



Trenee Worldwide, LLC  
dba Be Social Worldwide  
Information Packet

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**Fax Number: 847-717-0445**

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# Introducing Be Social Worldwide

Be Social Worldwide is located on the web at [www.BeSocialWorldwide.com](http://www.BeSocialWorldwide.com). Be Social Worldwide is owned and operated by Trenee Worldwide, LLC.

Be Social Worldwide is dedicated to providing you with the best social networking services. We will set up, nurture and manage your profiles in a professional and organized manner. We will assist you with social bookmarking and make you our friend. We are committed to going above and beyond in all projects.

Be Social Worldwide partners with you, taking a genuine interest in your business to provide you with additional professional assistance in article submission, free classified submission and other virtual office support on an as needed or long-term basis.

Our office is equipped with the latest equipment and software, we communicate and transfer projects via the internet (email & FTP (file transfer protocol) instant messaging) the telephone, fax, postal mail, express mail and any other appropriate, mutually agreed upon method. We are here to accommodate your busy schedule.

Be Social Worldwide is available 6 days a week. We are even available on weekends and holidays. Assistance is available whenever you need it without geographical limitations.

This information packet has further information regarding services, rates and how Be Social Worldwide works.

Feel free to forward this information to anyone you think may benefit from the services.

Please visit the web site for more details at [www.BeSocialWorldwide.com](http://www.BeSocialWorldwide.com) or call the office at (815) 893-7400.

To receive a detailed proposal and estimate fill out the Request for Proposal form on the last page and email or fax it. After receiving your completed RFP you will receive a telephone call or instant message to discuss your needs in depth.

I look forward to answering any questions you may have, and to the opportunity of partnering with you and helping your business succeed.

Your Social Networking Is My Success.



dawntrenee

# Company Profile

**Company Name:** Be Social Worldwide  
**Founder:** Dawn Pigoni  
**Mailing Address:** 3027 E Sunset Rd, Suite 201, Las Vegas, NV 89120  
**Office Number:** 708 -751-2523  
**Fax Number:** 847-717-0445  
**Website Address:** <http://BeSocialWorldwide.com>  
**Email Address:** [dawntrenee@besocialworldwide.com](mailto:dawntrenee@besocialworldwide.com)

## ***We'll do the Socializing for You***

### About Your Company:

Be Social Worldwide is dedicated to providing you with the best social networking services. We will set up, nurture and manage your profiles in a professional and organized manner. We will assist you with social bookmarking and make you our friend. Above all that we offer article submission and include social bookmarking, press release submissions and free classified ad submissions. Just we provide us with the content. We are committed to going above and beyond in all projects. We pride ourselves on strong work ethic and dependability.

### **Company Mission:**

Be Social Worldwide is here to bring our customers a social presence that will help grow their business, assist with backlinks and free up their company time to work on their business.

### **Experience:**

- Created a postcard mailing for an accountant that increased customer base by 2%
- Managed a customer mailing for tax organizers that increased customer satisfaction and referrals.
- Helped clients setup and maintain Quickbooks for accounting

# FAQ's

**What are your business hours?** Be Social Worldwide is available during normal business hours Mon – Sat 9am to 5pm Central Time.

**When we are working together, how do I contact you?**

Phone: 815-893-7400

Email: [dawntrenee@besocialworldwide.com](mailto:dawntrenee@besocialworldwide.com)

**How do I deliver and receive my projects?**

Email will be normal form of file transport.

**What if I have an emergency/rush project?**

Contact me so we can discuss, via telephone or email.

**What is Social Networking?**

In the online world social networking is the term used to describe the way that users build online networks of contacts and interact with these personal or business friends in a secure environment.

**What can Social Networking do for my business?**

While many people regard social networking tools as a fun diversion, some companies are leveraging them to accomplish serious goals, such as increasing their visibility, helping constituents find jobs, and raising awareness about time-sensitive issues.

**How do I pay BeSocialWorldwide.com?**

- We use PayPal.com for all payment processing
- Invoices are emailed along with our agreement and payment is due upon signing
- Monthly retainers are invoiced on the first of the month and payment is due upon receipt.
- There is a 10% late fee on all monthly retainers after the eighth (8<sup>th</sup>) of the month.

# What is Virtual Assistance?

A virtual assistant is someone who provides business owners with assistance with the all or part of the day to day business and marketing tasks necessary for operations and revenue generation of the business without being an employee or working from the business owner's office.

