

A woman with blonde hair, seen from behind, is walking on a sandy beach towards the ocean. She is wearing a large, wide-brimmed straw hat and a long, flowing yellow dress with a purple and blue floral pattern. The ocean is in the background with a few boats visible on the horizon. The sky is a pale blue. The overall mood is peaceful and aspirational.

SYSTEMS AND STRATEGY TO  
SIMPLY AND SUSTAINABLY  
SCALE TO 7+ FIGURES

you're one  
step closer to  
*freedom*

SOULPRENEUR  
Agency



# Hey there, *Visionary* CEO

can i help you put the *joy* back into your business?

The first business I scaled to 7-figures was a crash course in learning how to outsource, delegate, and lead a team – both a staff and a board of directors.

Then when I started working with coaches and service providers as a business coach, and I grew that business FAST, I found it shockingly difficult to start to be able to outsource, even though I already had the tools and wherewithal to do it effectively.

I was too far into 'visionary mode' – big picture focused, 3am ideas that would wake me out of a dead sleep – along with client delivery. I didn't have the time to create the systems or structure around my biz practises that would allow me to expand with a team (even though I WANTED to because I LOVE systems and automations and I'm a big nerd like that).

It was then that I realised: at some point, I wanted to help purpose-driven visionaries like you scale in a way that wasn't just in mentoring – but in actually doing the implementation, using my skills in team building, technology + systems, and decades of operational experience to work for you so you can focus on doing what you love.

And so the Soulpreneur Agency was born. The mission The Soul Team and I have is to help you get your time back to focus on your bigger vision while we create the strategy, systems, and structure for sustainable scaling. Let's get to work.



adriane galea • founder of soulpreneur



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**LET'S GET STARTED!**

# the SOULPRENEUR difference



## FULL SCALE OPERATIONAL + SYSTEMS SUPPORT ON DEMAND

When you work with Soulpreneur, you get access to a vetted team of experts who are excellent at what they do – not just a generalist VA learning as they go.

We offer a wide range of services which truly offers one-stop shop for operational and systems support where our team becomes yours and understands exactly how to support your expanding business as you scale.



## FUNCTIONALITY, AESTHETICS, AND STRATEGY ALL ROLLED INTO ONE

We make three promises in all of our work:

1) It's going to function flawlessly and fabulously as it's intended. 2) It's going to look GREAT as well as make YOU look great. 3) Every element of it will be strategic and intentional around the outcomes you desire.

Because here at Soulpreneur, we know you deserve to have it ALL ;)



## ACCESS TO A MENTOR FOR 6- 8 FIGURE BUSINESS OWNERS FOR YOUR BIZ

What really sets the Soulpreneur Agency apart from other agencies, fractional COOs, and OBMs is that the implementation of the vision for your business is being overseen by a fellow visionary who mentors coaching clients to make multimillion dollar decisions in their business – and can help guide your operational decisions in conjunction with your bigger vision in the same way when you need it.



## A TRUE PARTNERSHIP WITH 100% INVESTMENT IN YOUR BIZ AND CLIENTS

When we say *our* team becomes *your* team, we mean it. We are fully invested in creating the outcomes you desire and are ready to go all in on your vision. We are available to support your business from your very first outsourced task all the way to your first million and beyond. And when the day comes where you're ready to bring your team in-house, we'll be happy to help train and support them to make the transition flawless.





# We want you to know that we stand for something, too.



We are proud to donate a portion of our profit to **Envision Lead Grow**, a 501(c)(3) non-profit organization based throughout the USA dedicated to breaking the cycle of poverty by sharing the power of entrepreneurship with girls and young women.

We also endeavour to create a work culture that prioritises generous compensation and benefits and creates intentional environments that support work/life balance.

Lastly, at Soulpreneur, we take inclusion and diversity seriously. **We as an organisation are anti-racist and an ally to the LGBTQ+ community.** We are committed to providing an environment where people of all ethnicities, identities, and backgrounds feel welcomed to work, grow, and live in their truth.



# how it works: before we start

## 01 WE START WITH A QUICK 15 MINUTE CONNECTION CALL

This is to make sure we are a good fit to work together, we get clarity around what you're looking for, and you have the chance to get your questions answered!

## 02 WE SEND OVER YOUR INVOICE + CONTRACT

We'll make everything legally legit and get your payment squared away which officially gets you on our schedule so that work can begin!

