



BlueWorks

MARKETING PORTFOLIO

Nice to meet you!



I'm Sofia

MARKETING SPECIALIST

Hey there!

Sofia Lecha, founder of [BlueWorks Marketing](#), here.

You've been hearing that email marketing is important and that **growing your list is a priority, but how do you do it? How to make money out of email marketing?** Here's the secret: by getting to know your audience, their likes, their problems, and most importantly, how you can solve them. Creating beautiful campaigns is just the beginning; the success lies in consistency. The good news is you don't have to do it alone, and that's where I jump in. As your email marketer, I can help you create, nurture, and grow your email list into paying clients. I can't wait to help you grow!

Sofia Lecha



MY SERVICES

Email Marketing

- Start Your Email List
 - We can help you start and nurture your email list by developing a killer lead magnet and setting up a strategy that works for you!
- Automations
 - Ready to **make money while sleeping?** Let's get you rolling with email automations that convert easily and help you grow!
- Email Marketing Strategy
 - Let's **turn your content into emails!** Our strategy is to get to know your audience and create emails that not only sell but also help turn your list into fans!

Blog Management

Present yourself to your audience as the expert and provide rich content that will help you capture leads, convert sales, rank higher, and get more clients and visitors to your website!

Even better? Repurpose that content into emails!

PORTFOLIO

EMAIL MARKETING CONTENT AND DESIGN



HOW DOES IT WORK?

BUY 1 PRODUCT
SAVE 10% OFF

BUY 2 PRODUCTS
SAVE 15% OFF

BUY 3+ PRODUCTS
SAVE 20% OFF



SHOP THE SALE

Mix and match across our collection
— no minimum spend required.
Sale ends on 7/6/26 at 11:59PM PST.

STOCK UP FOR SUMMER

CHAI CONCENTRATE DUO

JUST CARDI



SAVE UP TO 20% OFF

JAIPUR SUMMER



SAVE UP TO 20% OFF

CHAI SAMPLER SET



Coconut may not be traditional in Chai, but it's a special part of our family's story. My husband's family is from Kerala, a lush region in Southern India whose name is commonly interpreted as "the land of coconuts."

I still remember my first visit to Kerala, seeing coconut in almost every dish. Its naturally creamy, lightly sweet flavor felt like the perfect match for bold spices like cardamom, cinnamon, and ginger.



We wanted to honor our family and tradition by creating our tropical blends, made with a black tea base, our signature spices, and, of course, coconut.

Our goal was to create something fresh and unique while staying true to the heart of Chai.

The result? A cup that's warm and comforting with subtle tropical notes—not overpowering, just enough to make you think of slower mornings and sunshine.

TRY OUR TROPICAL CHAI

Melissa Fung

SWEET MONSOON

This might be my favorite Chai ever. The mango and coconut are delightful, and it has a warm, bourbon-y scent that is very nice.

Justine J.



SHOP HERE



SHOP HERE

COCONUT MELA

For me, it's the perfect blend of subtle, creamy toasty coconut & warm spice. Not at all cold, summer/winter, this blend is a keeper. Yum!

Patricia



Happy 4th of July! I hope you're enjoying the weekend and finding plenty of ways to stay cool during these hot summer days. Summer has been off to a busy and exciting start here at the studio!

We've had the pleasure of helping several clients through our Designer for a Day package, proving that sometimes a few hours of expert guidance can make all the difference.

We're also thrilled to be kicking off the next phase of **Project Room For Everyone**—a renovation and furnishings project that many of you may remember from Stage 1, which we completed last year. It's always so rewarding to return to a home and continue building on a vision with our clients.

In this month's newsletter, I'm sharing a few updates and ideas to help you create a home you love.

As always, thank you for being here and for following along with our projects.

I hope you enjoy this month's edition!

Jen



The Key to a Home You Love

Trends come and go. If you're planning a renovation, especially in your kitchen or bathroom, you want to invest in design elements that will have a lasting effect in your home. That's what I want to share with you today.

READ THE FULL BLOG



PORTFOLIO

Lead Magnet, Automations and Emails



What's Your Design Style?

Find out what kind of interior design best suits your inner self. From Transitional to Modern, it's time to make your home a place you'll love!

You can opt-out at any time. Please note we do not share your information with anyone.

TAKE THE QUIZ

Thank you for taking the quiz, **[First name] [Last name]**! Hi reply/ and let me know what your style is, and why it matches your personality. You've taken a BIG first step to turn your home into a place you'll love. Knowing your design style will help you know what look you're going after, making it easier to feel relaxed and love your space.