## Who Uses BeSocialWorldwide.com

- **WAHM, internet marketers, affiliate marketers, coaches** who are looking to improve their social presence online.
- **WAHM, internet marketers, affiliate marketers, coaches** who are looking to increase their customer traffic thru social networking and social bookmarking.
- **WAHM, internet marketers, affiliate marketers, coaches** who don't have the time to invest in the commitment social networking takes.
- **WAHM, internet marketers, affiliate marketers, coaches** looking for quality, professional and prompt assistance in social networking creation and management.

## Why You Should use BeSocialWorldwide.com

- Be seen as social without spending all your time on Facebook
- Increase your social presence without being overwhelmed
- Let us socialize, so you can spend your time on your business
- Relieve your social media frustrations

# Top 10 Reasons to Use A VA

*How much is your time worth?*

*Having a virtual assistant is fast becoming an essential need for the busy entrepreneur, small business owner and person on the run. With the advent of new technologies and ways of doing business, the VA is here to help you along the way. Below are ten reasons to hire a Virtual Assistant for your business.*

## **1. Focus on the business of making money.**

*Having a VA allows you the freedom to create more profitability for your company by allowing you to concentrate solely on your business, not the mundane tasks that are inherent in business. Making money is what business people do and the more time they have to concentrate on their business, the more money and opportunity they will create.*

## **2. Saves you money.**

*Why invest in payroll, benefits, insurance, etc., when you could be delegating that money to building your business. Why worry about personnel calling in sick or taking vacations? There is no need to hire in-house personnel when a VA can be there when you need them to perform the duties that you need in running your business.*

## **3. Freedom to pursue pleasurable activities.**

*Having a VA work with you frees you up to pursue the activities that help keep your creative juices flowing. When you are bogged down wondering if the bills are paid, you are not thinking about new and exciting ways in which your business could be growing.*

## **4. One-stop shopping.**

*A VA can perform duties that range from word processing, maintaining billing, social networking—both personal and business, creating marketing tools such as brochures, flyers and business cards, travel arrangements, maintaining databases and sending out mailings, etc. There is no business duty that a VA cannot perform or would be willing to learn.*

## **5. Tailored to fit your needs.**

*Whether you need one letter typed or need monthly billing to clients, a VA can perform these duties. They are set up to fit each individual client's needs. Fees are arranged for one-time tasks to retainer of 10, 20 or 40 hours per week or month. Whatever your needs are, the VA and you create your own individual working partnership.*

## **6. Freedom to work from any location.**

*Whether you are in your office, your home or on vacation in Tahiti, a VA is always accessible to you. Contact is maintained through telephone, fax, E-mail, and online messaging.*

## **7. Delegate time-consuming responsibilities.**

*Let a VA take care of those responsibilities so that you may pursue (worry-free) the business of living your life and running your business.*

## **8. Highly trained personnel.**

*VA's are professionals that have training in the corporate, small business and professional world and have tailored their skills to meet with the needs of the modern day business professional. They have found that every professional has varying needs and offer their expertise in caring for these needs.*

### 9. Individual service provided.

*For the entrepreneur, freelancer or small business,* it is important that your particular needs are seen as unique. A VA is the person who will oversee your business and/or personal life. They can maintain your mailing lists, maintain correspondence, and keep track of memberships that need to be renewed, remind you of important dates, arrange travel or send flowers and special occasion cards. They act as your partner in caring for those tasks personally.

### 10. Let their strengths be your strength.

*Why waste time on tasks that are not your primary objective?* Being a successful business owner entails hiring the right people for the right job. By hiring a VA, you are partnering with the professional that has the knowledge of the inner workings of the administrative and corporate fields.

## Labor Statistics

To help you better understand the fees associated with working with a Virtual Assistant, please review the following information which has been provided by the United States Bureau of Labor Statistics. The following excerpt comes from Table 2: *Employer costs per hour worked for employee compensation: Civilian workers, by occupational and industry group, March 2003 (Executive, administrative, and managerial)*

Wages & Salary	\$31.24
Paid Leave	\$3.72
Supplemental Pay	\$1.47
Insurance	\$2.60
Retirement & Savings	\$1.60
Legally Required Benefits	\$2.82
Other Benefits	<u>\$0.08</u>
<b>Total Compensation</b>	<b>\$43.54</b>

Virtual Assistants pay their own expenses, taxes and benefits. Most start at a fee of approximately \$35 per hour. If you compare that to the chart above, Virtual Assistants are an exceptional bargain. Employers actually spend much more on traditional employees when benefits are added on. This doesn't even include the equipment and office space needed for an in-house assistant.

