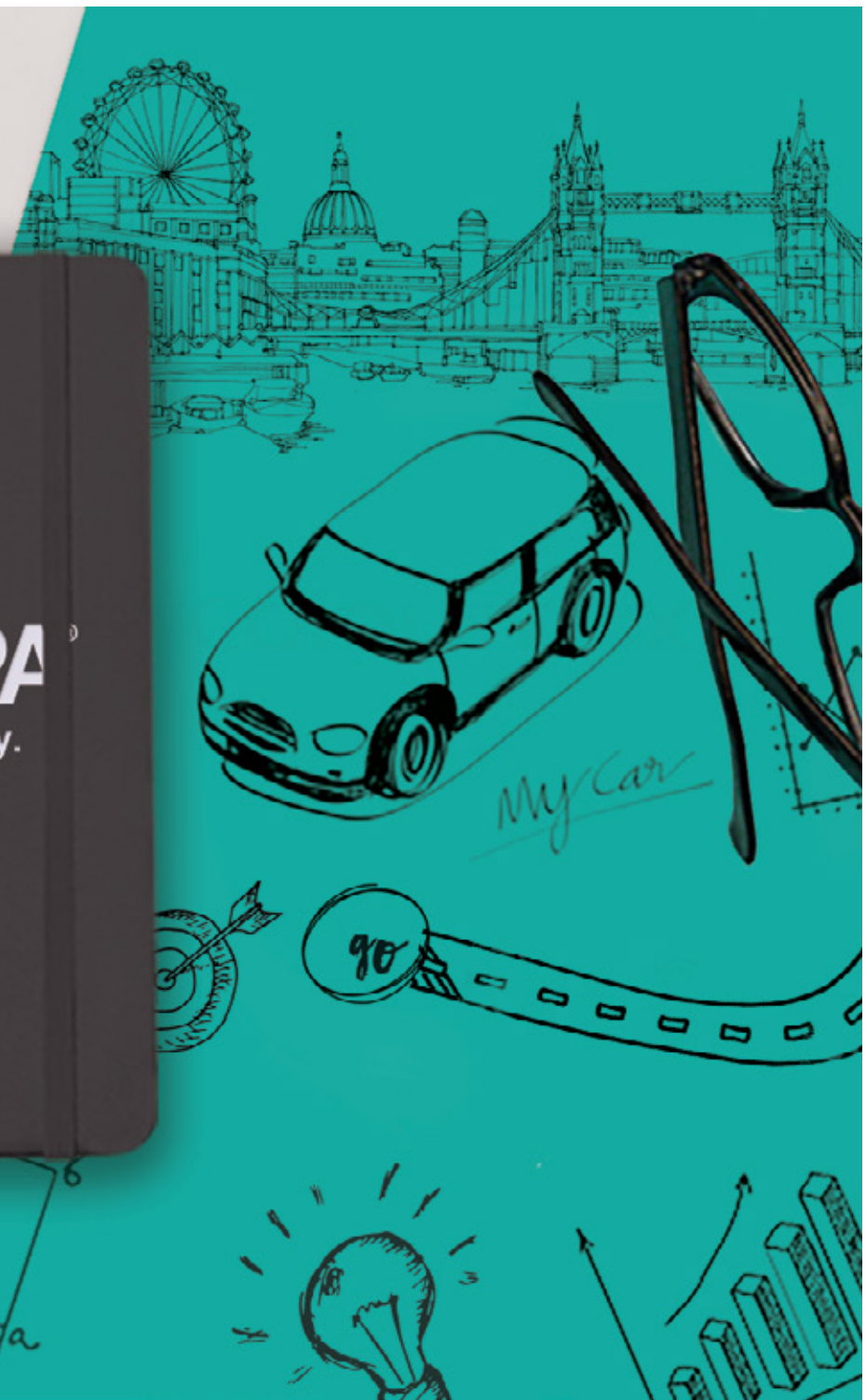


Make
your
mark

SmartPA®
Your future. Your way.



SmartPA®

It's your future

With SmartPA your future is what you make it.

