



Services & Pricing Guide

Ask Cantey Virtual Assistant

CANTEYSMITH.COM

The Process

Working With Ask Cantey



Introduction

Ask Cantey partners with small business owners and creatives to improve systems, streamline operations, and complete essential tasks—helping them reclaim their time and focus on what they do best and love most.

With my expertise, I provide strategic assistance that allows you to move forward in your business with confidence. Whether you need help organizing workflows, executing projects, or managing day-to-day operations, I am here to support your success.

Getting Started with Ask Cantey

01.

The Discovery Call

The first step is to schedule a free 30-minute discovery call. This is an opportunity for us to discuss your business needs, goals, and challenges. I'll ask questions to better understand how I can support you, and you'll have the chance to ask any questions about my services. This call helps ensure we're a good fit before moving forward.

02.

Select Service Package

After our discovery call, we'll determine the best service package for your needs. Together, we'll outline the scope of work, pricing, and terms, ensuring clarity and alignment before we begin.

03.

Onboarding

Once we've finalized your package, I'll guide you through a smooth onboarding process.

This includes:

- Signing a service agreement
- Setting up payment details
- Sharing necessary account access and materials

04.

Kick Off Call

We'll then schedule a kick off call to review workflows, establish communication preferences, and ensure a successful start to our partnership. After onboarding is completed, I'll begin working on your tasks, and you can focus on what you do best—running your business with confidence, knowing you have expert support in place.

Customizable Service Package

02

Create your own package

Every business has unique needs. That's why I offer the option to create a customizable service package designed to fit your specific goals. By selecting from the services, skills, and expertise outlined in the packages below, we can build a support plan that works for you and grows and evolves with your business.

Rates determined by scope and services included



"Cantey takes away the stress and creates ease and flow wherever she goes. Hire her yesterday!"
-Libby K.

For inquiries, visit
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Content Creation Services

03

Ideal For:

This package is designed for small business owners seeking support in creating high-quality content for their online presence and marketing materials. It offers the tools and guidance needed to craft compelling messaging, attract more clients, enhance brand credibility, and streamline communications for business growth.



"Cantey has been incredibly supportive and never fails to amaze me with her creativity, work ethic and communication."
-Lauren M.

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- **Social Media Audit and Strategy Development**
 - Includes a detailed audit report with insights, competitor analysis, and recommended action steps for optimizing content strategy
- **Social Media Content Creation and Planning**
 - Includes content creation, caption writing, and scheduling (or delivery in a content calendar format for client scheduling)
- **Brand Vision Development and Documentation**
 - Includes brand messaging development, brand visual development, audience analysis, brand tone-of-voice documentation, brand imagery documentation (images, colors, typography, and overall aesthetic)
- **Content Design for Print and Digital Marketing**
 - Includes custom print and digital designs (posters, flyers, branded PDFs, social media images etc.) using Canva and Adobe
- **Copywriting and Editing for Website and Marketing Materials**
 - Includes writing new copy, refining existing content, and editing text for clarity, engagement, and brand consistency
 - Includes basic SEO optimization (keyword placement, readability improvements)
- **Website Updates**
 - Includes updating text, images, links, minor formatting changes, and basic SEO adjustments
 - Wordpress, Squarespace, Wix
- **Email Marketing**
 - Includes one-time campaign creation and email template design (automation sequences available upon request)
 - Mailchimp, ConvertKit, Constant Contact

Content Creation Service Packages

Basic Content Creation \$800 per month

What's included:

- **4 Social Media Posts Monthly**
 - Includes design, copywriting, editing, and scheduling
 - Includes four static image or carousel posts monthly (Video/Reel editing available upon request for an additional fee)
- **1 Email Newsletter or 1 Blog Post**
 - Includes design, copywriting, editing, and scheduling (SEO research available as an add-on)
- **Basic Digital Document Creation** (i.e. branded pdfs and templates):
 - Includes up to two documents per month (Depending on document specifics, an additional fee may be required for more complex or lengthy documents)
 - Includes custom-designed branded PDFs and templates or modifications to existing documents
- **Basic Social Media Strategy Development**
 - Creating a tailored plan that includes: defining your goals for social media, identifying a target audience, selecting the best platforms, creating a content schedule, utilizing engagement strategies, and basic performance tracking

