



# Services & Pricing Guide



**Traci Howell**



# Hello there!

Hey there! Thanks for checking out my virtual assistant services. Delighted to have you on board! In this Service Guide, we'll explore everything you need to know about me, the services I offer, and the cost of working together.

I'm all about keeping it real and laid-back – imagine having more time for what you love in your business; that's where I come in. With a knack for making things smooth and efficient, I'm ready to team up. Whether it's spicing up your socials or handling behind-the-scenes chaos, consider it done.

Thrilled to join forces and bring ease to your business journey. Let's work together to achieve greatness and turn your vision into reality. Ready to kick things off? Let's [schedule a chat](#) and dive into the details.

*Traci Howell*

Founder, Victory Assistants





# ABOUT ME

**Hey, I'm Traci! Your friendly Integrated Content & Operations Consultant and the brains behind Victory Assistants.**

**Armed with a Bachelor of Arts in English and a Masters of Fine Arts in Creative Writing, I've been rocking the customer service, administrative assistance and social media scene for over two decades, blending the best of traditional and remote work.**

**With 16+ years in writing, copywriting, editing, and proofreading, I've poured my passions into this business.**

**Let's talk personality—I'm a DISC S/D (Steadiness/Dominant) combo, a unique mix of supportiveness and dominance. In the Strengths Finder, I bring Learner, Achiever, Strategic, Maximizer, and Adaptability to the table. I'm an INFJ-A, and in Human Design, I'm a Manifesting Generator.**



“

Traci Howell & Victory Assistants – Simplifying business, one task at a time.

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# Mission

Victory Assistant's mission is to be a guiding light, embodying trust, honesty, and genuine care. We foster a thriving community that promotes personal and professional growth through perseverance, entrepreneurship, and open knowledge-sharing. Our priority is nurturing authentic connections with clients, celebrating meaningful moments, and embracing mutual growth and appreciation.

# Vision

To provide clients with enhancing business journeys, unwavering support, seamless collaboration, and a genuine commitment to success.

# Values

**Trustworthiness**: We prioritize building and maintaining trust through transparent communication, reliable services, and consistent dedication to our clients' needs.

**Integrity**: Operating with honesty and integrity is at the core of our values. We uphold ethical standards in all our interactions and decisions.

**Community-Centric**: We foster a sense of community, encouraging personal and professional growth through shared knowledge, perseverance, and an entrepreneurial spirit.

**Client-Centric Focus**: Our clients are at the heart of everything we do. We are committed to understanding their unique needs, nurturing authentic connections, and celebrating their successes.

**Continuous Improvement**: We embrace a culture of constant learning and improvement, staying adaptive to industry changes, and proactively seeking innovative solutions to better serve our clients.

**Collaboration**: We believe in the power of collaboration, both internally and with our clients. Through open knowledge-sharing and seamless teamwork, we achieve shared objectives and mutual success.

**Prosperous Development**: We celebrate meaningful moments and embrace the joy of mutual growth and appreciation. Our commitment extends beyond professional success to the overall well-being and fulfillment of our clients and team members.

# What You'll Get

## 1 SOCIAL MEDIA MANAGEMENT

### All options can include:

\*\*Profile setup and optimization for LinkedIn, Facebook, Instagram, Pinterest, BeeKonnected, YouTube, and YouTube Shorts.

\*\*Engagement Tracking and basic analytics report

\*\*Hashtag Research

\*\*Repurposing Content

\*\*Graphic Design

### Does NOT Include:

\*\*Ad Management

\*\*Ad Creation

\*\*Video editing

### Add Ons:

\*\*Content Calendar Creation

\*\*Enhancement of Marketing Strategy by Email Marketing Strategy

I highly recommend working with Traci! Traci wrote and edited blog posts (including optimizing for SEO) and emails for my business House Calls for Physicians. Her writing was thoughtful, creative and compelling. In addition to writing and editing which is her superpower, she was already versed in uploading these to my CRM and Wordpress so I didn't have to worry about any of it. It has felt great passing these tasks on to her so I can focus on my design work and growing my business! She is a pleasure to work with!

**-KRICIA PALMER**



Traci is a terrific virtual assistant. I needed help marketing my book and she assisted me in a variety of activities. As a published author herself, Traci is knowledgeable about the publishing process as well as the major book selling and social media platforms. Most importantly, she is available, reliable and listens carefully. I highly recommend Traci.

**- MARTIN SAWA**





# Social Media Management

Social Media takes about 3 months to start seeing changes and enhancement, therefore contracting out for a minimum of 3 months ensures putting your best foot forward.

