

## What others say about us ...

"Jodie (type+writer Creative Solutions) is one of the most important people in my business, despite working on an as-needed basis. She keeps me organised, chases my late payers, makes sure important paperwork is signed, puts together eNewsletters and even suggests new and better systems, then implements them. She does all this with a sunny and can-do attitude and has now become completely indispensable! So much more than just admin, I thoroughly recommend her VA services."

-JEN BISHOP, Interiors Addict | Addicted Media

"Jodie has been managing my online team for the past 18 months. She is my main go-to person for the various techies, marketing and adhoc skills I need each day. Everyone works remotely but with Jodie's management none of my clients would ever guess. I've always been impressed by her dedication, commitment and her breadth of skill across so many different industries - I've got absolute faith in her ability to do what's best and I know she's not afraid to ask for my advice/input when she needs it. Thanks, Jodie!"

-RONNIE FARRADAY

"If someone were to ask me who it is that really keeps my business flowing so smoothly ... I'd tell them it's Jodie from type+writer Creative Solutions! Nothing is too difficult (she tells me!) and I know that my business is in safe hands while I'm busy doing the work OF my business rather than working in my business. Jodie has saved me time and again and I've seen my business grow three-fold under Jodie's capable hands."

-CHRIS PATMORE

"For the past two years Jodie of type+writer Creative Solutions has taken the reins of my business over the Christmas 'break' period to allow me to take a break of my own. For me, this was a hard thing to do because I am so hands on in my business and also a bit of a control freak! But I really didn't need to stress because I can trust that Jodie will act in my best interest and she's VERY good at that!"

"I've got no hesitation at all in recommending Jodie and type+writer Creative Solutions for either a casual business babysitting gig, or as a permanent VA. Thank you so much Jodie!"

-SAMMY V, Minx Home

"I am so rapt in the service that I receive from the Love of Home team! My business is small and for so long I've tried to do it ALL myself. A friend suggested I look for a VA to help me get things back under control (and to give me more time with my family!). I had no idea what this would involve, and to be honest the idea terrified me! Anyway, I did some research and asked around and finally had a chat with Jodie and together we worked out my biggest pain points and put together a plan. The plan worked and each week I thank my lucky stars that I took that leap into the great unknown. And, my business has nearly doubled in just 3 months because I'm finally able to spend time ON it instead of IN it! I'm loving this life!"

-BECCA JOHNSTON, Gray St Style

VA and OBM Services for Creative Professionals have recently moved across to Love of Home  
For more client testimonials please see: [www.typewritercreativesolutions.com.au/testimonials](http://www.typewritercreativesolutions.com.au/testimonials)



# LOVE of HOME

THE OUTSOURCING PROFESSIONALS  
FOR CREATIVE PROFESSIONALS

CREATIVE  
admin support &  
online business management





## What is a VA and an OBM

A **Virtual Assistant (VA)** is a highly-skilled, independent professional who remotely provides administrative, technical and/or creative business support services remotely.

A VA does the majority of things that a personal assistant or office administrator does: answering telephones, replying to emails, invoicing your clients, following up on quotes... anything you can do online, your VA can help you with.

An **Online Business Manager (OBM)** is a virtually based support professional who manages online based businesses, including the day-to-day management of projects, operations, team members, and metrics.

The OBM keeps all the balls in the air and harmoniously combines the major functions of the business (sales, marketing, operations, and finance), runs the organisation, and manages day-to-day issues. This role is literally the glue that holds the people, processes, systems, and strategy of the business together.

## A Love of Home VA & you

The interiors and renovating industries are growing rapidly, and as a flow on the number of clients you'll be picking up will increase as well. It can be exciting to watch your creative business grow. But, you should think seriously about taking on a virtual assistant to take care of the busyness work and let you focus on the creative work.

As a business owner you'll be the one doing the creative work and all of the administrative work too, unless ... you take on a virtual assistant (VA) or online business manager (OBM) to do those time-consuming (and boring but essential) tasks that eat into your creative (and family times!).

Let's face it you didn't become a creative professional to sit in an office and answer emails all day. If the busywork starts to last longer than the creative work, you run the risk of burning out.

A **Love of Home** VA or OBM can take away some of the stresses of your creative business by managing your administrative projects and tasks. A skilled virtual assistant can answer your emails, handle bookkeeping and finances, answer calls, reach out to current and prospective clients, schedule appointments, and manage travel and lodging accommodations. They can even source and purchase products on your behalf. An OBM can manage the different teams and trades you need to run your business.

