



Virtual Word Publishing

Bestselling Author - PR Coaching and PR Services

Coaching Packages – VIP Days – PR Bursts & More

Personalized Coaching - One-on-One Calls

Why do you need a coach? Mainly you need one who can not only support you and guide you in your daily business decisions, but also brainstorm with you and help you make those big decisions. The decisions that change the outcome of your business and help make YOU the success you know you can be. Plus, even when you make those BIG decisions, you need to take it a step further and take action on them. We help you identify those action steps and provide solid tips on how you can achieve them. Here are some of our programs. Don't see it here? Let me know. We will personalize one for you.

Pick My Brain One Hour Session

\$125

Whether you need help on a marketing dilemma or starting and growing your business, book an hour and let's chat. Come aimed with lots of questions and expect lots of results.

Virtual Assistant Coaching

\$457

- Weekly - one hour sessions (4)
- Review of your media / website / etc.
- Email support
- VA Ebooks
- PR Success Audio Series – (\$99.00 value) – plus access to Facebook Group

Virtual Assistant Coaching – 6 Month Program

\$2,497

(Monthly payment plans are available)

- Weekly - one hour sessions (for the entire 6 months)
- Review of your marketing / website; recommendations provided
- Assistance with your marketing and getting clients (or whatever your challenges are)
- Email support
- VA Ebooks
- Targeted Cision lists created
- Creation of social media plan. Let's review your social media and get busy.
- PR Success Audio Series – (\$99.00 value) – plus access to Facebook Group

PR Coaching

\$457

- Weekly - one hour sessions (4)
- Review of your media / website / etc.
- Email support
- PR Success Audio Series – (\$99.00 value) – plus access to Facebook Group

PR Coaching – 6 Month Program

\$2,497

(Monthly payment plans are available)

- Weekly - one hour sessions
- Review of your marketing; recommendations provided
- One-on-one support in writing copy, sending out marketing, pitching, etc.
- Email support
- Targeted Cision lists created
- Creation of social media plan. Let's review your social media and get busy.
- PR Success Audio Series – (\$99.00 value) – plus access to Facebook Group

VIP Days

Want dedicated one-on-one time to go over your marketing, business, etc. This time will be all about you. Load up your questions, ideas, etc., and let's spend a few hours together. Whether you want help setting up your business or need to crack down and get your marketing working, I guarantee you will see amazing results. Let's do this!

Half Day – Virtual (via Skype or Phone)

\$397

- 4 hours dedicated one-on-one support - all of your questions answered
- Review of your marketing / creation of new marketing materials
- Targeted Cision lists created (That's right, we create the databases you will be using to pitch the media, secure book reviews, send out your articles to targeted sites, etc.)
- Creation of social media plan. Let's review your social media and get busy.
- PR Success Audio Series – (\$99.00 value) – plus access to Facebook Group
- And more. (This session is personalized, so you tell me what you want to accomplish and that's exactly what we do.)

Full Day – Virtual (via Skype or Phone)

\$597

- 7 hours dedicated one-on-one support, brainstorming together
- Review of your marketing / websites / etc.
- Creation of new marketing materials – We will write your press releases, articles, pitches during this time.
- Targeted Cision lists created
- Creation of social media plan
- Brainstorming at its best! This is just some of the ideas we can do in your VIP Day. You tell me what you need and we get to it!
- PR Success Audio Series – (\$99.00 value) – plus access to Facebook Group

VIP Day – In Person

\$847

- Brainstorming like you've never imagined on marketing or building your business
- Review of your marketing / recommendations provided
- One-on-one support in writing copy, sending out marketing, pitching, etc. (We will write your press release right then and there.)
- Developing an ongoing PR Plan
- Targeted Cision lists created
- Pitches created and sent out (if ready) – We send it out together.
- PR Success Audio Series – (\$99.00 value) – plus access to Facebook Group
- Lunch provided
- And so much more

Group Coaching

\$697.00

- PR or VA Coaching for your entire team or group
- Weekly - one hour sessions - group calls (4) (if more needed we can discuss)
- Private Facebook group to answer Q&A / brainstorm
- No matter what the challenges your team or group is experience, we can solve them together
- PR Success Audio Series – (\$99.00 value) – for all in your group. Plus, Facebook Group.

PR Reviews

\$497 - \$1,597

Let us review your marketing, website, business, etc. We can offer guaranteed recommendations that will make a substantial difference in your business success. Consider it a looking glass into your business and then a clear focus into making changes immediately.