## 03 YOUR ONBOARDING CALL GETS SCHEDULED!

You can expect your onboarding call to happen within 7-10 days of signing on. If you're on a monthly retainer, work will commence on the 1st day of the new month.





# how it works: our signature process

## The BOSS Method

### BIG PICTURE VISIONING

First things first, we want to go all in on your big vision. We'll review your financial + lifestyle goals to identify problem areas or bottlenecks that are standing in your way of having your dream biz, then create a strategy around it.

### OPERATIONAL STREAMLINING

Once we know your big picture goals and strategy, we'll get to work prioritising your projects and streamlining workflows into your project management hub to develop and organise all of your assets and procedures.

### SYSTEMISE EVERYTHING

Knowing your full vision, and having a strategy for implementing everything in place, we'll establish the systems, automations, and workflows needed to get your project(s) running smoothly. This is where the magic REALLY starts to happen!

### STRATEGIC IMPLEMENTING

Ready, set, gooooo!

We'll get to work managing your long-term goals and the maintenance + tweaking to keep things optimised while you focus on being the powerful CEO and Visionary that you are!





# monthly retainer packages

In our monthly retainer packages, you get VIP access to everything we have to offer, from tech + design, to admin + systems, to marketing + visibility, as well as discounts for larger, single projects (like curriculum design) that you don't want to count toward your monthly hours.

Retainer clients get front-of-the-line access to our support month after month, and no matter what, you are guaranteed our time and full attention to your growing business.

Say hello to your new team!





# monthly operational support

Retainer packages give you full access to the following:

- Admin + team management
- Ad management
- Copywriting
- Design
- Marketing
- Tech + systems
- Visibility
- and more!

Through our monthly retainer packages, we can take over the daily operations of your business – we're your virtual COO + full team!



# monthly operational support pricing

*3 month initial minimum commitment required*

<b>10 hours per month</b>	\$1,300/mo
<b>20 hours per month</b>	\$2,200/mo
<b>30 hours per month</b>	\$3,200/mo
<b>40 hours per month</b>	\$4,000/mo
<b>Above 40 hours</b>	\$1,000 per 10 hrs/mo

## WHAT TO EXPECT AFTER SIGNING ON

- Onboarding call within 7-10 days of starting
- Optional weekly or monthly calls

*Introductory pricing; valid through September 30, 2022.*

**GET STARTED**



# monthly program design

For the multidimensional coach who craves constant uplevelling and offering their audience new, aligned offers on the reg.

Our monthly offer design packages offer a custom curated set of three (3) graphics (square, horizontal, and vertical), plus a simple sales page with branded imagery to match your program graphics.



# monthly program design pricing

*3 month initial minimum commitment required*

<b>1 set of creative per month</b>	\$888/mo
<b>2 sets of creative per month</b>	\$1,555/mo
<b>3 sets of creative per month</b>	\$2,222/mo

## WHAT TO EXPECT AFTER SIGNING ON

- Ability to send first design request within ~2 business days
- Start to finish design process can often be completed in under 2 weeks

*Introductory pricing; valid through September 30, 2022*

**BOOK NOW**



# custom projects & vip days

Have a team of your own or not quite ready for consistent operations support and need a project done with excellence and attention to detail? We got ya covered!

Our team is highly skilled and ready to take on

- Branding + web design projects
- Curriculum design projects
- Full funnel builds, systems, and automations
- Virtual event management

And projects can be combined – e.g. a full course build, all design elements, and automation for launch + onboarding – at a discount!



# brand + web design

**We design brand and web identities that are beautiful, functional, and strategic – because you were born to have it all.**

Our team is skilled at a range of web platforms, including Showit, Wordpress (using the Divi builder), Wix, Squarespace, Kajabi, Kartra , and several other lesser used platforms – although for a full website build, we highly recommend Showit or Wordpress for optimised functionality!





# brand + web design pricing

<b>Sales page design</b>	Starting at \$1,200
<b>Custom web design</b>	\$4,400
<b>Web design + branding</b>	\$8,000
<b>Web design + branding + copy</b>	\$11,500

## WHAT TO EXPECT

- Custom web design takes 30-60 days and includes up to 4 pages (not inc'l sales pages)
- Full web + brand design takes roughly 90 days and includes up to 6 pages, branding suite (logo + variations), social templates, lead magnet design, and remote photoshoot design

*Introductory pricing; valid through September 30, 2022*  
*Payment plans are available; deposits required*

**GET STARTED**



# website in a day vip day

Don't want to wait months for your website to be up and running and don't need all the bells and whistles custom design offers?