Our first thing first: **Make sure to check out my blog**, as I constantly post tips to help make your projects, such as remodeling or decorating, a smooth ride.

Read more

I'd love to hear more about your project! I have a three-step process guaranteed to achieve better results.

TRANSFORM YOUR HOME IN THESE STEPS:

1. Book a call
2. Make great decisions
3. Love your home again

GET STARTED

Now that you're here, **[First name] [Last name]**, I invite you to **follow me along on my Instagram**, where I share updates about my projects, inspiration, and helpful tips to get started with your project.

If you have any design questions along the way, don't hesitate to reach out.

YOUR FRIEND,

Jen

P.S. Looking for a more personalized selection of new home ideas? Schedule a consultation with me to begin your interior design project.

I NEED YOUR HELP JEN!

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Welcome to An Inspiring Home!

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Meet your designer

I'm the owner and lead designer here at An Inspiring Home. My goal is to help you create the home of your dreams - not only by the way it looks - but by the way it feels.

READ MORE

I'd love to hear more about your project! I have a three-step process guaranteed to achieve better results.



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I NEED YOUR HELP JEN!

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](#)



I always like to compare renovation projects to becoming a parent for the first time. In the beginning, everything is exciting. Then, as the months go by, the excitement is still there, but you're getting tired and wondering when you'll finally reach the finish line. And those last couple of weeks? They seem to last forever. You're just waiting, asking yourself, "Is this baby ever going to come out?"

Renovation projects can feel the same way. By the end, everyone is ready for the project to be finished—but once it is, all the waiting feels worth it.

A renovation is a major undertaking, especially when there is a lot of construction involved. While you're excited to see your vision come to life, doing it by yourself can lead to tiredness, overwhelm, and stress, which can lead to mistakes in your overall design.

Here's the good news: Most renovation headaches can be avoided with planning before construction ever starts. **Over the years, we've noticed some common mistakes that can slow projects down, increase costs, and create unnecessary stress.** Here are the top ones we see, and how to avoid them.

[READ HERE](#)

PRICING

Choose the package that works the best for you!

Digital Marketing and Content Creation

EMAIL LIST MANAGEMENT

\$800
(per month)

- Initial email audit
- Email calendar
(Up to 6 monthly campaigns)
- Design and schedule the emails
- Track monthly results
- Weekly meeting

AUTOMATIONS

\$1,250
(one-time only)

- Automation audit
- Automation Plan
- Create automations
(pop-up, welcome, abandoned cart, and winback)
- Set up the automations in your email provider
- Track results

GROW YOUR EMAIL LIST

\$1,300
(one-time only)

- Creating your buyer persona
- Lead magnet ideas
- Create the lead magnet
- Welcoming sequence automation
- Track results

Copywriting Services

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

Email Marketing & Blog Management

Email Marketing Strategy

\$1,997
per month

Includes:

- Up to 8 email campaigns per month
- Email marketing strategy and plan
- Content Calendar Creation
- Research for email marketing campaigns
- Copywriting and content for each campaign
- Email list segmentation
- A/B testing
- Tracking and measurement
- Improvements and recommendations based on clicks and performance of the campaigns
- Weekly Meeting
- Automations creation and management

Blog Management

\$1,897
per month

Includes:

- 3 blog posts per month
- Blog Topic Research
- SEO Title, Keyword Research, and Meta Description
- 1000 or more per blog post
- Include links, images, calls to action, and other graphic elements
- Unlimited changes and communication
- Upload and publication to the website
- Moderating comments
- 3 email campaigns to promote your blog content
- Pinterest graphics

TESTIMONIALS



I've been working with Sofia for almost a year now, and honestly, I don't know where I'd be without her. I had been wanting to add YouTube to my business strategy for years, but with everything else I manage, I just couldn't find the time.

Since Sofia came on, all of that has changed. All I have to do is record the video, and she handles everything else: editing, uploading, managing comments, and keeping the YouTube community engaged.

Because of her, my channel has grown consistently in both views and subscribers, and I've even had new, evergreen clients join my program specifically because they found me on YouTube.

She's made YouTube seamless and sustainable for me, and knowing it's a long-term SEO game, her contributions have been absolutely invaluable. I'm so grateful for her work and commitment.

TEGA EDWIN
Career & Leadership Coach

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