



propel
BUSINESSWORKS

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PRODUCTS & SERVICES LIST

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PRODUCTS & SERVICES

Propel Businessworks is a project management company that believes that each small business is unique and requires specialty services based on individual needs. This services and rate sheet is a guide to the types of projects we can help you with. However, we would like to understand your business and customize a proposal for your specific needs.

Please call us at 503-273-5574 or email contactus@propelbizworks.com to find out more about our package rates and tailored plans.

PROJECT: PLAN

Have an idea? Need help making it happen? Every entrepreneur, idea, and strategy needs a plan. Propel helps you build a solid foundation with efficient and effective preparation geared around your business model, target, and approach. **PLAN** projects are designed to **LAUNCH** and **DEVELOP** your vision. We become the strategic team you want in your corner.

- Business development
- SEO
- E-News Planning
- Attorney Services
- Social Media Planning
- Communications Planning
- Branding
- Blog Planning
- Market Research

PROJECT: PROMOTE

Have news you want to spread? Need to reach your target audience more effectively? Don't have time to do it all yourself? Good broadcasting is consistent and efficient, and that's where Propel comes in. With **PROMOTE** projects, we **COMMUNICATE** and **MANAGE** your message with expertise and accuracy. We become your "street team," championing and broadcasting your business with flair.

- Website Development
- Videography
- E-News Management
- Graphic Design
- Public Relations, Events, & Promotional Planning
- Copywriting
- Social Media Management
- Communications Management
- Speaking Kit Development
- Photography
- Blog Management
- E-News System
- Media Kit Development

PROJECT: PROSPER

Do you wonder what it takes to see radical progress? Are you ready to move your business from surviving to thriving? By identifying your mission and vision, we help you fine-tune your strategy and pinpoint the answers. **PROSPER** projects equip you with the resources to continue to **LEARN** and **GROW** your business. We assist in your graduation from small business to defined business.

- Accounting Setup & Solutions
- Growth Project Management
- Website Review & Strategy Report
- Business Startup & Product/Services Development
- Classes & Seminars
- Growth & Promotional Consultation
- Social Media Review & Strategy Report
- Networking & Events
- Business Coaching
- Strategic Online Evaluation



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PROJECT: PLAN
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BUSINESS DEVELOPMENT

Strategic Planning – Creating a plan is the first step to growth. Propel is here to provide you with the support you need to identify and develop a strategic plan to accomplish business growth.

Operational Planning – Creating an operational business plan is key to the success of your business. Whether it's planning for the new year or creating an operational plan in general, our team helps you strategically identify and document a plan.

ATTORNEY SERVICES

As a business owner, you find yourself exposed to a whole world of legal liabilities to wade through. Our Attorney Service providers can help you with everything from developing a Privacy Policy for your website to helping you walk through the process of trademark registering your business name or logo. Our strategic partners have been verified by our team and have proven to be integrity-filled business professionals.

BRANDING

Propel works with graphic design and professional creative partners to develop your company's brand identity. After an initial interview, Propel will bring on the creative firm that we believe best fits your personality, needs, and budget. We are your strategic team, project managers, your advocates throughout the entire process.

- Logo creation
- Tag line, elevator speech and brand language
- Color palette and font treatment selection

Propel will assist with establishing a tag line and logo for your brand. Includes the initial creation of up to (3) conceptual logos and up to (3) revisions, RGB color and font selection, with tag line and brand language brainstorming and selection. Includes a full report with brand direction.

SEO

Owning a website is the first step in the right direction. Optimizing that website for search engines is your best strategy for seeing business come in through your website. Our SEO team experts have a wealth of knowledge in this sometimes tricky subject, and can provide insight for optimization and can facilitate the optimization, too.



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SOCIAL MEDIA PLANNING

Research, hands-on setup, consultation, training, and marketing strategy facilitation including a plan review session.

- Propel will facilitate comprehensive market and competitive research for your company
- Propel will then compile a social media schedule, networking, and marketing strategy report in conjunction with research and recommendations
- A review session (up to 1-hour) will provide a careful review of research results and your activation plan. May be facilitated one-on-one, by phone or by Skype.

BLOG PLANNING

Do you have a hard time remembering to post on your blog or coming up with content? Our 12-month blog plans are developed based on extensive research and analysis, and include publish dates, topics, titles, and notes that will help you or your assistant effectively and consistently publish great content on your website's blog.

E-NEWS PLANNING

Electronic newsletters are an easy way to keep your customers, clients, and prospects up-to-date on what's new in your business, but they are also a great way of staying top-of-mind. Facilitating these communications effectively means utilizing your brand identity consistently and with targeted frequency. Propel helps you develop a strategy to capture the attention of your audience and be the first they consider when your product or service is needed. Our e-news plans include setup, design and training on our preferred associate's e-newsletter platform and/or an annual e-news plan tailored to your business marketing plan.