3 MONTH CONTRACTS ONLY

## OPTIONS:

- ✓ 3 posts per week/1 story per week/ 1 reel per week/ Copy included/ Scheduled out/ 10 Hashtags
- ✓ 5 posts per week/ 2-3 stories per week/ 2-3 reels per week/ Copy included/ Scheduled out/ 20 Hashtags
- ✓ 7 posts per week/ 4-5 stories per week/ 4-6 reels per week/ Copy included/ Scheduled out/ 30 Hashtags

**STARTS AT**  
**\$650/MONTH**

6 MONTHS CONTRACTS  
DISCOUNTS START AT 15% OFF!

# What You'll Get

## 2 AUTOMATIONS AND EFFICIENCY SOLUTIONS

### All options can include:

- \*\*Basic copywriting for successful email marketing campaigns
- \*\*Conversion Copy
- \*\*Blog posts and articles tailored to your audience
- \*\*Nurturing Email Series
- \*\*Welcome Email Series
- \*\*Onboarding Series
- \*\*Sales Page Copy
- \*\*Landing Page Copy
- \*\*Website Copy
- \*\*Social Media Copy
- \*\*Product Copy
- \*\*Book Blurbs
- \*\*Scheduling Emails
- \*\*Email Template and Design Assistance
- \*\*Editing/Proofreading
- \*\*Repurposing Content

### Add Ons:

- \*\*Full SEO
- \*\*Enhancement of Marketing Strategy by Email Marketing Strategy

Traci has such an amazing ability to help businesses grow. Make sure you meet with her ASAP!

**- TONYA HOFFMAN**

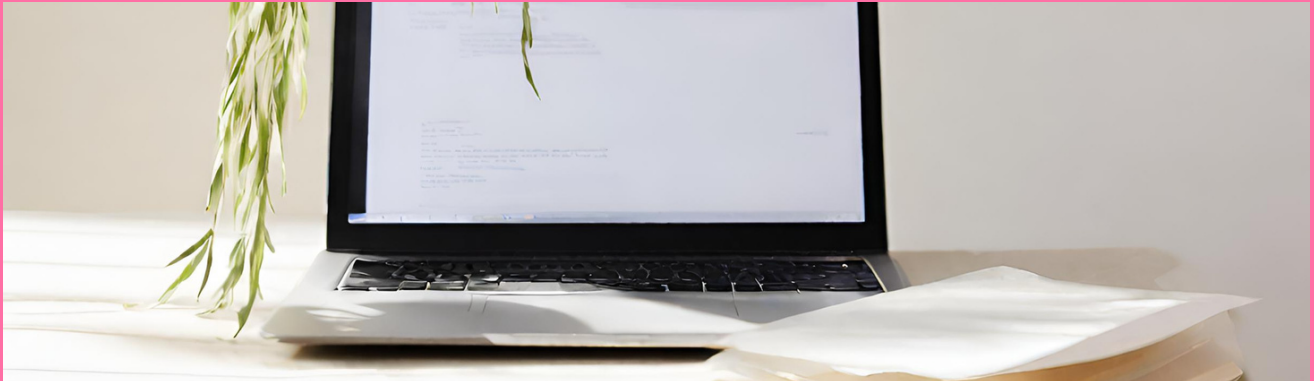


I have worked with several copywriters, and Traci is special. Not only will she polish your writing, help you infuse personality into your copy that feels authentic to you, but she will give you countless ideas. Plus, she has an amazing strategy to inject emotion into your copy to reach all personality types in your audience. She is also the kindest soul, incredibly flexible and the speediest writer I know! If you need help with copy, do not hesitate to call Traci.. Like now!

**- SAMANTHA ANN**



# Automations and Efficiency Solutions



3 MONTH CONTRACTS ONLY

## WHAT YOU'LL GET:

- ✓ Email Marketing
- ✓ Copywriting
- ✓ And other services mentioned above

**STARTS AT**  
**\$900/MONTH**

6 MONTHS CONTRACTS  
DISCOUNTS START AT 15%  
OFF!



# What You'll Get

# 3

## ADMINISTRATIVE SUPPORT/EXECUTIVE ASSISTANCE

### All options can include:

- \*\*Calendar Management
- \*\*Email Management
  - \*Zero Inbox
- \*\*Travel Coordination
- \*\*Document Preparation & Management
- \*\*Coordinate Communication
- \*\*Task and Project Management
- \*\*Provide regular updates on project statuses
- \*\*Coordinate special events or personal tasks upon request
- \*\*Personal Assistance
- \*\*Event Preparation
- \*\*Research tasks as needed
- \*\*Automations Management
- \*\*Standard Operation of Procedures (SOPs)
- \*\*Plugin Management
- \*\*Editing/Proofreading
- \*\*Meeting Note Translations
- \*\*Outreach Assistance
- \*\*Presentation Creation
- \*\*Google Doc Cleanup
- \*\*CRM Cleanup
- \*\*Customer Service