Become a member of our Partnership community and work from home with SmartPA's business-in-a-box. We equip you with all the tools to succeed and, as part of our network of businesses, you are in great company!

You'll reap the rewards of flexible working, a collaborative mindset, comprehensive training, lifelong business support, brand marketing, mentoring programmes and more. At the forefront of the PA, Secretarial and Administrative sector, SmartPA is synonymous with quality, efficient remote business support services and we deliver globally via our SmartPA Partnership network.

*work the way
you want*



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Our vision

To educate and inspire people on their pathway to empowerment, opportunity and long-term success.

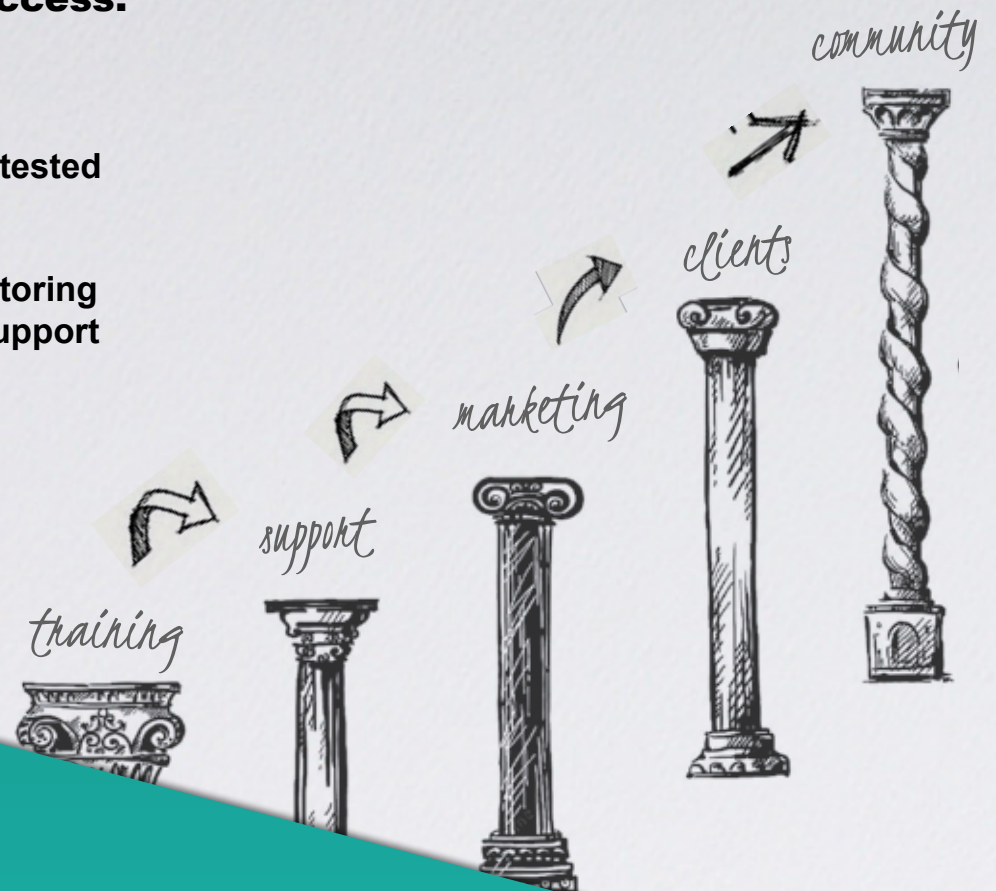
Our Mission

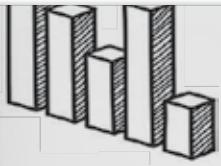
At SmartPA we build your business using our tried and tested methodology; we call it the **Five Pillars of Success**.

From strategic planning sessions to wellbeing and mentoring opportunities, SmartPA offers an unrivalled, personal support service for you and your business.