We can build you a website in ONE day! Our website VIP days include a semi-custom design through your choice of one of our pre-built templates for your homepage, about page, simple work with me page (not a sales page), and contact page.

**Website in a day VIP day price: \$2,800**

*Introductory pricing; valid through September 30, 2022  
Payment plans are available; deposits required*

**GET STARTED**





# curriculum design

**Having a highly skilled instructional designer to develop or revamp your course or group coaching program intentionally to provide specific learning outcomes is what elevates your client experience to a whole new level through increased client results and a sophisticated learner journey.**

When you work with The Soul Team for your learning program's curriculum design, we will enhance your educational initiatives and subject matter through market analysis, structured framework, and programmatic-specific features such as resources, workbooks, technology, and/or gamification.



# curriculum design pricing

**Mini course development**  
**Full program development**

Starting at  
\$6,400  
\$14,000

## WHAT TO EXPECT

- All curriculum development includes market analysis, program framework, learning strategy, plus all program resources (slides, resources, etc) designed
- Full program development is for a standard learning program with up to 30 lessons; mini courses include up to 8 short lessons and are design to lead into a larger offer

*Introductory pricing; valid through September 30, 2022*  
*Payment plans are available; deposits required*

**GET STARTED**





# curriculum audit vip week

For the program creator who wants to deliver high quality results in their current course or group coaching program with quick turnaround and expert guidance.

We'll work through your program and develop an enhanced structure and curriculum based on market analysis of feedback from current and past clients to determine learning gaps. We'll stay in close communication, and in one week, you'll have a whole new learning framework!

**Curriculum audit VIP week price: \$8,400**

*Introductory pricing; valid through September 30, 2022*

*Payment plans are available; deposits required*

**GET STARTED**

# funnel + automation development

**Let us take your high converting offer and turn it into an *automagic* revenue machine by creating a sales system where we design, create, build, and optimise your offer funnel.**

Whether you have 1, 2, or 3+ paid offers in one given funnel – e.g. a mini course that leads into a high priced course – we can develop a system around it to optimise conversions and create a seamless experience for your users through automation, so all you have to do is watch the sales roll in.



# funnel + automation development pricing

**1 paid offer in funnel**  
**2 paid offers in funnel**  
**3 paid offers in funnel**

Starting at  
\$6,400  
\$8,000  
\$9,600

## WHAT TO EXPECT OVER 6 MONTHS

- Month 1: We'll design the strategy for your funnel and reverse engineer a high value freebie to attract ideal + qualified leads
- Month 2: We build the email sequence(s) and begin set up and testing of your funnel
- Month 3: Launch + market your LIVE funnel!
- Months 4-6: Analyse data, optimise, tweak!

*Introductory pricing; valid through September 30, 2022*  
*Payment plans are available; deposits required*

**GET STARTED**

# sales in your sleep systems vip day

Already have an offer funnel that's working well for you but is taking too much of your time to execute all the moving pieces – e.g. enrolment into a live program or 1:1 offer with contracts, payment links, emails, etc?

We can come in, learn the ins and outs of how your offer works from start to finish, and automate it, saving you hours of work, in just one day!

**Sales In Your Sleep VIP day price: \$2,800**

*Introductory pricing; valid through September 30, 2022  
Payment plans are available; deposits required*

**GET STARTED**



# virtual event development

**There's no denying that hosting an event like a summit or a bundle means massive visibility and authority boost for you and your business.**

The downside to these events is that they require a lot of tedious work to get the finer details set up, and if you've never done one before, they can be downright overwhelming with where to start.

That's where we come in! We've run numerous virtual events from start to finish, and would love to help with yours go off without a hitch while you reap all of the rewards.

# virtual event development pricing

**Live event assistance**

Starting at

\$4,800

**Event planning and setup**

\$9,600

**Full event management**

\$12,000

## WHAT TO EXPECT

- We can work with you on everything prior to registration going live, everything after registration starts, or both (both also includes event debriefing)
- We require 3-4 months of time to plan at a minimum prior to your event; as of summer 2022, we are booking events in spring 2023

*Introductory pricing; valid through September 30, 2022*

*Payment plans are available; deposits required*

**GET STARTED**



# profitable event vip day

Don't need help running your full event, but want to make sure you're on the right track to meeting the objectives you have for your event?

