



WELCOME TO THE PROPELLER COLLECTIVE

YOUR PARTNER IN PRODUCTIVITY AND DESIGN!

Hello there! I'm Jess, a virtual assistant and the creative force behind The Propeller Collective. Having worked within small businesses for over 15 years, I understand there are millions of things on your to-do list that you are never able to cross off, no matter how hard you try. I'm a perfectionist who loves organisation, the finer details, and making things look amazing. I created The Propeller Collective with one simple goal - take care of the details behind the scenes so you can save time and focus on what you love!

I can help with:

- *Administrative Support:* Tackling the nitty-gritty details, so you don't have to.
- *Organisational Expertise:* I thrive on bringing order to the chaos!
- *Creative Ideas and Design:* Whether your style is simple and classy, fun and playful, or bold and impressive, let's elevate your brand with engaging designs.

If you're a small business owner seeking a blend of practical support and a touch of creative flair, you're in the right place!

Ready to chat about how I can support your administrative, organisational and creative needs? [Book a free discovery call or email me](#) and let's get started!

Propelling small businesses forward



VIRTUAL ASSISTANT

ADMINISTRATION

To most people, data entry is incredibly boring. But not to me! Need your data base updated or a spreadsheet created? I'm right here!

WEBSITE MAINTENANCE

Already have a website but need to make updates? Depending on the platform used, I can help! Send me what you need added, edited or removed and let's keep your details current.

ORGANISATION

Need some help creating order in your business? I love putting systems in place that allow you to keep your business, and life, running smoothly. Does your computer screen have a sea of documents covering the screen? Does everything sit in your Downloads folder? Let's get you organised so you can find what you want, when you need it. There are also a variety of different online tools that I can set up and put in place in conjunction with your diary to help manage your to-do list and ideas.

SOCIAL MEDIA SCHEDULING

So, you've got the content, but not the time to sit and organise your socials. Does it feel like just another chore that you don't have time for? Let me help! I can plan and schedule your content in advance to ensure a consistent online presence across your platforms.

MISCELLANEOUS

Need help but your task isn't listed? Please [reach out](#) to discuss!

Creative design services are also available. Check out the next page.



DESIGN SERVICES

MARKETING MATERIAL

Social media marketing is often the last thing business owners want to have to deal with when it comes to their business. You have this great idea or product and all you want to do is focus on that. But unfortunately, without a means of getting your brand out into the big wide world, your growth will stall. I offer social media creation as well as additional marketing material such as flyers, postcards and newsletters. Let's talk about what your business needs to propel forward!

PRESENTATIONS

Never doubt the impact that well-designed presentation slides have on capturing your audience's attention. Let me help you make the best impression, whatever your pitch.

DOCUMENTS

Need a little help making a PDF look more appealing? Maybe you have information you want to present to your customers but are not quite sure how to give it the glow-up it needs? There are so many creative ways to provide information. Let's chat and make something eye-catching!

TEMPLATES

Need some stationary designed? Highlight your brand with things such as personalised letterheads or invoices. Or perhaps some easy templates for your presentations, documents, business plan or marketing materials that you can use to create those last minute tasks on your own.

WEBSITES - COMING SOON!

Website creation will be available from April 2024. Please reach out for further information.

Need help but your task isn't listed? Please reach out to discuss!



PRICING PACKAGES



VIRTUAL ASSISTANT RETAINER

Lock in a set number of hours each month for ongoing work or updates. This is guaranteed time in my diary. This can be used for any virtual assistant task (excludes design services).

5 hrs per month - \$300

10 hrs per month - \$570

15 hrs per month - \$810

Need more than 15 hours per month? Let's chat!

Payment Terms

Paid upfront via bank transfer. Hours expire at the end of each month and do not carry over. No lock-in contract. Renew the retainer each month with renewal to be confirmed 7 days prior to expiry.

AD-HOC HOURS

Only need small tasks done? Purchase my time on an as-needed basis. Please note, this is subject to my availability.