COMMUNICATIONS PLANNING

Communications go beyond email and phone interactions. Staying top-of-mind with your clients and prospects is an important step to growing your business. Propel's 12-month Communications Plan provides you with the strategic roadmap you need to make your business thrive, year after year! Whether you or your assistant facilitates the plan, or you need help from us, you will be equipped with all the details required for effective communication. *May incorporate blog schedule, e-newsletter planning, and social media engagement strategy.



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COMPETITIVE MARKET REPORT

Understanding your competition is a critical piece of knowledge that can give you the competitive edge in your industry. Our extensive market research (included in our Blog, E-News, Social Media, and Communications plans) can also be a stand-alone add-on. It includes an overview of the online presence and marketing efforts of your direct competition. This report contains target market descriptors and will help you identify the ways you stand out from your competition.

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WEBSITE DEVELOPMENT

Propel believes that your website is your number one asset, so we encourage you to plan and present your business accordingly. We work with a variety of domain development partners to create an online business front that speaks volumes about your company from corner to corner.

COPYWRITING

Your business is compelled to communicate a clear, concise message that is brand-specific and easy to understand. Our copywriting, editing, and proofreading services provide you with the peace of mind that your company is being accurately presented to its fullest potential. Some examples of projects we provide copywriting for are:

- Websites
- Newsletters
- Brochures and collateral pieces
- Marketing campaigns
- Blogs
- Advertisements

PHOTOGRAPHY

Visual aids in communication are an important element of creating shareable content. As part of our website packages, and our blog or communications plans, Propel will facilitate the development of creating custom images for your use. From idea brainstorming to coordinating with a professional photographer to executing the photo shoot, Propel will handle all the details for you and make your plan dynamic with just the right visuals.

VIDEOGRAPHY

Video is a powerful communication tool. If creating a video to communicate your company's story for your website, or develop a commercial, our videographers excel in crafting a message that appeals and speaks to your audience.



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SOCIAL MEDIA MANAGEMENT

Weekly social media status update facilitation, based on strategies and trends indicated during the interview process and market research. Custom plan developed based on industry-specific research that may include recommendations for a variety of platforms. Posts may include updates on business happenings, networking & event participation and schedule, community news and other approaches, maintained by Propel Businessworks as a supplementary network marketing tool. Includes quarterly reporting.

**Requires Propel Social Media Activation plan.*

BLOG MANAGEMENT

Our copywriters know how to write great articles with keyword-rich text search engines love. Our packages help you and your promotional plans stay on track, and our team also provides you with a quarterly overview report.

**Requires 12-month Propel blog plan.*

E-NEWS MANAGEMENT

Propel will compile e-news content, write stories, and manage each e-news project on an as-needed basis in conjunction with your annual e-news plan. This package also includes maintenance of contact information within the e-news system, quarterly reporting, and testing in order to effectively reach your targets.

**Requires 12-month Propel e-newsletter plan.*

COMMUNICATIONS MANAGEMENT

Propel will write blog articles, create and send e-newsletter(s), and perform social media updates (up to 14 per week/2 per day on Facebook and Twitter), using your Propel developed communications plan. Includes quarterly reporting.

**Requires 12-month Propel communications plan.*

E-NEWS SYSTEM

Our preferred partner, Mission: Communicate offers a straight forward and easy-to-use e-news system which functions as a great tool to reach your networks, clients and prospects and stay top of mind on a regular basis. The Simply Mail system provides in-depth reports and campaign testing that will help you gauge your effectiveness and contact organization options. We will set up a custom account for your business, design 3 templates for various uses, and train you on how to use this great system.



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PUBLIC RELATIONS, EVENTS, & PROMOTIONAL PLANNING

Are you launching a new brand or product or moving into a new location? Maybe you need a press release written and distributed or you're looking for a PR or media agent. Propel Businessworks helps you plan and prepare for promotional efforts and events by identifying a strategy, designing your plan, and connecting you with the right outlets to make your efforts a success.

Consultation, assistance, and/or project facilitation available on an as needed basis. Services may include, but are not be limited to, the following:

- public relations planning, coaching and management
- promotion and image consulting
- press release planning, writing and submission
- networking, show and trade participation suggestions
marketing and advertising consultation, website and marketing collateral review, research, recommendations, representations and planning
- documentation development: vendor, table sponsor and corporate sponsor packets/documents, etc.
- system, process and procedure planning, setup, training and implementation
- exposure campaign development and implementation

GRAPHIC DESIGN

Your marketing materials are the first impression you make, so they should be given proper thought and planning. We'll help you layout your information in the most effective way possible and bring in the right designer to make your pieces stand out in a crowd. Projects include, but are not limited to:

- Business Cards
- Brochures
- Rack cards
- Flyers
- Posters
- Vehicle Graphics
- Letterhead & Envelopes
- Direct Mail pieces
- Postcards
- *Printing services also available



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MEDIA KIT DEVELOPMENT

A Press Kit presents important information about who you are, what you do and have done, along with reasons why a media agent would want to contact you. It also provides background on your company that gives them a frame of reference for how they can publish press about you! Our strategic interview process helps us develop this marketing kit for your company to use in multiple ways for various promotional opportunities.