(From [www.work-the-web.com](http://www.work-the-web.com))

# VA's Versus Temps

Temporary employees (temps) are just that, temporary. They're here today and may be gone tomorrow. A VA, on the other hand, is available on an ongoing basis or can be called upon, at short notice, when an extra pair of administrative hands is required.

VA's take a vested interest in the success of their clients and their businesses. VA's believe that the absolute best job possible will not only help their own reputation but will also help to build the client's business. A temp, however, may look at the assignment as just a means of padding their resume or getting a paycheck.

Training and experience is also an issue when comparing VA's to temps. VA's generally have had many, many years of experience out in the workforce. This knowledge, along with any additional training and schooling, allows them to provide a wide gambit of services, all of which they have had many years to perfect. VA's also tend to be more apt to upgrade their skills in order to provide their clients with the most up to date and professional services that they can possibly provide.

Temps, on the other hand, may be right out of school with little or no 'on the job' experience, or those who are simply looking for something to fill their time. Not to mention, when a temp is hired, they have to be trained. Now, if that temp is not available when the next assignment crops up, another temp will have to be brought in and thus more time is needed to train that employee. And so on.

VA's charge for the actual work they do, hour for hour, whereas a temp is paid for time worked and any time they sit idle, waiting for more work or another project to do.

And, unlike a temp who has loyalty to the agency they are contracted through, a VA is usually an entrepreneur and works with and for the client. As a fellow small business owner, a VA has a vested interest in the success of their client's business.

# Compare the Cost

	<b>Hire an Admin Asst.</b>	<b>Partner with a VA</b>	
<b>Typical Salary</b>	<b>\$36,000/ \$17.31/hr.</b>	<b>20 hours a month for 12 months</b>	<b>\$9,600/ \$40/hr.</b>
Paid Vacation	\$1,385	Paid Vacation	0
Temp during Vacation	\$2,000	Temp during Vacation	0
Health Insurance (employer portion 12 mos.@\$250)	\$3,000	Health Insurance (employer portion 12 mos.@\$250)	0
FICA Taxes (7.65%)	\$2,754	FICA Taxes (7.65%)	0
Worker's Comp. (.61%)	\$220	Worker's Comp. (.61%)	0
Unemployment (State & Fed)	\$309	Unemployment (State & Fed)	0
Misc. costs (Vision, Dental, Disability & 401K Matching, Profit Sharing & Stock Options)	\$???	Misc. costs (Vision, Dental, Disability & 401K Matching, Profit Sharing & Stock Options)	0
Office Space for Secretary 100 s.f. @ applicable rate - \$16/s.f. is conservative	\$1,600	Office Space for Secretary 100 s.f. @ applicable rate - \$16/s.f. is conservative	0
Cost of Overtime Pay (10hrs/ mo @ 50% premium)	\$3,115	Cost of Overtime Pay (10hrs/ mo @ 50% premium)	0
Idle time during employer's absence (min. 2 wk vacation included for employer)		Idle time during employer's absence (min. 2 wk vacation included for employer)	0
Annual Bonus (1 mo. salary)	\$1,500	Annual Bonus (1 mo. salary)	0
Sick Time (10 days/year)	\$3,000	Sick Time (10 days/year)	0
Other intangible costs (furniture, testing, training & fees, sick children, etc.) Conservative figure	\$1,385 \$1,500	Other intangible costs (furniture, testing, training & fees, sick children, etc.) Conservative figure	0
<b>Total Typical All In Costs</b>	<b>\$57,768</b>	<b>Total Typical All In Costs</b>	<b>\$9600.00</b>
	1.60 times salary		
Total Effective hourly rate	\$27.77/hour	Total Effective hourly rate	\$40/hour
<b>75% productive level</b>	\$37.03/hour	<b>100% productive level</b>	\$40/hour
<b>50% productive level</b>	\$55.55/hour	<b>Total Annual Savings</b>	<b>\$48,168</b>

*Note-Full time staff is seldom 100% productive due to idle time between tasks, personal matters, and inability of employer to generate work for staff because of distractions, meetings and commitments. A Virtual Assistant can accomplish in 4 – 4 hours what takes an in-office assistant 8 hours to complete*

**Depending on the productivity level of the full time employee, you may be paying over 3 times their actual salary.**

# Social Media Assistance Available

## **Micro Blogging Setup Package - \$127.00**

Micro-blogs provide short commentary on a person-to-person level, or share news about a company's products, services and promotions.