We'd love to meet virtually to strategise everything about your event, from the name, to the tech you'll use, to finding the best speakers, to creating an event that will massively boost your email list and the revenue for your next launch!

**Website in a day VIP day price: \$2,800**

*Introductory pricing; valid through September 30, 2022*

*Payment plans are available; deposits required*

**GET STARTED**



# quarterly planning & strategy

Looking for high level, in depth support over a single area of your business just once?

## **SINGLE STRATEGY SESSIONS – \$400**

60 dedicated minutes where you can ask anything and receive guidance on how to best achieve your desired outcomes.

## **QUARTERLY PLANNING – \$1,200**

Using my signature "Fire - Earth - Water - Air" method, we'll go through each element to zoom in on what's hot and needs attention, what's grounding your business, what's on the horizon, and your big picture goals in order to create a solid plan of attack for the upcoming quarter.

**BOOK NOW**





prices in this guide  
are valid thru  
september 30, 2022

All rates contained within this  
guide are the Soulpreneur  
Agency's introductory pricing.  
**Prices will increase by roughly  
20% as of October 1, 2022.**

*By locking in monthly retainer  
rates by Sept. 30, your rate will be  
guaranteed thru Dec 31, 2023.*



# you've got questions, we've got answers.

## **WHAT TECH PLATFORMS DO YOU WORK WITH?**

Pretty much any and all of them! If there is a platform you prefer that we happen to not be familiar with, we will learn it on our own time.

## **HOW SOON CAN WE BEGIN?**

This depends on the scope of the work you're looking for, but in most cases, relatively immediately. If you'd like to double check, feel free to email us at [hello@soulpreneur.co](mailto:hello@soulpreneur.co). For monthly retainer clients, we can have your onboarding call scheduled within 10 days of starting, but we always start retainer work on the 1st of the month (or first Monday).

## **DO YOU HAVE A REFERRAL PROGRAM?**

Definitely! We love client referrals and are proud to offer referral incentives.

## **ARE THERE ANY OTHER COSTS INVOLVED?**

In addition to our fees, you will have individual platform fees that you will be responsible for, such as course or email marketing platforms. There may also be specific projects outside of your package scope that are additional – for example, curriculum design would be a dedicated project not covered under a monthly retainer. We also require clients use a password sharing service if we need passwords for your accounts, which is a relatively low cost investment.

## **HOW DO PAYMENT PLANS WORK?**

Payment plans are offered for custom projects. We require a deposit to hold your spot and will work with you to create a payment plan that meets your needs and is appropriate to the delivery of the work product.





# monthly retainer

## f.a.q.

### **WHAT IF I ALREADY HAVE A VA?**

No worries! If you have a VA you love, we can take over more sophisticated tasks they're perhaps not ready for, or even oversee their work.

### **WHAT IF EVERYTHING IN THE BACK END OF MY BUSINESS IS A \*HOT ASS MESS\*?**

No judgement, and no worries! We could basically compete in the organisation olympics, so we can get you squared away and have things running smoothly in no time. We can also create SOPs for you so everything stays consistent!

### **WHAT HAPPENS AFTER THE INITIAL 3 MONTHS?**

After the 3 month minimum retainer is up, you will continue to be billed until cancelled. We require 14 day notice to cancel, or cancellation will become effective the following month.

### **HOW LONG UNTIL I SEE RESULTS?**

It depends. Your business might be in the position to hit the ground running, or the process may require a bit more time and attention. Your onboarding process will take a week or two, then we get started on your custom implementation plan. Regardless, by the end of the initial three month package, we're positive you'll have seen some amazing results!

### **CAN HOURS ROLL OVER?**

No. Any unused hours will expire at the end of each month, but we'll be careful to use them all!

### **WHAT IF I NEED EXTRA HOURS JUST ONE MONTH?**

Sure thing! We're happy to change your plan at any time if you need to increase with no commitment to continuing with the higher package afterward.



*It's time, lovely soul.*

# *Now is your time to rise.*

If you're ready to intentionally scale with soulful systems and strategy, we're ready to give you all the support and expertise you need to increase your income, impact, and expand your purpose-driven business in a way that is sustainable, intentional, and aligned.

If you have questions, reach out at [hello@soulpreneur.co](mailto:hello@soulpreneur.co). Otherwise...

**CLICK HERE TO GET STARTED!**

My team and I can't wait to support your success.

  
**& THE SOUL TEAM**

