



*BlueWorks*

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MARKETING ASSISTANCE PORTFOLIO

# WELCOME!



## I'm Sofía

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MARKETING SPECIALIST

Hey there!

Sofia Lecha, founder of [BlueWorksVA](#), here. I hear you're looking to get more clients for your business; I'm here to help you with that! As a marketing specialist and, most importantly, a business owner, I know clients are what keep the business moving, and this is where I come in! I can help you get more qualified leads by setting up an online marketing presence for your business! I use Digital Marketing Tools such as Email Marketing and Content Creation to make sure your brand stands out! All you need to do is [book a call with me today](#) to get started!

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*Sofia Lecha*

# MY SERVICES

## Email Marketing

- Email Marketing Strategy
  - Email Service Provider Set up.
  - Creating a Lead Magnet
  - Setting a Welcoming Workflow
  - Research
  - Editorial Calendar
  - Campaign Designs
  - Tracking Results
  - List Segmentation

## Blog Management

- Blog Management
  - Content Research
  - Editorial Calendar
  - SEO (long-tailed keywords)
  - Calls-to-action
  - Links to your Pinterest Account

## Video Editing

- Video Editing for YouTube Channels and Social Media.

## Content Creation

- Content Creation in Canva
  - Social Media posts
  - Ebook
  - Infographics
  - Cheat Sheets
- Creating online courses and content in Teachable & Kajabi.

## Social Media Marketing

- Setting a goal, strategy, content calendar, posts and metrics.

# PORTFOLIO

Below are some examples of projects I LOVED working on:

## EMAIL MARKETING

Product Based Business

Service Based Business

SUBSCRIBE AND SAVE 15% ON YOUR FAVORITE BLEND

THE CHAI BOX

OUR CUSTOMERS ARE  
**SPILLING THE TEA**

“★★★★★  
I can't believe how delicious this Chai is!”



THE CHAI BOX  
CHAI CONCENTRATE  
Hand crafted in small batches  
100 OZ / 3.75L  
ATLANTA, GA

SHOP NOW

## HERE'S WHAT OUR CHAI FAMILY IS TALKING ABOUT



★★★★★

“I can't believe how delicious this Chai IS! I've been looking for a great chai (tea), and I found it. Thank you so very much. I don't have to leave my house, and I can make my very own tea.” *Lisa*


CHAI CONCENTRATE

SHOP NOW

★★★★★

“IT'S A RAY OF SUN WHEN YOU'RE FEELING UNDER THE WEATHER! Aside from the fact that this is a delicious blend, this tea actually made me feel better! I couldn't believe it! A must-try!” *Karla*

SHOP NOW



THE CHAI BOX  
Chai Tonic

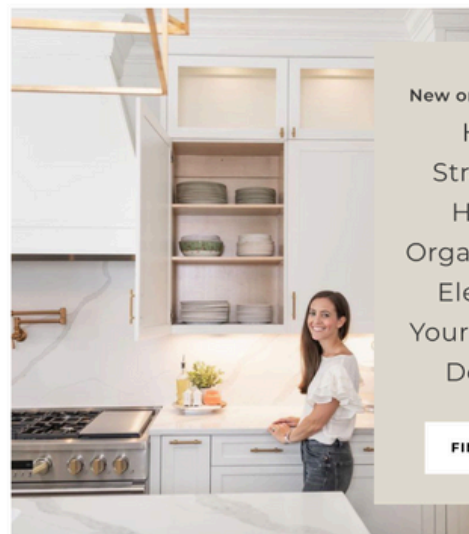
CHAI TONIC



AN INSPIRING HOME  
INTERIOR DESIGN

I love thinking about interior design as a creative way to find solutions in your home. **You see, we all want spaces that aren't just beautiful but also practical and organized.** And that's where home organization steps in. It's a secret ingredient for creating a home that's not just pretty but also well-balanced and efficient.