SmartPA

5 pillars





Discover SmartPA

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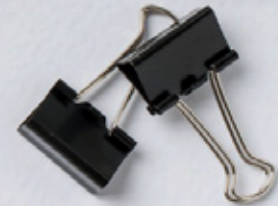
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It's my business,
it's life,
it's my way!



a supported community



Training



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The background of the entire page is a top-down photograph of a workspace. It includes a white laptop keyboard, a white smartphone, a black pen, and several hand-drawn sketches on paper. The sketches include three stars, a trophy with the number 1, a line graph, a person running up mountains, and a city map. A calendar page with the number 6 is visible in the bottom left corner.

why we train :


Your skills and passion, combined with SmartPA's tried-and-tested roadmap to success will provide you with a secure, recession-proof business that offers an impressive return on investment.

Expert training via SmartPA's Learning & Development Team ensures that you gain current industry knowledge and skills to support the growth of your business in an inspirational and empowering community environment.

HOW IT'S DELIVERED

We will provide you with extensive coaching to help you gain the knowledge, skills and confidence needed to successfully run and introduce your business to potential clients. Our SmartPA Training programme lasts 4 - 6 weeks.

*tried &
tested
to succeed*



Training = what you'll get!

The SmartPA Learning & Development programme is highly interactive and designed to accommodate all learning.

Our programme covers a multitude of topics, from working remotely and delivering the services, to pricing and business development.

All SmartPA Learning & Development is delivered via the SmartPA Hub – our bespoke training and internal communications platform. There are also check-in sessions via Skype. Our online learning allows Partners to complete the training from the comfort of their own home or while still in employment.



Access to =

Continuous learning modules
Video learning
Regular SmartPA Hub updates
A variety of business development and sales coaching sessions
Regular guides to support business growth
Webinars





clients



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everyone gets
a 'bonus' client

Your secured income

Unlike other business opportunities, SmartPA offers you a secured income.

This comes in the form of a retained client the SmartPA Head Office Sales Team close on your behalf and hand over free of charge or commission; we call this a 'Bonus' client.

On average, a SmartPA SME (*Small/Medium Enterprise*) client spends £500 - £1,500 per month meaning that your business is offered a secured income of £6,000 - £18,000 per annum. SmartPA secures you at least one Bonus client within three months after Accreditation.

PROJECTED EARNINGS

On average, Partners working part-time turnover between £2,500 and £4,000 per month. On average, Partners working full-time turnover between £7,000 and £10,000 per month. SmartPA Partners are also offered paid work from Head Office once Accredited and throughout their SmartPA journey.

**Please note:*

The projected earnings listed above are not guaranteed.





insourcing

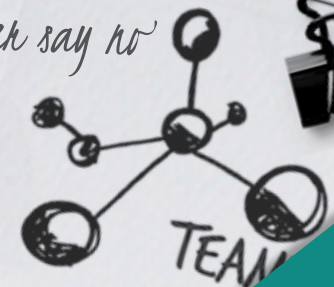
As a SmartPA Partner, you never have to say no to a project or client on the basis that there is not a perfect skill set match.

By using our bespoke “Insourcing” model you are able to delegate work within the Partnership team and act as the Account Manager for that task. One SmartPA Partner can earn as much as £20,000/month using this in-house service!

INSOURCING WORKS TWO FOLD:

- ➞ Firstly, it means that if you have a request from a client for a service that you personally cannot provide, it doesn't mean you have to say no and risk losing the client. Within our community there are a wide range of professionals from lawyers to social media experts who can complete the tasks that you delegate, whilst you still keep the client. Equally, if you have an area of expertise it could mean that you are approached by other partners and have the opportunity to earn from the very early stages of your business.
- ➞ Secondly, Insourcing is the most valuable thing to clients as the relationship can grow as their business does. It's a strong USP, that cannot be rivalled by any other virtual assistant.

never say no



Support



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supporting my
success



how you'll be supported



The essence of our Business Support Team is to support you in making a success of your business and they are always on hand.

They will answer any questions you have, from general support queries and project quoting to social media set-ups and call-handling support. Available from Mon-Fri 9.00 to 17.00, our knowledgeable team will help you through any technical challenges you may encounter.

