



# VIRTUAL ELVES

outsourcing that creates space



BRAND BLUEPRINT

## OUR MISSION

To help people create space in their life through outsourcing so they can have the business they want and live the life they dream of.

## WE ONLY WORK WITH BUSINESSES/PEOPLE WHO

Are committed and trusting of the process that they need to go through to effectively create space in their business through outsourcing. People who want to experience the life-changing effects of this change and have a business that effects similar change for their clients.

## TARGET MARKET

Virtual Elves works with the 35-45yr old well-groomed & stylish, Sydney-based female supermom entrepreneur running a successful creative based business already turning over \$250k - \$500K per year. In a pre-growth stage of their business ready to take off they are open to change and willing to let go and take the next stages to achieve greatness in their business. They are willing to invest a minimum of \$1000 per month on outsourcing.





## OUR BRAND PERSONALITY IS

Trustworthy, Passionate, Inspiring, Encouraging, Supportive, Empowering

## OUR BRAND PROMISE IS

We promise to change your life. We're going to give you processes systems, resources and support that will help you to grow your business, live an amazing life and feel completely free. Run your business, but still have the freedom to live the life that you want.

## PROBLEMS OUR TARGET MARKET HAS

Overwhelm, drowning, lack of knowledge, tiredness, cash flow

## OUR SOLUTION

We have the processes, systems, experience and knowledge to empower you to embrace outsourcing and create space in your life.

## REASONS TO BELIEVE (WHY WE'RE CREDIBLE)

- ▶ We've already helped over 100 businesses just like yours, to create space and helping you to grow
- ▶ We have created tried and tested processes that we use to help you streamline your business and grow
- ▶ We've built our own business through using outsourcing, so we can help you too
- ▶ Because we care about the entirety of what we do, everybody gets the same attention from contractors to clients. Everyone shares of the love and the warmth of what we offer.



# THE GOOD CAUSE THAT WE SUPPORT AND WHY

Contribute to a better world, by giving work to people in developing world countries.



We support local organisations by giving them services for free to help spread their message and raise funds for their cause.

Manly Hospital Auxiliary and MWWRC – pro-bono graphic design and social media work to increase these organisations' visibility and fundraising ability



Manly Warringah Women's Resource Centre