Recently, I sat down with **Erinn, the owner of Sort + Store**, a Charlotte-based home-organizing business, to chat about how interior design and home organization team up to make the best of our homes. So, read until the end to learn more about this interesting concept! [Keep Reading >>>](#)

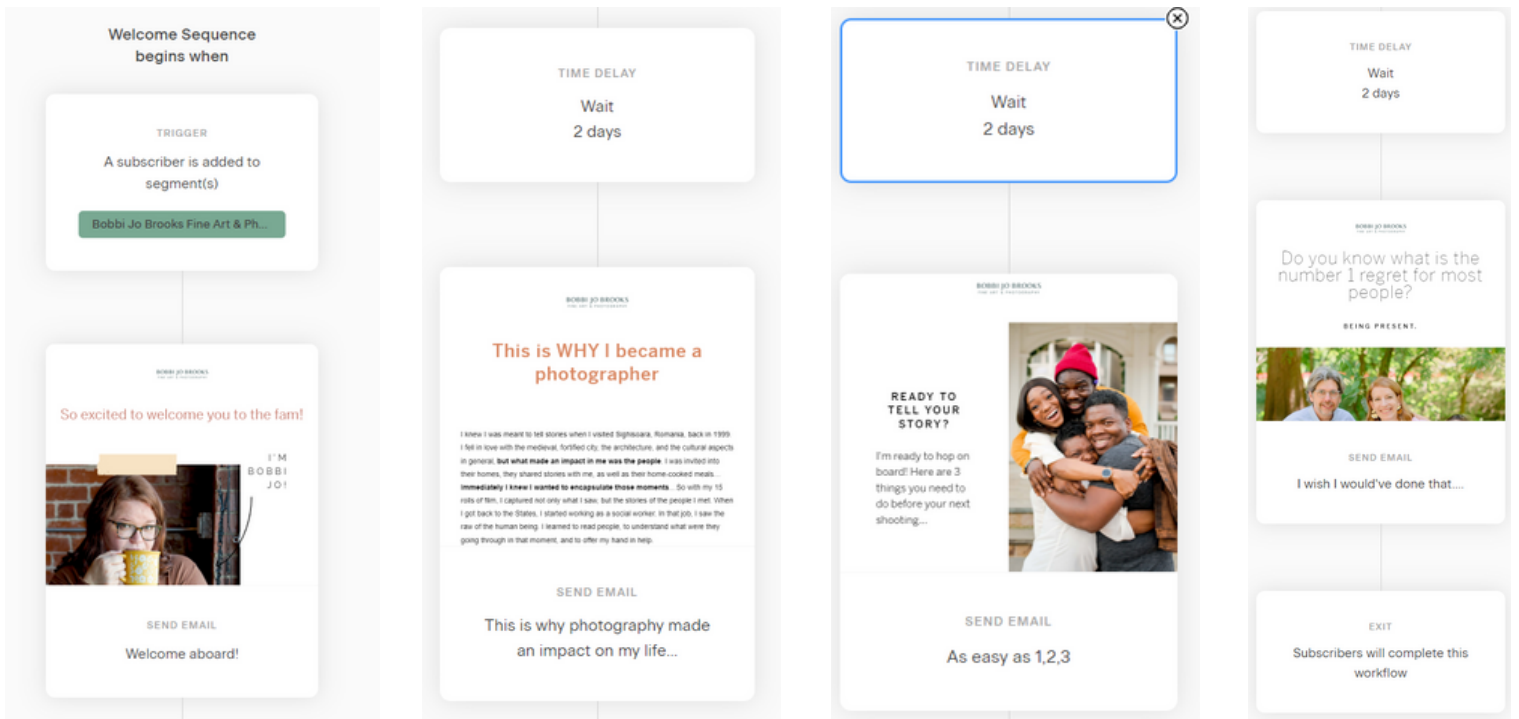


New on the Blog!  
How Strategic Home Organization Elevates Your Interior Design

FIND OUT!

# PORTFOLIO

## Welcoming Sequence / Workflow



## Email examples:



I started Bobbi Jo Brooks Fine Arts & Photography as a side hustle, from my social work job. That job gave me the opportunity to understand people and know I was born to make an impact. The rest is history. I understood the power that photography has and how you can stop time, highlighting important moments in your life.

So if you're all about telling stories from the heart, or growing your brand/business, you're in the right place. What do you say if we get to know each other and chat over a cup of your favorite drink?

[BOOK A CALL](#)

SPEAK SOON.