1 hr - \$70

Payment Terms

Invoiced monthly. Payment due 14 days from date of invoice via bank transfer.

DESIGN SERVICES

Please contact me directly to discuss. I can then provide a quote based on the services you require (this can also include virtual assistant tasks).



FAQS



WHAT IS A DISCOVERY CALL?

A Discovery Call is just a fancy way of saying 'a free 15 minute phone or zoom call' to chat and see if I can help you. There is no obligation to work with me after the call. You can [book a call](#) via my online calendar. You are also more than welcome to [send me an email](#) instead.

WHAT HAPPENS NEXT?

After an initial discovery call or email correspondence to ascertain if we are the right fit, I will send you an agreement (and quote if required) to sign. You will then receive a questionnaire requesting information about your business, including any existing marketing text, your logo, brand colours, and regularly used images (if relevant to the tasks). Please don't stress if you do not have all these things. I can assist with all aspects except for logo creation. There will also be a link to Google Drive to make it easier to share images or any other information you wish to give me access to.

WHAT WEBSITE PLATFORMS DO YOU WORK WITH?

I primarily work with WIX and Simplero. Want me to edit a site built on a different platform? Please reach out to discuss. Please note, I do not work with websites that are edited using code. Not sure what yours is? Let's discuss!

WHY DON'T YOU USE WORDPRESS TO BUILD WEBSITES?

I get this question a lot. In my experience, as someone who does not write programming code, I found it clunky and in no way user-friendly. Should you wish to one day take over managing your own website, this would prove to be a very difficult platform for you to learn.

CAN I UPDATE MY OWN WEBSITE?

I'm not in the habit of locking clients into my services and you deserve to have the flexibility to maintain your own website should you wish to. I can provide tutorials on how to do this should you want to go in this direction.



FAQS



ARE YOU A GRAPHIC DESIGNER?

No, I'm not. The old terminology was 'Desktop Publisher'. Essentially I work with layout design to present information in an appealing way. So if you need a logo, unfortunately i'm not the right person to help you. But, I may have some recommendations based on what illustrative design assistance you require. Send me a message and I'll see who I can recommend.

DO YOU DO SEO OR PAID FACEBOOK/META ADS?

I do not currently offer these services however I may be able to refer you to someone who can help. Send me a message and I'll see who I can recommend.

WE MIGHT NOT BE THE RIGHT FIT.

Prior to providing a quote, I offer a free 'Discovery Call' This is to determine if we are the right fit for working together. Please don't take offence if I decide I am not the right person to assist you. I take a lot of pride in my work and if I do not feel like I would be able to provide assistance for your particular need at the highest quality, I will decline, and you have every right to decide I'm not right for your needs as well.

CAN I MEET YOU IN PERSON?

As a virtual assistant, the majority of my meetings take place online. Face-to-face meetings are possible depending on location and time permitting. Please contact me to discuss.



ABOUT



Hi there, I'm Jess Willis, a virtual assistant and designer located in Perth, Western Australia.

Launched in 2024, The Propellor Collective is the culmination of almost a decade of side projects, late nights, and a lifelong passion demanding an outlet.

In late 2023, having spent almost 12 years in an admin role working diligently for others, I found myself at a crossroads. I had developed a deep desire to go all-in with my own business, dedicating my time to my dual passions of organisation and creativity, and to help bring the projects of others to life. So The Propellor Collective was born.

Armed with qualifications in Desktop Publishing, Marketing, and Professional Writing and Publishing, my journey has not just been about a formal education but a love for creating and acquiring new skills. I've independently built on these skills which have developed organically with my interests alongside worldwide trends. Guided by the belief that if something is worth doing, it's worth doing well, I am meticulous and dedicated to any project I work on.

In my free time you can find me listening to live music, exploring new places, hosting dinner parties, playing board games, and trying to keep my plants alive.

"Working with Jess has enabled me to focus more on being in my business and less on the background tasks. She is always friendly, attentive and prompt. I highly recommend Jess and The Propeller Collective."

- Dr Michelle Whitaker (TCM). Flourish in Natal