SPEAKING KIT DEVELOPMENT

Are you a presenter, speaker, or trainer? How do you share important details about the types of speaking you do, where or what you're available to present on, or how to schedule you for an event? Do you have a bio and introduction ready when the event coordinator or promoter calls? Or does it take you time to put it together? Speaking kits are a marketing piece that can represent you well and save you time! We take you through a thorough strategic interview so we are able to pull together all of the elements that will make you shine!

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BUSINESS COACHING

Owning a business means being in a constant state of learning. If you want to take your leadership and business to the next level, our personalized business coaching will give you the strategy, insight, and feedback you need to accomplish your goals. By spending time understanding you, your business, and your goals, we are able to give you practical, actionable advice to challenge and expand your growth capacity.

ACCOUNTING

If taxes, payroll, and accounting make your head spin, we offer solutions to keep your business in order. Whatever your business accounting needs are, we're here to help make your life easier and provide the support you need to be successful.

CLASSES & WORKSHOPS

We periodically offer classes, trainings, seminars, and workshops about the things we do well. These topics include social media, blogging, websites, SEO, business development, and e-news communication. We regularly schedule these events and you may register on our website. We are also available to facilitate these events for your group or network. Send us an email at events@propelbizworks.com for contract details.

NETWORKING & EVENTS

We enjoy mingling with our Portland network at like-minded events. We love being the connecting point between businesses and individuals to build relationships that are mutually beneficial and can serve as support. Our online calendar curates the best-of-the-best events in the Portland area for entrepreneurs and business owners to attend.



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GROWTH & PROMOTIONAL CONSULTATION

Whether you are a new business or you've been in business for many years, Propel's approach to promotional consultation is current and innovative. Starting with a detailed interview session, we look at many elements of market and company information to make suggestions and help you gather a strategic approach to growing your business.

- Research and promotional/growth plan development
- Review and recommendations on websites, collateral, business and marketing plans, social media engagements, campaigns and more

GROWTH PROJECT MANAGEMENT

Having a growth plan only works if there is a team in place to facilitate strategic projects. That's why we have developed Growth Project Management services to implement the projects we recommend on an ongoing basis. Includes but is not limited to monthly consultation and retainer services and promotion management.

BUSINESS STARTUP AND PRODUCT/SERVICES DEVELOPMENT

Do you want to be your own boss? Have an idea you'd like help developing? The goal with our startup packages is to see you launch your idea with minimal startup cost, debt, or overhead. Some of our services include:

- Brainstorming business ideas, name selection, structure
- Target market identification and strategy
- Registering your business and obtaining licenses
- Brainstorming, selecting and purchasing your internet domain
- Deciding on brand direction
- System setups
- Product and/or service development



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SOCIAL MEDIA REVIEW & STRATEGY REPORT

This package includes a comprehensive internal review and a one-hour, one-on-one strategy consultation on development and planning. Includes recommendations on specific industry related content, presentation and networking opportunities.

**Revisions to be completed by client, or Propel on an hourly basis.*

WEBSITE REVIEW & STRATEGY REPORT

Propel will perform a thorough and careful review of your current website, providing recommendations on organization, navigation, visitor experience, presentation and promotion-focused revisions.

**Revisions to be completed by client, or Propel on an hourly basis.*

STRATEGIC ONLINE EVALUATION

Managing your business' online presence can be a daunting task. Not only is it easy to create profiles and not keep track of them, but social profiles can be created for your business without you even being aware of it. An Online Presence Audit does a full web search for anywhere your business shows up online, and gives you a list of every place we find your business represented. We will also provide stats about your profiles, along with tips for claiming and/or recovering control of your profiles, as well as profile strategy recommendations.

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FIND OUT MORE
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For more detailed information and to request a proposal, just get in touch with us and we'll get started with setting up a strategic interview to better understand you and your business needs.

CONTACT

OFFICE/MAILING ADDRESS

Turtledove Clemens Agency
1230 SW 1st Ave, Suite 200
Portland, OR 97204

VISIT OUR WEBSITE

www.PropelBusinessworks.com

EMAIL

ContactUs@propelbizworks.com

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