*Bobbi Jo*

# PORTFOLIO

## BLOG MANAGEMENT

### AI Benefits for Managers to Use for Their One-On-One Meetings

OCTOBER 4, 2023

LEADERSHIP DEVELOPMENT

I think it's safe to say that artificial intelligence is here to stay. Since its official launch in December 2022, [ChatGPT](#) by [OpenAI](#), a free artificial intelligence tool, has become a powerful source for research and planning. And trust me, as a Team Leader, you don't want to miss out on the plenty of opportunities and benefits of AI for your role. Especially when it comes to **planning your one-on-one meetings to ensure the communication is clear and you receive the proper feedback from your people**. So, I'm excited to share with you a complete guide to get started with this powerful tool!

Here's what we'll cover in this blog post:

1. What's AI and How to Get Started.
2. AI Benefits for Your Role as a Team Leader.
3. How to Use AI to Plan Your One-On-One Meetings With Your Team.
4. Prompts and Examples to Use for Your One-On-One Meetings.

Before moving forward, I highly recommend downloading my [FREE Guide to Being An Effective Team Leader](#), where you'll learn the five actionable steps new managers must take to gain clarity, build relationships, and lead their new teams effectively.

### 1. What's AI, and How to Get Started?

Artificial intelligence (AI) is a computer's ability to perform tasks. Its main goal is to provide responses based on a prompt or input to help you find an answer or solution to a problem, research from past events, experiences, or facts. Even though it may sound like a human, it's just a computer providing you with information and intelligence and performing a task based on a command.

There are plenty of AI tools that have become popular in the past year, [but according to Forbes.com](#), here are a couple of the platforms you should be keeping on your radar as a team leader:

- ChatGPT by OpenAI
- Dall-E 2
- Stable Diffusion 2
- Lumen5

The one that I will use in this post for illustrative purposes will be ChatGPT. However, feel free to explore all the different options and choose what's best for you.

HOW TO GET STARTED WITH AI

Read Here



As we get closer to the year's end, we usually start writing the new goals and resolutions we want to achieve in the upcoming months. So, if having a **cozy space that reflects your personality has been one goal you want to accomplish in the new year**, you'll love this article because I'm about to unveil how you can add more lifestyle and personality to your space through paint. It's such an essential element in Interior Design; Sherwin-Williams picks a color every year, and for 2024, there's no exception.

In this blog post, **I'll share with you all about Upward, a beautiful blue tone that perfectly adds serenity and bliss to each space**. We'll explore the following details:

1. Upward's description, characteristics, and pairings.
2. Using Upward Colors in Specific Rooms to Create Serenity and Blissfulness.
3. Using Upward For One Of My Recent Projects.



Credits: Sherwin Williams

### Introducing the 2024 Color of the Year: Upward - A Perfect Blend of Serenity and Bliss.

We've certainly come a long way in the past years, from dealing with a global pandemic to its many effects. I truly believe one of the main reasons [Sherwin Williams chose Upward as its 2024 Color](#) is to encourage us to embrace the year ahead with calmness and serenity. **Upward is a breezy, blissful blue that invites us to slow down, take a breath, and allow the mind to clear**. It's the perfect color to add to any space to increase natural lighting and promote a positive environment.

Its positive energy and creative thinking make it the ideal addition to any space for relaxation and creativity, like a home office, bedroom, painting or writing studio, crafting room, or even kitchen. For example, **look at the room below and how it uplifts the mood and increases the natural sunlight by promoting a relaxed vibe**. The contrast of the different elements, textures, and colors makes it a perfect balance of coziness and positivity.

Read Here

# PORTFOLIO

## CONTENT CREATION



### 01 BASICS IN REMODELING

#### The Pre-remodel Checklist

So, you've embarked on the adventure of remodeling your home. Finally, you'll get the home of your dreams. But when you stop to think for a second, you panic because this is not an easy DIY project; it's a big one that involves lots of decision-making.

At this point, you might have tons of questions and no idea how to get started.

To give you guidance to begin your remodeling project, I've created this pre-remodel checklist that you can use to get an idea of all the items you must consider to fulfill your design goal. At the end of the day, my job is to make your life easier and provide you with answers to make your remodeling process a smooth adventure.

So, your first task is downloading the pre-remodel checklist and working on each item.