How our team guides you:

Business Support will be on the road throughout the year hosting a variety of 1-2-1 sessions, local ambassador meetings and roadshows. Your local ambassador is a representative in your area who is there to support you with advice and knowledge concerning the local market. They also provide a direct link to the Head Office team providing feedback and an insight into every Partner's unique business.

free access to

SmartPA



SmartPA client
Management System



SmartPA hub



Sharepoint






world-class tech support

The SmartPA Technology Team are here to ensure our technology is fit-for-purpose, innovative and ensures you have access to the tools you need to deliver world-class service.


As well as world-class technical support, we offer a holistic approach to business success. As well as lifelong support from our team, we provide personal coaching, mentoring and business training to help you own and develop the necessary growth mindset to nurture both your business and your mentality as an entrepreneur. This continuous learning makes us completely unique and is a crucial aspect of the SmartPA Partnership.




You can even use their support to utilise our unique 'Insourcing' model and access the wider Partnership community.



crucial
team spirit



The support received throughout accreditation has been nothing less than excellent. My SmartPA business mentor was consistently helpful, and I loved how flexible the programme was, fitting around my existing commitments.



Monica Stehi

SmartPA Partner

Smart PA is an essential business cost, the return, superb. Whilst Heidi looks after the business its enables me to train and find new business, an efficient use of time. Easy to recommend if you're looking to grow your business.



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marketing



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Why we market for you

We provide you with the very best tools and materials required to promote a SmartPA business.

We also grow and invest in the brand on a global scale. Your business will start off on the best possible foot, with a trusted brand and a large following.

It is also one less part of running a business to worry about, leaving you to focus on delivering the service and building relationships.

YOU'LL RECEIVE MARKETING SUPPORT

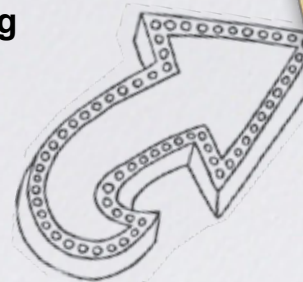
Our Sales & Marketing team are dedicated to supporting the growth of your business. This includes providing you with innovative marketing material, email marketing, social media and events.

a trusted brand



SmartPA supply

global and national advertising
PR
Digital advertising (PPC and online ads)
Digital marketing (SEO, content and re-marketing)
Email marketing
brand social media content
Video content
*All artwork including marketing materials***
and stationary design



I was earning within my first month of trading, all thanks to SmartPA's expert sales, business support and problem-solving capabilities. SmartPA provide advice on how best to grow your business at a rate natural to your chosen work pattern. I launched my business working part-time hours to fit my lifestyle with the security of a full-time support team, all in the comfort of my own home.

Emma Jane Kekk

SmartPA Partner



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community.



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Shared Purpose

Our SmartPA community exists to provide collaborative support to our entire network of Partners and it is that shared sense of purpose which drives us all towards business success.

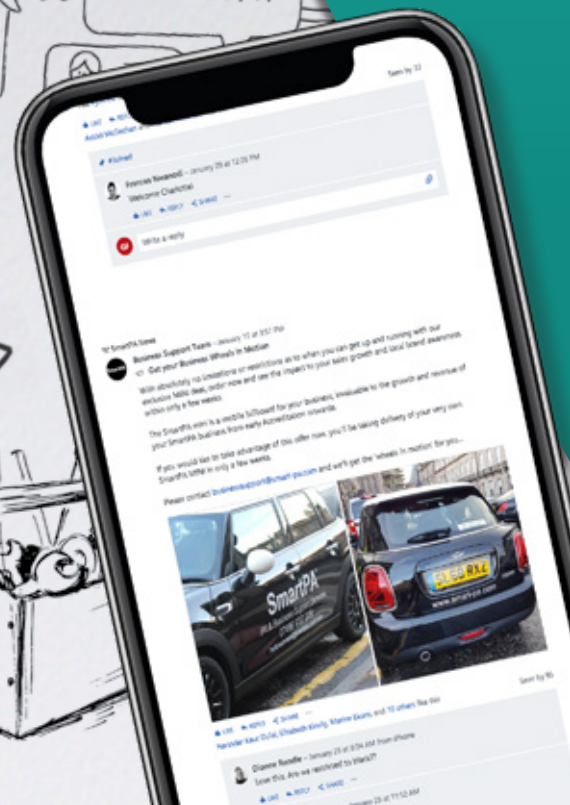
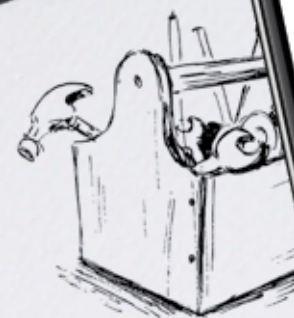
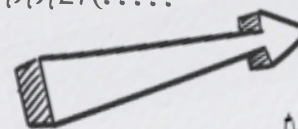
Ambassadors are here to provide support to our Partners by maintaining a sense of community and acting as a regional representative.