**Love of Home** have VAs skilled in social media marketing and SEO who can craft beautiful advertisements, emails, and newsletter or website copy. We even have VAs who can create 2D and 3D renders, compose concept designs and inspiration/mood boards, edit photos, draft floor plans, and more!

A **Love of Home** VA can also network with valuable partners and liaise with designers, photographers, curators, and more. A VA can handle all of the coordination between your clients and vendors so you don't have to.

In short ... a **Love of Home** VA can make your life and business as a creative professional a whole lot less stressful, and a whole lot more productive!



## About Love of Home

Hi, I'm Jodie Bowker.

I am a virtual assistant (VA) and online business manager (OBM), and the owner of *Love of Home* and *type+writer Creative Solutions*.

I am VA to some amazing clients, including Jen Bishop (The Interiors Addict), and Naomi Findlay (International Institute of Home Staging, the Reno Show, and creator of the Rapid Reno Mate). My team and I also work with a number of other successful home stagers, stylists, designers, and other creative professionals.

Prior to starting a career in administration, project management and coordination, and studying marketing and social media marketing I spent more than 20 years in the interiors and decorating industry primarily as a window furnishings specialist. In all I bring you over 30 years of experience across industries, professions, as well as business management and ownership.

In 2014 I took the plunge and started my VA business and *type+writer Creative Solutions* was born! Over the years I have worked with hundreds of wonderful clients on so many different projects, but my niche, my dream clients are the clients working in the industry that I started in and love so much ... the creative professionals!

Recently I brought my VA services for creative professionals across from *type+writer Creative Solutions* to my interiors business, *Love of Home*, and a whole business re-configuration was set into play.

*Love of Home* provides specialist VA and OBM services to creative professionals across interiors, exteriors, decorating, designing, and beyond.

The *Love of Home* VA and OBM services are provided by a team of superstar VAs – our clients have the support of a whole team of VAs who can provide a wide range of skills and you also get the benefit of knowing that your VA always has a backup too! Every one of *Love of Home's* superstar VAs are carefully recruited to the team and given plenty of support and mentoring so you know you're getting an amazing service experience.

*Love of Home* also offers a free Service Directory for creative professionals to list your business (regardless of whether or not we provide VA or OBM services to you). In our weekly podcasts we interview industry professionals and hold all show notes and recordings on our website which provides the impetus for our listeners to visit for more information and to seek out professionals for their decorating, renovating, and styling needs ... win-win!

*Love of Home* are the Outsourcing Professionals for Creative Professionals! I invite you to contact me to schedule a free 15-minute consultation to learn more about how a *Love of Home* VA or OBM can work for you.

Jodie



### Contact Details

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# 101 Things a Love of Home VA or OBM can Do for your Creative Business

## Personal assistant and Point of Contact

1. First point of contact and follow ups (phone, email, etc)
2. Emailing management
3. Diary and calendar management
4. Client scheduling and appointment reminders
5. Online file management

## Meetings

6. Minute Taking (in-person location permitting, or via Skype/Zoom)
7. Transcribing (voice, video, audio or podcast)

## Document creation

8. Document / Report writing or creation
9. Powerpoint presentations
10. Document formatting
11. Correspondence creation
12. Establishing and complete mail merges
13. Creating eBooks, flyers, brochures, agenda, invitations
14. Creating business templates

## Policy and Procedure

15. Setting up and reviewing systems
16. Researching and preparing business policy and procedures
17. Updating company policies
18. Preparing manuals and systems

## Contacts, databases and mailing lists

19. Database building: using CRM programs or Excel
20. Customer and client database management
21. Importing / Exporting databases
22. Categorising database s
23. Setting up Opt-Ins

## Online stores

24. Updating page content
25. Updating shopping carts
26. Updating graphics
27. Setting up links
28. Tracking and monitoring Google Analytics

## Blogging

29. Research for blogs topics
30. Writing and/or proof and edit blogs
31. Upload blogs onto website
32. Tracking blog statistics

## eNewsletters

33. Setting up auto-responders
34. Setting up newsletter template
35. Creating newsletter
36. Sourcing content
37. Sending newsletter
38. Monitoring statistics, open rates, bounce rates

## Project management and coordination

39. Setting up project management software
40. Liaising with various teams
41. Communicating updates
42. Reviewing projects
43. Scheduling meetings or reviews
44. Strategise projects
45. Be a sounding board
46. Services and trades bookings
47. Managing trades on your behalf

## Travel and accommodation

48. Organising travel arrangements
49. Organising accommodation
50. Creating eBooks, Flyers, Brochures, Agenda, Invitations

