

BREAKTHROUGH
4 BUSINESS

TAKE YOUR BUSINESS TO THE NEXT LEVEL

VANiNJA
VATEAM

STARTER BOOKLET

Hey Rockstar!

If you were to stop and think about all the things that you are supposed to be doing in your Business but are NOT, what would it be?

You are not alone!

Everyday Business Owners just like you have opportunities to grow your business but are so caught up in the day to day running of the business that makes you just don't get the chance.

This has to STOP, but remember the saying, "If nothing changes, nothing changes"

So....what impact does this have on your business?

What impact does this have on you?

What impact does it have on your family?

At Breakthrough4Business, our aim is to provide you with the SUPPORT you need to let you concentrate on the GENIUS part of your business that are imperative to guarantee the growth and progress of your business. .

As promised, like what our brand believes in, Our team would always find ways to provide Breakthrough for your Business.

Strap yourself in guys! Because the next pages of this booklet will finally minimize your workload but maximize your productivity.

To Your Success,
Steven.

BUSINESS MANAGEMENT

Letting customers know that you care and that all their concerns are addressed even after their purchase is one of the vital keys of client retention. Monitor your business as our VA Ninjas assist you in doing that.

- **Maintain a database of clients**

It's time to de-clutter your clients and prospects! Save time by targeting your e-mails to specific groups with an organized client database. We could also do the follow ups and announcements for you to keep in touch with your clients.

- **Create a method to get leads into the database**

Filter your target market and turn them into leads! We can setup landing pages and opt in forms for you to target the right people to sell your product or service to.

- **Schedule automated e-mails**

One of the greatest things technology has to offer is for you to do less. Let's maximise your time by letting us automate your emails according to your choice of time and date

- **Create webinars**

Are you running a Webinar? Let our VA ninja Team set it up for you and send out the invitations to your Clients or Prospects.

- **Migrating data**

Migrating data is common especially with all the present day tools that needs integration. All we need are the right logins and voila!

- **Integrating CRM tool into sites such as WordPress**

Your website is a very strong avenue for people to know more about your business. We will help you gather these people visiting your site through integrations and turn them into customers.

MARKETING & SALES

It has been proven that an average product with good Marketing beats an excellent product with poor Marketing. From Advertising to Public Relations, Online Marketing to Ad Placements, all of these should be marketed properly and be exposed to the right people. Our VA Ninja Team are trained to take your Sales & Marketing from out of control to systemised and strategic.

- **Manage social media accounts for your business**

You might be surprised that socials are now considered as a strong tool to market services and gather customers. We can create accounts for you or if you have an existing one, let us update your clients via posts, file sharing, catching up and the likes!

- **Create and promote Facebook pages**

Facebook pages are usually a private or public page specifically intended for a chosen group of people. With your many affiliations, we could create and manage one for you.

- **Create Facebook Advertisements**

Promote videos, an upcoming event or a webinar! We also do analytics via FB Ads to identify the strength of your ads and target the right people.

- **Creating social media accounts**

Set up your Businesses Twitter, Facebook and other social media accounts.

- **Schedule social media posts**

You don't have to set your alarm to remind you about posting that video on your page. We don't have to either. We can automate your posts for you!

- **Article Marketing**

Creating blog posts, contents, and pages for your site to market your services and products.

- **E-Mail Marketing**

Get your marketing strategies across your clients via e-mail. Guess what, of course we also have that in the bag!

ADMIN/CLERICAL SUPPORT

Hiring a personal secretary or assistant can be costly. The additional office space, Superannuation, Workers Compensation plus the holidays and sick leave. Let our VA Ninja Team carry the burden of your admin and clerical tasks.

- **Reserve venue, appoint catering, etc. for live event**

Give us the details, and it's booked!

- **Research for training videos**

Need training videos for your team or newly hired staff? We got you covered on that as well.

- **Research for training modules**

Document form or video, let us know the modules and we'll gladly look it up for you

- **Organize files, documents using project management tools**

Keep track of your files and put them where they should be. Oh wait, you don't have to do that yourself as well!