Content Creation Service Packages continued on next page

Content Creation Service Packages

Continued

Full Content Creation \$1,700 per month

What's included:

- **Digital Content Creation: Canva, Adobe**
 - Includes design, copywriting, editing, and scheduling
- **Print Material Design: Canva, Adobe**
 - Includes design, copywriting, and editing
- **Brand Vision Development and Documentation**
 - Includes brand messaging development, brand visual development, audience analysis, brand tone-of-voice documentation, brand imagery documentation (images, colors, typography, and overall aesthetic)
- **Social Media Audit and Strategy Development**
 - Includes a detailed audit report with insights, competitor analysis, and recommended action steps for optimizing content strategy
- **8 Social Media Posts Monthly and Social Media Content Planning**
 - Copywriting and Editing for: Social Media Content and Captions
 - Fully developed content calendar with post-scheduling recommendations
- **1 Email Newsletter**
 - Includes design, copywriting, editing, and scheduling
 - Includes topic suggestions, research, and SEO optimization (if applicable)
- **1 Blog Post**
 - Includes copywriting, editing, and posting
 - Includes topic suggestions, research, and SEO optimization (if applicable)
- **Light Website Updates**
 - Updates to text, images, links, and minor formatting changes (basic SEO optimization available upon request)

"Cantey has a great eye for design, and creates very professional looking documents. She is a great asset to my project teams."
-Adam C.

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Data Entry and Systems Services

06

Ideal For:

This package is designed for businesses looking to simplify their data management and optimize their systems. Whether transitioning to a new platform or improving existing workflows, I provide structured support to ensure accuracy, efficiency, and seamless integration—so you can focus on growth.



"In some areas where I was stuck in overwhelm. She helped me think through and build processes to reach my goals."
-Libby K.

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One-time Data Entry Set Up Service:

Basic \$500 (5-10 hours)

Ideal for small businesses or solo entrepreneurs needing a one-time data transfer and organization

Included:

- Consultation
- Initial Meeting and File Transfer
- Data Entry Completion
- 1 Data Check Up

Full Setup \$800 (15-20 hours)

Best for businesses transitioning to a new platform or managing large data volumes

Included:

- Consultation
- Initial Meeting and File Transfer
- Data Entry Completion
- 2 Data Check Ups

Custom Quote for One-time Data Entry

Custom pricing is available based on data complexity, platform integration, and volume of information being transferred

- Free Consultation Meeting and Quote

Essential Support: \$360 per month 2 hours per week

For businesses that need light assistance with data entry and system maintenance

- Weekly data entry and file organization
- Basic platform updates and troubleshooting
 - Includes CRM updates, basic troubleshooting for digital filing systems, and minor adjustments to workflow tools.
- Weekly progress updates on tasks completed
- Monthly performance report with insights and recommendations

Data Entry and Systems Service Packages

Continued

Growth Support \$800 per month 5 hours per week

For growing businesses that need consistent and reliable support

What's included:

- Weekly data entry and file organization
- Weekly progress updates
- Database management (CRM, spreadsheets, digital filing)
- Basic platform updates and troubleshooting
- Follow ups and Reminders
- Workflow automation suggestions
- New system creation and set up
- Weekly progress reports and check-ins for priority tasks
- Monthly performance report with insights and recommendations

Premium Support \$1,400 per month 30 hours per month

Comprehensive support for businesses that require high-level assistance

What's included:

Everything in the Growth Support package, plus:

- Advanced reporting and data analysis
- Increased hours for data entry
- Custom system integrations and process improvements
- Dedicated slack or chat support for quick communication
 - Real-time support available during business hours with a 24-hour response time for non-urgent requests
- End-of-month strategy call
 - A 30-minute strategy call to review performance, discuss challenges, and establish priorities for the next month

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Project Management & Executive Support Services

08

Ideal For:

This package provides business owners and executives with a dedicated virtual assistant to manage critical tasks, coordinate projects, and refine workflows. By handling the details, I help you stay organized, maximize productivity, free up your time, and drive business success.