## Social Media

51. Setting up social media platforms
52. Creating & researching content for social media
53. Monitoring and responding on social media platforms
54. Uploading social media content
55. Monitoring statistics eg; likes, reaches, shares, etc

## Webinars

56. Setting up webinars
  57. Advertising campaign for webinar
  58. Maintaining registrations
  59. Assisting on live webinar
- ## Podcasts
60. Recording Your Show
  61. Editing Your Audio
  62. Writing Your Show Notes
  63. Uploading and Publishing Your Podcast

## Finances

64. Pay bills
65. Invoicing and following up on unpaid invoices
66. Bookkeeping

## Design Assistant

67. Source and purchase product and stock
68. Liaise with designers, photographers, curators, etc
69. Create 2D and 3D renders
70. Compose concept designs and inspiration/mood boards
71. Edit photos
72. Draft floor plans
73. Stock and supply orders  
(including liaising with workrooms, suppliers, and manufacturers)

## Shopping and gifts

74. Organising Christmas cards
75. Organising corporate gifts

## Recruitment

76. Writing job descriptions and advertisements
77. Recruiting staff
78. Drafting employment letters/contracts
79. Getting documents signed (online or hard copy)

## Websites

80. Build and design websites
81. Website maintenance and updates
82. Update and change website information

## Client management

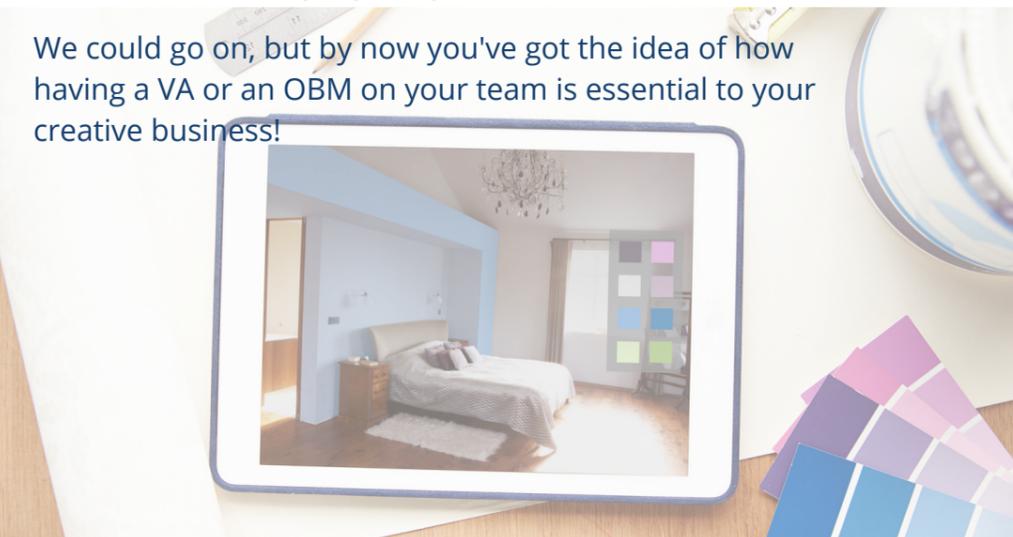
83. Reach out to current and prospective clients
84. Quotes - including following up and processing orders
85. Coordinate and liaise between clients and vendors
86. Schedule your appointments and manage your calendar
87. Arrange travel and accommodation

## Event coordination and management

88. Event plan
89. Venue selection
90. Collate dietary needs/special needs
91. Create event name-tags
92. Create Invitations
93. Collate RSVPs
94. Create event lists
95. Source quotes / suppliers
96. Register guests
97. After event follow-ups
98. Sourcing promotional materials
99. Sourcing sponsors

## Management support

100. Manage your different teams and trades (as an OBM)
101. Provide a backup to you in your absence!





# What are the pain points in the admin side of your business?

What is holding you back in your day-to-day business that could be outsourced?

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If you could save yourself  $x$  amount of time per week by outsourcing, what are the top 3 things you could do with that time?

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What is it worth to you to no longer have to worry about handling the admin for your business?

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Is your inbox a mess?

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What would you like to see further streamlined in your business that a VA or an OBM could help you with?

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What task do you put off until it becomes urgent?

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What is your least favourite task or activity in your business?

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Now, you've considered your business's pain points and have an idea of some of the tasks that a virtual Assistant or online business manager can take off your workload ... contact us for a free and confidential 15-minute chat to discuss how **Love of Home** can work with your business to make that pain go away!

*Jodie*

0490 466 763 or [jodie@loveofhome.com.au](mailto:jodie@loveofhome.com.au)