



SERVICE CATALOG

Fractional Executive Assistant Services



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ACECONCIERGE.NET



Ace Concierge

We've been exceeding client expectations and life balance demands for over 24 years. Don't let time fool you, our skills and services have kept pace with the needs of our clients. From social media and marketing to business management and support, we've got you covered.

Our team is intent on helping entrepreneurs transform your lives by helping you reclaim the hours you need to both grow your business and maintain a healthy, well-balanced lifestyle.

That's why you got into business in the first place, right?

ENTREPRENEURIAL PASSION HAS A DARKSIDE, AND IT'S CALLED BURNOUT.



”Susan has been an exceptional Executive Assistant for our firm. She's consistently proactive, responsive, and professional in everything she does. Her work product has been excellent, and she has been instrumental in actively supporting our firm's growth.”

- Ramin Olson J.D., LL.M.(tax), MSFP, Former Tax & Securities Lawyer

- Entrepreneurs who work smarter, not harder are more apt to succeed.
- A large percentage of entrepreneurs keep their FTE costs at a minimum and source contractors and executive assistants.
- Entrepreneurs are more successful when they build relationships for growing their business. A fractional executive assistant helps you free up time to do so.



Operations & Business Management

Savvy entrepreneurs work smarter, not harder, and they delegate their tasks.

The fractional executive assistants at Ace Concierge are business partners, not just 'check the box' taskers. We care about your business and develop a vested interest in your success.

Not sure where to start? The bullets in this catalog give you ideas for how we can help you find the valuable time you need.

While you are responsible for the business driving your passion, you can delegate key work to a partner who cares about your business.

- Operations: assistance with existing systems for billing, CRM, Workflow and Communications
- Management: projects, teams, operations, timelines, and deliverables
- Delegation: delegate to team members, follow-up, ensure accountability
- HR Support: review resumes, post ads, schedule interviews
- Competitor, industry, and market research, trademark research, keywords, conversation monitoring, and content searches
- Coordinate projects, liaise with business partners, manage project schedule and priorities
- Coordinate editorial calendars, scheduled guests, and content contributors

"Time is what we want most, but what we use worst."

- William Penn



Imagine someone you have partnered with to delegate core areas of your business operations, management, team accountability pieces, and HR support. A Fractional Executive Assistant (EA) will give you that extra hand to flourish in your business, while someone else takes care of the details. What kind of efficiency would that buy you so you can commit to serving your customers?



Social Media Management

Do you know how many platforms thriving entrepreneurs have to manage and maintain? Well, that depends, because successful entrepreneurs spend time in the same places their customers do - and most of it is through social media.

Social media platforms are time-consuming, ever-changing, impossible to keep up with the nuance of layout changes, algorithm changes and social understanding for their use. This can be arduous and taxing. You need someone to assist with cohesive, online branding for your deep digital footprint.

The idea of social media is that it is social, but if you are spending your time on graphics, research, planning, and setting up the flow, you are not engaging with your customers. We can help with that, saving you hours of time.

- Set up network profiles across social media channels
- Develop social media strategy based on your goals and strategic plan
- Follow a social media calendar that maps with holidays and seasonal events
- Moderate and manage online communities you have built for increasing engagement
- Plan and schedule your social media content
- Manage membership forums and content/learning modules
- Design and edit banners, headers, and images
- Track your social media results and growth statistics on various platforms.

"Social marketing eliminates the middlemen, providing brands the unique opportunity to have a direct relationship with their customers."

- Bryan Weiner, CEO, Comscore

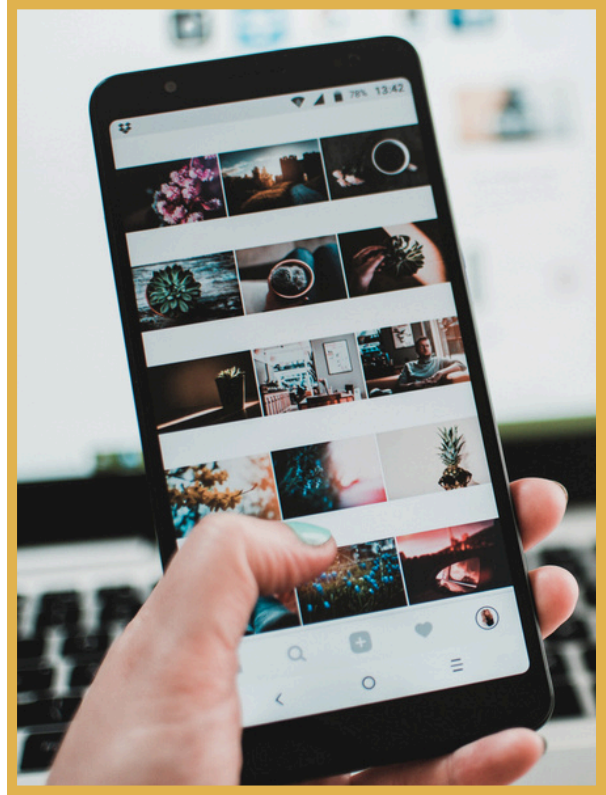


Imagine not having to constantly research quotes, information, ideas, designs and juggle all the various platform requirements. Image sizes, headers, page set up, and video requirements are constantly changing as platforms evolve. An EA can take those tasks off your hands so you can respond to the people who really matter -- your customers and prospective customers.