- **Organizing cloud storage files**

Tell us how you want it to be organized, and we'll do it for you

WEBSITES AND SOCIAL MEDIA

How many times does your client check the internet? Times have changed and more people spend their time on the World Wide Web. Our Ninjas are well rounded in terms of the ins and outs of the social media. We are more than glad to help you manage your media needs as well as other media-related means to improve your business.

- **Build a Business website**

Tell us how you want it to work and look like and we will do the rest!

- **Create or update your business' logo**

The logo is the face of your company. Pitch your idea and we will make it happen

- **Create graphics for website, logo or print**

Your rules, our execution!

- **Design**

We readily have templates for you to choose from for:

CD Covers

Book Covers

Landing Pages

Brochures

Flyers

Opt-in Forms

- **Upload videos on YouTube**

You may have clients who are always on Youtube, as your Ninja, we make it a point where you are visible as well in these type of sites!

- **Convert video formats**

We convert video formats to match it according to your need

- **Edit audio tracks and Transcribe videos**

If you want to have a documentation about a video or audio, we can do it for you as well.

- **Full site back-up**

This is helpful when migrating into another site or for safekeeping

- **Website hack recovery**

Hacked? We will do our very best to restore website information and contents

- **Wordpress Updates**

Keep your wordpress site up to date via new plugins or layout!

CLIENT RELATIONS/ CUSTOMER SERVICE

Maintaining customer communication is very important. We know that products are not effective without good customer service from a Company's workforce. Of course we would not miss that! Apart from helping you with Tools, Promotion and Filing, our VA Ninja Team can personally be in touch with your Clients as well. Here are some of the Customer Service related functions our VA Ninja Team can offer;

- **Setting appointments with clients**

Want to meet with your client? Give us the time and date plus other details and we'll do the arrangements for you

- **Send greeting cards to clients**

Let them know you care. Tell us what you want to say and we guarantee you we will let them know

- **Follow-up inactive clients**

Ever wondered why you haven't heard from your client for a while? We might have the solution for that. Our ninjas could update them through social media, e-mail or even a personalised message from you!



Ninja Terms and Definition

1. SEO

Search Engine Optimisation is the site's visibility in a search engine for example Google. Certain keywords usually related to what a website offers, are triggers of a site's visibility.

2. Integrations

Integrations is when you combine different applications or services from separate product or app in order to maximize service and function. For example, integrating your Google mail with Facebook so that any messages or notifications from Facebook will also be sent through google mail.

3. Plugins

A plug in is a piece of software (paid or free) that acts as an add-on to a web-browser and give it extra functionality. For example, downloading a clock plug in for your website.

4. Automation

Automation is a method or system that lessens human intervention by setting a reaction from different triggers. In today's time, automation helps a lot in terms of saving time such as automatically sending emails to clients at a certain time of the day or automating e-mail replies.

5. Webinar

Web-based seminar is a modern way of meeting friends, clients, team members and the likes over the world wide web. This is like a group call, only formal and most definitely helpful for businessmen with outsourced employees or team members.

6. Lead database

An avenue where leads, prospects, VIP clients or any sorts of customer category are forwarded to. This is especially helpful in segmenting types of clients.

7. Landing pages

A Landing page is a standalone web page where you can capture a client or prospects information by opting in. It is basically a virtual registration form.

8. Opt in

To sign in; to register

Ninja Tools

A. Photo/Video Editing Tools

Adobe Photoshop
Illustrator
Correl
Dreamweaver
Adobe Premiere

B. Codes

HTML
CSS
Jquery

C. Website Making/Assistance Sites

Wordpress
Leadpages
Optimize Press
ISSUU

D. Project Management Tools

Trello
Teamwork
Basecamp

E. CRM (Customer Relationship Management)

OAP/Ontraport
Infusionsoft
Sendpepper
Mailchimp

F. Others

Skype
Google mail and apps
Dropbox
Jing
Copy
Survey Monkey
Vimeo
Youtube
Amazon S3