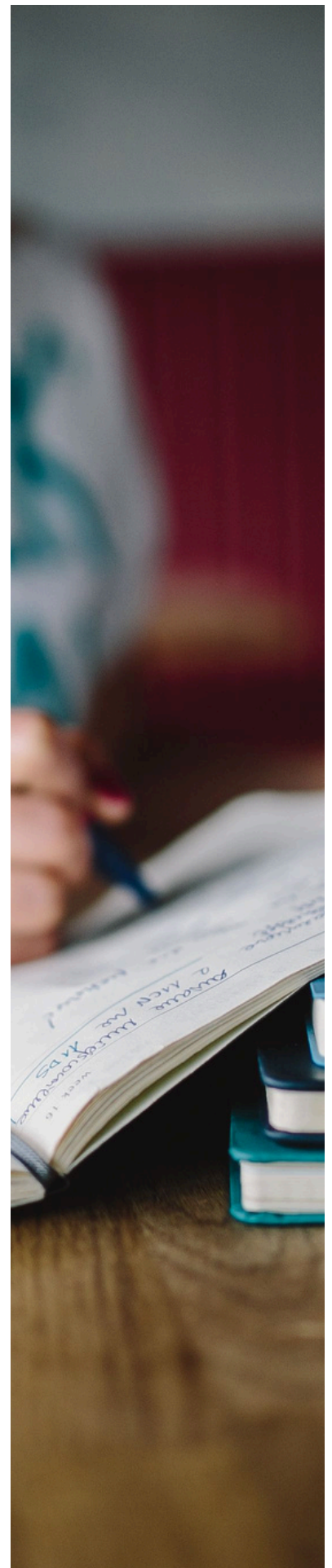
If you want someone to work with you on an ongoing basis, digging into the nitty-gritty of your business, tailoring a package to the current needs you have right now, this is the one for you.

I'll discuss your business needs during a consultation and from there provide you with a custom set monthly package rate.

Packages start from \$800 AUD p/month

Use my contact form to let me know a little about your business and what you're needing help with. I'll respond to let you know if I'm available to help, and we can book a time to speak and work out the details.

[CONTACT ME](#)



Testimonials



I've been working with Chantal for several months, and I can honestly say she has had a big impact on my business. She's got the goods when it comes to creative and tech support. She's ridiculously efficient, on top of all the platforms and has a fabulous design eye to boot. She's ironed out a few kinks and solved more than one techy issue for me! I feel a lot more confident in my business (and in using Kajabi) having her on board.

Career Strategist - Kate Richardson.co

“

This dream woman takes the heart you have behind an idea and can transform it efficiently into a sleek, sophisticated and functional outcome. Creative genius - YES! Excellence in all she creates - YES! She's my go-to every time! From web campaigns, web design, resource production, and social media rebranding...nothing is too hard for Chantal.

Director - Planted Parenting



I appreciate you taking the time and interest to browse through my creative portfolio. If you believe my services could benefit your business, I encourage you to reach out without hesitation. I'm eager to discuss how we can collaborate and bring your vision to life. Thank you!

Chantal Waterson



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www.chantalwaterson.com