Internet Marketing Support

Marketing has moved online and it has many moving parts. Digital marketing plans are multifaceted and involve your website, social media channels, and your online presence, both personally and through your business.

It isn't enough to simply post on social media. An executive assistant can ease the load through your marketing campaigns, tracking of data and performing research.



- Set-up, manage and update email lists
- Create, edit and schedule email broadcasts
- Design, edit and distribute newsletters
- Set up autoresponder sequences
- Coordinate guest invites and schedule for podcast or streaming
- Prepare simple graphics for social media marketing posts
- Research information relevant to your marketing audience, with keywords, information, statistics, and subtopics



Event Assistance

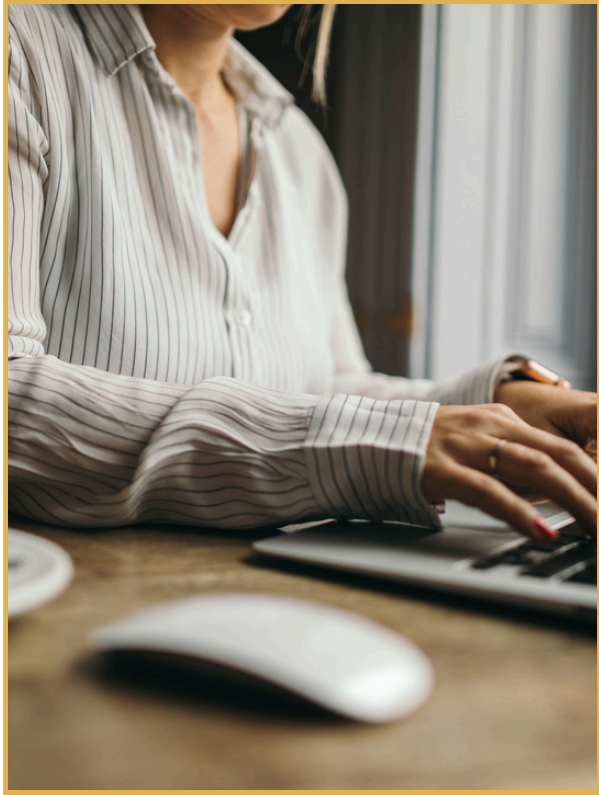
Virtual, online, and in-person events are a complicated nightmare to plan, and no matter how organized your team, you will discover an extra pair of hands is necessary. An executive assistant can step in for some of the unanticipated extras.

Teaming up with your event planner, a virtual assistant is available for delegation of tasks.

The key is clear communication about expectations and a weekly call during the planning phase.

- Market and promote the event through your blog, social media, and other content areas
- Proofread all event materials and graphics
- Budget tracking and invoicing
- Project management duties within your collaborative planning system and tracking deadlines
- Research venues, vendors, transportation options, speakers, and gift items
- Outgoing and incoming communications with speakers, sponsors, and vendors
- Set-up, track, and monitor event signups and attendee responses
- Obtain quotes and estimate for 3rd party services
- Create, repurpose, and distribute event replays
- Track and monitor attendee survey results





General EA Support

By now, you should have a pretty clear idea of some of the many ways a fractional executive assistant will make your life a whole lot easier. If you are not sure where to start, but need a hand, here are a few things you might start with:

- Administrative Duties: Client schedule and calendar for meetings, draft and send emails on client's behalf, filter client's email inbox
- Manage client database (CRM) of contacts and customers
- Proofread office documents
- Send greeting cards, invitations, and newsletters
- Store and manage files in the client's cloud software
- Travel planning, arrangements, and bookings
- Create forms, set up project management software
- Edit and upload blog posts
- Launch and maintain cloud computing accounts
- Add and update WordPress plugins and source WordPress themes
- Manage social media postings



”Susan is an amazing self-starter that requires no micromanaging. She has a creative side with immaculate attention to detail and follow-through. This a rarity I haven't experienced in my entire three decades as a business owner! When I count my blessings, I always count Susan twice.”

- Dr. David Friedman Radio Host | International, Award-winning #1 Bestselling Author