- Profile setup for Bebo
- Profile setup for Brightkite
- Profile setup for Kwippy
- Profile setup for Mashable
- Profile setup for Plurk
- Profile setup for Pounce
- Profile setup for Twitter
- Profile setup for Friendfeed
- You will be provided with record of profiles created and the password access the profile as well as tutorials on how to use these micro blogging sites
- Additional Micro Blogging profiles setups are \$13 per additional profile

## **Micro Blogging Management - \$87 per month**

- 200 status updates/micro blog posts per month – week days only, promoting your business (offers, products, programs) but also activities, events and more to give your business a human touch.
- Friend requests and approvals

## **Creation of a Squidoo Lens - \$33.00**

Squidoo is a network of user-generated *lenses*—single pages that highlight one person's point of view, recommendations, or expertise. Lenses aren't primarily intended to hold content; more emphasis is placed on recommendations and advice than pointing to content on the web.

- You will be provided with record of site link and password
- Tutorial on Squidoo lens
- Additional Squidoo lenses \$23.00 each

## **Creation of a Hub Page - \$33.00**

The interface resembles predecessors like Squidoo, allowing members to create individual pages on narrow topics of general interest.

- You will be provided with record of site link and password
- Tutorial on Hub Pages
- Additional Hub Page \$23.00 each

## **Creation of both Squidoo Lens and Hub Page - \$65.00**

- You will be provided with record of site link and password
- Tutorial on Squidoo lens and Hub pages

### **ELearning Setup Package \$123.00**

Various sites you can use to produce quizzes, tests, surveys and online classes to increase the exposure of your business and draw people to your company and products.

- Quizilla
- Free IQ
- PodClass
- You will be provided with record of profiles created and the password access the profile as well as tutorials on how to use ELearning sites

### **Social Bookmarking Profile Creation \$167.00**

Within a social bookmarking system, users save links to web pages that they want to remember and/or share. These bookmarks are usually public. Most social bookmark services encourage users to organize their bookmarks with informal tags instead of the traditional browser-based system of folders, although some services feature categories/folders or a combination of folders and tags. They also enable viewing bookmarks associated with a chosen tag, and include information about the number of users who have bookmarked them.

- Profile Setup for Digg
- Profile Setup for Stumbleupon
- Profile Setup for Delicious
- Profile Setup for Ma.gnolia
- Profile Setup for Furl
- Profile Setup for Blinklist
- You will be provided with record of profiles created and the password access the profile as well as tutorials on how to use these social bookmarking sites
- Additional profiles social bookmarking profiles setup are \$17.00 each

### **Social Bookmarking Site Management \$153.00 per month**

- Friend requests and approvals
- Bookmarking of articles/posts 20 per month – this gives backlinks to your websites, articles and blog posts. This helps with site ranking.
- Bookmarking information relevant to your customer base

### **Blog Creation \$211.00**

- Tumblr blog created
- Wordpress.com blog created
- Blogger blog created
- Yahoo360 blog created
- You will be provided with record of profiles created and the password access the profile as well as tutorials on how to use these blogs
- Additional blogs can be setup for \$41.00 each

### **Blog Site Management \$163.00**

- Posting of articles to the blogs listed above – 20 per month

### **Social Networking Sites \$273.00**

The main types of social networking services are those which contain directories of categories as a means to connect with friends (usually with self-description pages), and recommender systems linked to trust. Finding likeminded people is a great way to get your business moving. Once you find your niche market you can keep in contact with them and promote your products now and for years to come.

- Profile setup for Facebook
- Profile setup for MySpace
- Profile setup for Hi5
- Profile setup for LinkedIn
- Profile setup for Xanga
- You will be provided with record of profiles created and the password access the profile as well as tutorials on how to use these social networking sites
- Additional social networking profiles can be setup for \$47.00 each

### **Social Networking Updates/Management \$191.00**

- Friend requests and approvals
- Submission of articles/posts to be listed on networking sites – 20 per month where applicable.
- Status updates where applicable
- Posting of events

### **Video Networking \$181.00**

Using Video to promote your business, while driving customers to your website, products and information.