### Add Ons:

- \*\*Assistance with Copy

Traci is a very knowledgeable and detail oriented editor. She aided in early resume revisions and continues to aid in technical article editing. She is a well rounded individual that is direct and to the point. She does not shy away from ensuring that you as her client fully understands the proper direction for document editing. I recommend Traci and Victory Assistants for any work that you need done.

- **LESLIE GILBERT**



While she has just started assisting me, my initial interview was amazing. She is smart and so easy to talk to. Traci has already impressed me with her writing skills and done a great job at understanding my "voice". I look forward to a long working relationship.

- **RHONDA CONCES**



I reached out to Traci to help me edit my thesis paper. She did an initial reading and edit on my paper leaving me a lot of questions along the way to assist me with keeping everything germane and on topic. So, I asked her to work with me again when I completed the thesis a second time. She was wonderful and did a great job at explaining everything if I had questions.

- **JENNY C**





# Administrative Assistance and Executive Assistance

6 month contracts  
get 15% off!

**STARTS AT**  
**\$550/MONTH**

## WHAT YOU'LL GET:

- ✓ General administrative tasks
- ✓ Coordinate Communication
- ✓ And other services mentioned above

# Testimonials

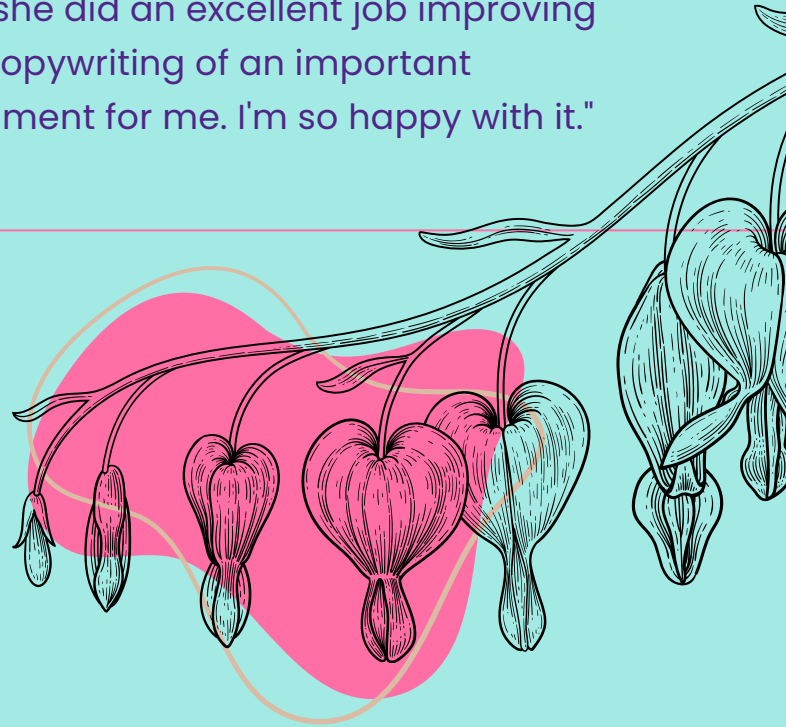


Sarah J.T.

"I had the pleasure of working with Traci and she did an excellent job improving the copywriting of an important document for me. I'm so happy with it."

Kate Simpson

"Traci is fantastic to work with. She is high energy, a great listener, and an idea generator. She learns what you need and gets it done. Highly recommend working with her."



Mark H. McCormick

"Traci Howell @ Victory Assistants is easy and worthwhile to work with. Whatever your virtual assistant needs are, Traci Howel can definitely help you. I highly recommend Traci and her company."





**Victory**  
ASSISTANTS

Let's Get  
Started!

LEARN MORE

I am so excited to work along side of you!  
Let me bring out the best in my abilities to  
achieve your individual goals!

Want to learn more? Contact me via email  
at [victoryassistants@gmail.com](mailto:victoryassistants@gmail.com)

*Traci Howell*



[www.victoryassistants.com](http://www.victoryassistants.com)