TOOLS TO HELP:

Whether Head Office has won a new Corporate client or one of our Partners has excelled, Yammer is a source for all things SmartPA. You will gain access to SmartPA's global community, delivering daily updates on Bonus clients, success stories and company-wide news. Here you can also tap into the collective knowledge of our network, asking questions about your business that our other Partners are perfectly positioned to answer.



YAMMER.....





The SmartPA Partnership gave me the opportunity to go self-employed and start my own business doing a role that I didn't previously believe lent itself to self-employed status. It provided a safety net and support network for what is probably one of the biggest decisions of my life. It offered me the combination of the freedom and control of running my own business under the professional image and structure of SmartPA. The best of both worlds.

Julie Lowe
SmartPA Partner



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Going through the Accreditation Programme was an invaluable experience in so many ways. After working in the same position for so many years, I did not realise how stagnant I had become and how much I had forgotten. The training got my brain working again and reminded me on how important it is to continuously improve my skills and keep up to date with new technology, systems and processes within the marketplace. The SmartPA training has provided me the necessary skills and knowledge to confidently and passionately launch and market my business and overcome any problems I encounter along the way.


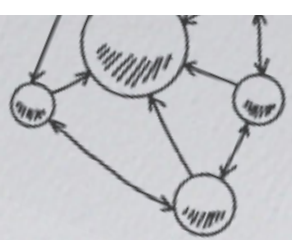
Tracey Franz

SmartPA Partner



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	ITEM	IMPORTANCE	COST			
			Incl	One-off	Monthly	Annual
Business	Business Registration	Required		£15		
	Business Insurance	Required			£25-£35	
	Terms & Conditions	Required	X			
	ICO	Required				£40-£60
	Monthly Management Fee	Required			£195	
Technology	Laptop*	Required		£300+		
	Business Landline	Required			£25	
	Mobile Phone	Required			£20	
	SmartPA Workflow	Required	X			
IT	Microsoft Office 365 Business Standard Subscription	Required			£9-14	
	Adobe Acrobat	Recommended			£15	
Sales & Marketing	SmartPA Standard Marketing	Required	X			
	Customised Marketing Material	Optional				£20
	Business Card Artwork	Required	X			
	Artwork Printing	Recommended				£15+
	Email Marketing Tool	Required	X			
	Networking Membership	Recommended				£0 - £150
Finance	Accountant/Bookkeeper	Optional				£200-£300
	Bookkeeping Software	Optional			£18	

Disclaimer: Please note the prices listed here are only indicative. SmartPA cannot be held responsible if Partner's costs exceed the above figures.

*Laptop

Option 1 - £339.79

Toshiba Satellite Pro R50-B-12W - 15.6" - Core i3 4005U - Windows 7 Pro 64-bit / 8.1 Pro 64-bit - 4 GB RAM- 500 GB HDD

Option 2 - £482.22

Toshiba Satellite Pro R50-B-14F, 15.6", Core i5-5200U, 4GB RAM, 500GB, DVD-Super Multi, WIFI a/g/n, 0.9 Mega Pixel, 1 Year Warranty with Reliability Guarantee, TPM, Windows 7 Professional 64-Bit, Windows 8.1 Pro license.

This model has a higher specification CPU for increased responsiveness and performance.

Note: These models are suggestions

Disclaimer: All SmartPA Partners are responsible for the creation, preparation and management of their business plans and cash flow.

Interested?



Apply today



Your future. Your way.

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