- Profile setup for YouTube
- Profile setup for Yahoo! Video
- Profile setup for Flickr
- Profile setup for Google Video
- You will be provided with record of profiles created and the password access the profile as well as tutorials on how to use these video networking sites
- Additional video networking profiles can be setup at \$37.00 each

### **Video Networking Management \$97.00**

- Friend requests and approvals
- Submission of videos – 5 video's per month
- Status updates where applicable

### **Additional Services**

- **Article submissions**
  - Submitting articles to directories gives you backlinks to websites and as people begin to read and use your content it will give you and your website free advertising - Each Article submitted to 10 directories \$73.00 per article
- **Classified Ad placement** - Each Classified Ad posted on 50 Classified sites \$77.00 per ad
- **Administrative Assistance** - \$40.00 per hour or 5 Hours for only \$175.00 or 10 Hours for \$330.00 or 20 Hours for \$600.00

# Policy & Procedures

**Hours of operation:** Monday thru Saturday 9am to 5pm CMT

**Vacation:** Client will be notified, current management programs will not be disrupted.

**Project Request:** Email or Call to discuss

**Billing & Payments:** Projects will be paid up front; monthly maintenance will be billed on the first of the month.

**Confidentiality Statement:** Be Social Worldwide abides by the guidelines under the Data Protection Act and all information is kept in the strictest confidence.

## **We will:-**

- Safeguard client and information confidentiality at all times.
- Protect the business interests of our clients at all times.
- Refrain from using our client's resources for any personal or business gain.

It is recognized that confidentiality is a sensitive issue for clients. We are happy to sign any non-disclosure or confidentiality agreement if the client so wishes.

**General Information:** We offer the best, most dependable and prompt virtual assistant social media service to work with.

## Communicate With Our Company

Website: [www.BeSocialWorldwide.com](http://www.BeSocialWorldwide.com)

Physical Address: 3027 E Sunset Rd  
Suite 201  
Las Vegas, NV 89120

Phone: 815-893-7400

Fax: 847-717-0445

Email: [dawntrenee@besocialworldwide.com](mailto:dawntrenee@besocialworldwide.com)

Gtalk: [trenee.pigoni@gmail](mailto:trenee.pigoni@gmail.com)

Yahoo: dawntrenee

# Request for Proposal Form

Please fill out this form to request a proposal and a professional estimate of our services. This form is used to assess what assistance would be most beneficial to you and gives us a better insight into what needs to be done most:

All information provided will remain strictly confidential. Your company never sells or discusses client information.

Date of Request for Proposal: \_\_\_\_\_ Promotional Code: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Ext.: \_\_\_\_\_

Website: \_\_\_\_\_

Fax Number: \_\_\_\_\_ Cellular Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

MSN Messenger ID: \_\_\_\_\_

Yahoo Messenger ID: \_\_\_\_\_

ICQ Messenger ID: \_\_\_\_\_

## Preferred Method of Consultation:

Phone       Website Chat       Instant Messenger

**Preferred Time of Consultation:** (When emailing or faxing this form allow at least 4 hours, when mailing this form I will contact you when I receive it.)

First Choice: \_\_\_\_\_ am/pm      Second Choice: \_\_\_\_\_ am/pm

Time Zone: \_\_\_\_\_

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## What type of assistance are you interested in?

Micro Blogging Profile Setup

Micro Blogging Management

Squidoo Lens

Hub Page

ELearning Profile Setup

ELearning Management

Video Networking Profile Setup

Video Networking Management

Other: \_\_\_\_\_

Social Bookmarking Profile Setup

Social Bookmarking Management

Blog Setup

Blog Management

Social Networking Profile Setup

Social Networking Management

Article Submission

Free Classified Submission

**Please describe the nature of the services requested. Please be specific and provide a detailed explanation of your project and its requirements and any other useful information or instructions.**

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**Do you have any questions you would like Be Social Worldwide to answer?**

**Question # 1:**

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**Question # 2:**

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**Question # 3:**

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**What is your biggest concern about working with a Virtual Assistant?**

- |  |  |
|--|--|
| <input type="checkbox"/> Virtual Assistant rates                   | <input type="checkbox"/> Location being out of your local area |
| <input type="checkbox"/> Location being out of your State/Province | <input type="checkbox"/> Location being out of your country    |
| <input type="checkbox"/> Confidentiality concerns                  | <input type="checkbox"/> Working with competition              |
| <input type="checkbox"/> Timeliness of completion/deadlines        | <input type="checkbox"/> Is work being done properly           |
| <input type="checkbox"/> Other please specify _____                | <input type="checkbox"/> _____                                 |

**Email this form to:** [dawntrenee@besocialworldwide.com](mailto:dawntrenee@besocialworldwide.com)

**Fax to:** 815-893-7400