PR Reviews	Up to 5 hours	\$497
	Up to 10 hours	\$897
	Up to 20 hours	\$1,597

Additional packages available.

Get Media Ready

\$397.00

- Once the media calls, you need to be prepared. Let's explore what you need to do to be READY for that interview and get the most out of it.
- Assistance with creating your soundbytes
- Assistance with social media postings so you spread the word about your media coverage
- Quick review of your media page

Virtual Assistant Connections

10%

- Need a virtual assistant? We can help. Through the years we have worked with some amazing VAs and throughout this time we have been a solid referral network. Now it's your chance to allow us to help you find the right VA
- Tell us your VA needs
- We will connect you with several virtual assistants we feel are qualified
- Follow up as necessary to make sure it's going well
- We take care of all the challenges of finding the right VA. Once you hire them, each month we just request 10% of the total billable paid. (Client responsibility.)

PR Success Series Audios

\$99.00

- Creating a marketing plan
- Writing press releases and articles
- Social media
- Pitching the Media
- PR Sucrets
- Private Facebook Group

Email me at diana@virtualwordpublishing.com to get started! Or call – (954) 971-4025

PR Bursts - Pint Sized PR Training That Works!

\$149.00

Get consulting sessions (PR Bursts. A typical session runs approximately 60 minutes and during that time we go over the basics of that topic, whether it's starting your VA business or getting PR. These quick, to the point sessions, will give you a good understanding of these topics and will enable you to utilize them in your business. And for only \$149.00, it's a real steal.

- **Press Release Writing Burst** – What are press releases, and why does your business need them? In this information-packed session, you'll not only learn the basics of writing press releases, but I'll share my latest tips & tricks for turning those press releases into effective, dynamic marketing tools.
- **Press Release Distribution Burst** – Online press release distribution sites are set up to provide you with an avenue for getting your press release out to the right target markets. The process for online distribution can be a little daunting, but I'll show you how easy and painless it really is. It's all about knowing the best sites to use to get the best results!
- **Article Marketing Burst** – Article marketing works, and it's one of the best ways to get on Google's front pages and establish you as an expert. It is simply writing about what you know and getting it in front of those who have a need for that information. But there are some guidelines that are very important to follow to make sure you get the best results. We will discuss all those including: Writing a powerful title, that opening and critical first paragraph (to keep them reading), best way to keep their attention (bullet points), the closing paragraph and how to add in that call to action, and then how to create a perfect bio.
- **Article Distribution Burst** – Distributing your online articles is a lot like distributing press releases. Knowing the best sites to submit to will make all the difference in the exposure you get. Different sites cater to different topics, and they all have their own page rankings, so it's important to know which ones will produce the greatest results. By the end of this informative session, you'll be ready to tackle article distribution like an old pro...just like me!
- **Pitching the Media Burst** –Pitching is critical for PR success, and learning the right way to pitch and who to pitch to will make all the difference in your success. This lively discussion will help you learn the basics of pitching the media, including how to develop your pitch to have the most impact, which type of media to contact, and the proper way to approach the various media sources. We'll discuss how to write the pitch, ways to distribute it, etc.
- **Marketing Your VA Business** – Market! Market! Market! A solid marketing strategy is key for success in your VA business, or any business, for that matter. This fun and informative session will help you develop the strategy that is best for your business. We first determine who your target audience is, and then we discuss several of the top ways to market your VA business, both online and in person.
- **Virtual Assistant Bursts- Running your VA Business** – Working from home as a virtual assistant is the greatest job ever! I've been doing it for over 25 years, and I would not want to do anything else. I love this particular burst because I'm able to share a bit of wisdom from my own experiences and help others to learn ways to operate their business successfully. We discuss everything from working efficiently, handling multiple clients, and maintaining your workload while continuing to market. We also talk about the challenges of making sure you keep your business running successfully, which means YOU CONTROL your business, not your clients.
- **Virtual Assistant Niche Burst** – One of the most difficult things for most new virtual assistants is identifying their niche—taking that one area of skill and talent where they most excel, and identifying a market for those services.
- **Entrepreneur Burst – Starting Your Own Business** – Webster's Dictionary defines an entrepreneur as "one who organizes, manages, and assumes the risks of a business or enterprise." In other words, you're the one who wears ALL of the hats, and often at the same time! If you have a great idea for a business, and the passion to join the entrepreneurial community, then you need to sign up for this burst!