[DOWNLOAD HERE](#)



### 01 BASICS IN REMODELING

#### Timeline and Budget

##### HOW DO YOU BUDGET FOR YOUR DESIGN?

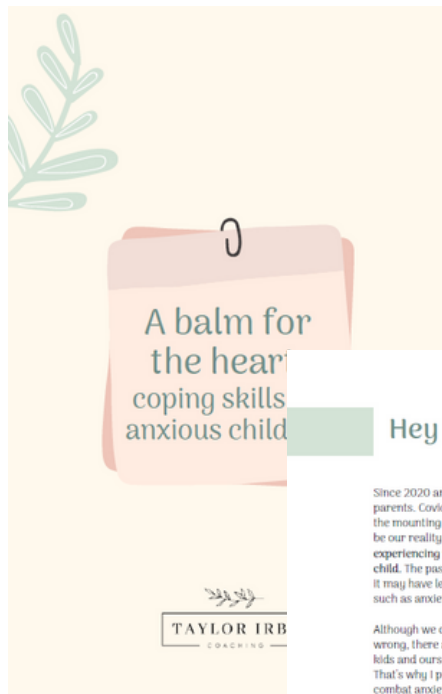
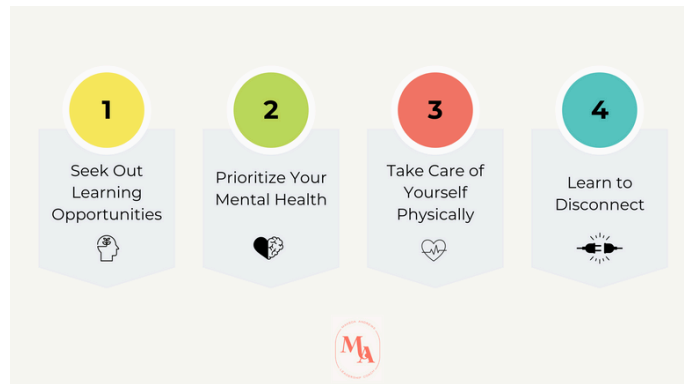
A budget is essential to every remodeling project, especially a kitchen and bath. Having a number in mind will help you understand how much you need to invest in your space.

Money is one of the trickiest things to plan because you need to know what things will happen in the real world, and sometimes plans don't go as expected, so saving a little extra for items that may come will save you significant stress. I recommend 20% set aside.

To help you get your project moving budget-wise, I recommend following these steps:

<p><b>Prioritize</b></p> <p>What do you need vs. what do you want? Sometimes, we get carried away and put things on the list that we might only need after some time.</p>	<p><b>Estimate</b></p> <p>You can ask your designer, contractor, or friends. Research and present your numbers to your designer to see if your findings are accurate.</p>	<p><b>Collect Bids</b></p> <p>Research online or ask someone to refer you to at least three contractors. Go with something other than the lowest offer. Instead, look for the value in each one.</p>
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It's also important to **set some money aside** because things happen in the real world, and sometimes plans don't go as expected, so saving a little extra for items that may come will save you significant stress. I recommend 20% set aside.



A BALM FOR THE HEART: COPING SKILLS FOR ANXIOUS CHILDREN

### 1. Identify your emotions

Speaking your emotions out loud is the first step to coping with them. Sometimes putting words to express how you feel can be tricky, that's why I encourage you to try some of these tips:

**A. Try the emotion wheels for kids:** Most of us usually teach our kids to express if they're mad, sad, or happy. So when I discovered the Emotion Wheel it was a game changer.

It's basically a method that will help your kids gain self-awareness of their emotions, talk about them and learn the right strategies to cope with them.

The instructions are very simple. Find a space free of distractions, take out this emotion wheel and identify the emotion your kids are feeling. Afterward, talk about what you can do to manage those emotions. This works best for kids aged 5 to 12.

### Hey fellow parent,

Since 2020 anxiety has skyrocketed for kids and parents. Covid, school shootings, polarization, and the mounting pressure on performance continue to be our reality. As time goes by, you may be experiencing various emotions and so may your child. The past years haven't been hopeful and it may have left your family with some side effects, such as anxiety or stress.

Although we cannot individually "fix" what is wrong, there are some things we can do to help our kids and ourselves manage anxiety and stress. That's why I put together this helpful guide to combat anxiety in children.

It is my prayer for you, that during this time, you may find the right skills, to guide your path as a parent. As a thank you for downloading this ebook, I want to offer you a free 30-minute chat with me to talk about what's weighing on your heart.