"For professionals looking to elevate their operational capacity, partnering with Cantey Smith could be a transformative step. With her support, small business owners can effectively manage their workload, enhance their marketing efforts, and take back their time to redefine their success."

-Reid B.

Business Development Specialist

For inquiries, visit
[CANTEYSMITH.COM](https://canteysmith.com)

Services Included

Project Management & Project Execution – Seamless project execution through strategic planning, tracking milestones, delegating tasks, and keeping everything on schedule

Data Entry & File Organization – Maintain an organized digital workspace, reducing time wasted searching for files and improving team collaboration

Email Management – Oversee a streamlined inbox, draft responses, prioritize urgent communications

Scheduling & Coordination – Manage and optimize your calendar, coordinate meetings across time zones, and send appointment reminders to keep your schedule running smoothly

Problem Solving – Resolve operational challenges with strategic solutions

Workflow Analysis & Process Improvement – Refine processes and create structured workflows to enhance productivity

System Creation – Develop customized systems and standard operating procedures to support your business growth

Document Creation – Draft, edit, and format business documents, reports, presentations, proposals, and training materials

Research & Reports – Conduct thorough market research, competitor analysis, and industry trend reports to provide data-driven insights for informed decision-making

Onboarding & SOP Development – Assist with onboarding new team members, clients, or vendors by creating documentation, welcome guides, intake systems, and step-by-step training materials

Copywriting & Content Creation – Craft text and digital content for email newsletters, blogs, social media, and more

Light Website Updates – Updates to website text, images, links, and minor formatting changes (basic SEO optimization available upon request)

Rates

\$700 per month for 10 hours per month

\$1,200 per month for 20 hours per month

\$2,000 per month for 40 hours per month

Creative Support Services

09

Designed for artists, musicians, writers, designers, and creatives—this package provides essential administrative and promotional support so you can focus on your craft. From organizing your workflow to boosting your online presence, I can help you showcase your work, secure opportunities, and grow your creative career.

Monthly Rate & Project Rate:
Customizable based on
scope and services

Services Included

- **Social Media Support:** Creating and scheduling posts, assistance with content planning
- **Digital & Print Content Creation:** Posters, flyers, branded documents and templates, social media graphics, and more. Includes custom or template-based designs
- **Basic Video and Audio Editing for Social Media and Beyond:** shortening clips, combining clips, adding captions, trimming audio, adjusting audio levels, adding voiceovers and other audio, and making your content shine across any platform
- **Admin Support:** Assistance with general admin tasks such as responding to client and press inquiries, scheduling meetings, and completing necessary forms
- **Event & Exhibition Support:** Virtual support for event logistics, including venue research, RSVP tracking, promotion coordination, and vendor communication
- **File Organization:** Organizing digital and physical files, including setting up structured cloud storage (Google Drive, Dropbox) and implementing file naming conventions for easy access
- **Digital Archive Management:** Ongoing digital asset categorization, metadata tagging, and structured file organization for long-term access
- **Funding & Grant Support:** Assist with identifying funding opportunities, organizing necessary documents, and reviewing applications
- **Research:** Conducting research on any topic you need, industry trends, creative opportunities, or anything else to support your business. Research is prepared in an accessible summary or report format based on client preferences.
- **Uploading Files:** Manage file uploads across platforms, including websites (WordPress, Squarespace), online portfolios, and streaming services (SoundCloud, Patreon, YouTube).

*I'm open and willing to learn new tech platforms with training. For Example: Shop & Website Assistance: updating Etsy, Shopify, or personal websites.