I'm here for you,

Taylor

[Book your FREE coffee chat here!](#)

[www.taylorirbycoaching.com](http://www.taylorirbycoaching.com)

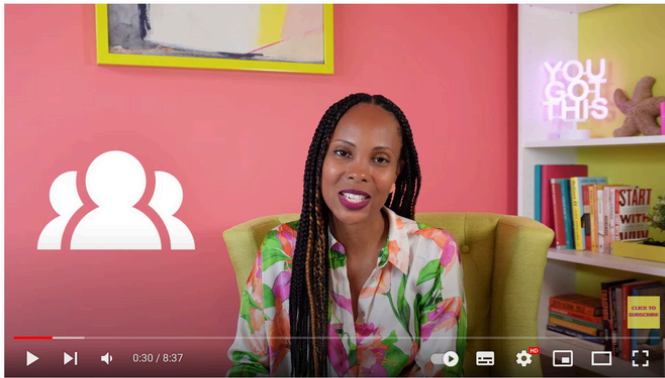


Source: <https://www.mom.com/>  
 taylorirbycoaching.com

# PORTFOLIO

## VIDEO EDITING

Youtube Channel



Watch Here

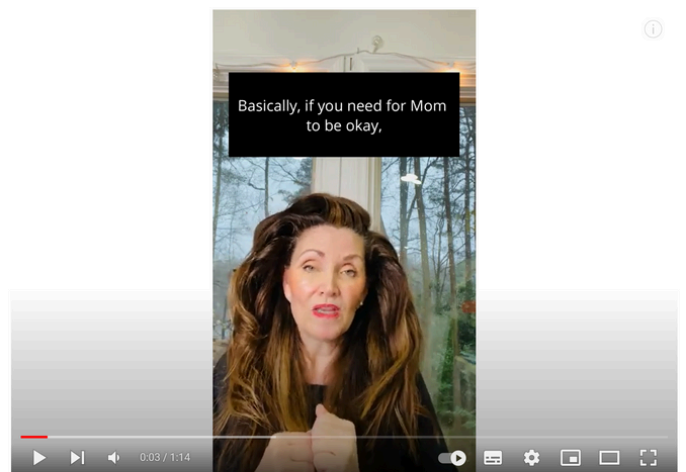


Watch Here

Your Toxic Job is Holding You Back

Basic Video Editing (Captions and Filters)  
for Youtube Shorts or TikTok

Watch Here



Do you suffer from "The Good Daughter Syndrome?"

Daughters Rising  
829 subscribers

5 likes, Suscrito button, Compartir button, and more options



# PRICING

Choose the package that works the best for you!

## Digital Marketing and Content Creation

BRONZE	SILVER	GOLD
\$400 (per month)	\$1,000 (per month)	\$1,600 (per month)
PACKAGE INCLUDES:  10 HOURS OF VIRTUAL ASSISTANCE WORK	PACKAGE INCLUDES:  25 HOURS OF VIRTUAL ASSISTANCE WORK	PACKAGE INCLUDES:  40 HOURS OF VIRTUAL ASSISTANCE WORK

\*Additional hours will be charged at \$45 per hour,  
or you may choose to upgrade to the next package tier

# Copywriting Services

Never again send a boring email and create incredible messages to engage with your audience

## Email Marketing Strategy & Blog Management

### Email Marketing Strategy

\$997  
per month

Includes:

- Up to 10 email campaigns per month
- Unlimited changes and communication.
- Strategic Planning and goals for every campaign.
- Content Calendar Creation.
- Research for email marketing campaigns.
- Email list segmentation.
- A/B Testing.
- Tracking and measurement.
- Improvements and recommendations based on clicks and performance of the campaigns

### Blog Management

\$897  
per month

Includes:

- 4 blog posts per month
- Blog Topic Research
- SEO title and long-tailed keywords
- 1000 words or more per blog post
- Including calls to action, images, infographics, and other elements.
- Adding links to other posts or sites
- Unlimited changes and communication
- Responding to Blog Comments

# TESTIMONIALS



Sofia has truly transformed the way we approach our Email Newsletters. Her eye for design, attention to detail, responsiveness, and communication are why we love her! From day one, she jumped right in, learning Canva alongside us, and in no time, she became a true expert. Her work consistently outshines that of many graphic designers we've worked with in the past.

I need to provide Sofia with minimal direction, and she consistently delivers an exceptional product. What makes Sofia truly exceptional, though, is her organization and commitment to helping us succeed. She's gone above and beyond by creating custom tools in Asana that keep our projects on track and make our lives so much easier. I'm not sure how she does it!

Given our small team, her willingness to communicate via WhatsApp has been a lifesaver, showing her flexibility and dedication to our needs. Sofia is always on time and never fails to come up with fresh, innovative ideas that elevate every newsletter. It's not easy to come up with fresh ideas in the CPG space, but Sofia stays on top of the latest trends to help us achieve our goals.

She consistently does her homework- giving us the latest updates on technology without even being asked and approaches each task with professionalism and enthusiasm. And she is ALWAYS willing to try something new. I feel like we have grown together. We couldn't ask for a better partner—Sofia is a part of our team and we are forever grateful!

ZAHRA DHARANI  
Director of Sales and Marketing - The Chai Box

# TESTIMONIALS



Sofia was a member of my Ambassador team that helped manage my Facebook group of over 127K. She did an incredible job of making sure that our group remained a fun and safe place to connect and build relationships within the Virtual Assistant community. Sofia not only interacted within the group itself, but she also made sure to keep open communication with our team. I would totally recommend Sofia to help manage your community!" - Abbey Ashley, CEO of Savvy Co.

ABBHEY ASHLEY  
CEO of Savvy Co



Sofia is a pleasure to work with, and she delivers! She treats the work as if it is her own. Her ideas bring the vision to life, and she executes the plan with joy.

JEANINE HARRIS,  
Certified Parent Coach

# TESTIMONIALS



I started working with Sofia at a time when I was looking for someone to edit my YouTube videos so that I could focus on more important things in my business. However, since my Youtube channel is the main source of leads, I was somewhat nervous to hand it off to someone else.

But I am so happy that I decided to trust Sofia. From our first interaction, she was attentive and eager to help me bring my vision to life. And the end result was that she took my talking head videos and helped to create an engaging story that enhanced the content! It was what I didn't even know I needed! I've already heard from my viewers that they love the new editing style!

Sofia is proactive, creative, organized, responsive, and truly a blessing to my business. Because she has taken over this arm of my business, I've been able to focus on other components that require my attention. If you're sitting on the fence to work with her - get off the fence! She's exactly the type of support system that your business needs, and I highly recommend working with her!

MAKEDA ANDREWS

Founder of The Impactful Leader / Leadership Coach for Managers

# TESTIMONIALS



Sofia Lecha has been my virtual assistant for the past nine months. She has been unfailingly honest, kind, organized, efficient, resourceful, and hardworking. If she doesn't know how to do it, she will learn. And she is incredibly patient in explaining things.

Finding someone trustworthy on the internet to trust with your business can be difficult. If you are looking for a person who inhabits all of these qualities in a VA, look no further than Sofia Lecha. She is one of a kind.

KATHERINE FABRIZIO

Licensed Clinical Mental Health Counselor



Sofia of BlueWorks is fabulous; she's able to listen to my needs, asses what it is, and make a strategic plan to accomplish these tasks. She's prompt, efficient, and always full of smiles and encouragement, and my business wouldn't be where it is today without her. So, my only question to you is, why haven't you hired her yet?

BOBBI JO BROOKS-TOM

Photographer

# TESTIMONIALS



Oh, Sofia, where do I start? You are so helpful! I feel for the first time in my business, I am not having to question what to do, how to manage my time...staring at a screen. You have been so helpful to let me see what is the most important for that particular point in time and look at what we did...we launched a course! Thank you for bringing such professionalism and understanding into our work together. Such a blessing. Thank you!

TAYLOR IRBY  
Certified Life and Family Coach



I love working with Sofia! She is organized, responsible, and friendly, and she's always willing to help me where needed. Hiring Sofia has been so great for my business.

JENNIFER MORRELL  
Interior Designer

LET'S DO THIS

READY TO TAKE  
YOUR BUSINESS TO  
THE NEXT LEVEL?



CLICK HERE TO  
HAVE A COFFEE  
CHAT WITH ME!

If you have any additional questions,  
don't hesitate to email me: [sofia@blueworksva.com](mailto:sofia@blueworksva.com)