

VIRTUAL ASSISTANT & ONLINE BUSINESS MANAGER

Balanced *Business*

Hands-on business support for women entrepreneurs

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Balanced Business is a boutique creative + operational support studio for heart-led women entrepreneurs who are ready to scale without doing it all themselves.

We combine strategic creative services with high-touch operational support, so your business runs smoothly and looks polished at every touchpoint.

We specialise in:

- Creative brand assets: social media templates, branded digital products, ebooks, pricing guides, client resources
- High-value projects: brand refreshes, websites, launch support, system setups
- Flexible retainers: monthly packages giving consistent, hands-on support tailored to your business

Our promise: With Balanced Business, you get clarity, confidence, and mental freedom, finally stepping out of overwhelm while knowing your business is handled behind the scenes.

About Balanced Business

About the founder

Hi, I'm Kaila, a mum, virtual assistant, creative strategist, and operations specialist. I've spent over a decade immersed in the health + wellness industry and a decade of back end operations with a mix of being 2IC manager for supplement company, operations manager at a gym and being the owner of a health + fitness coaching business.

Professional experience:

- **Certified diploma in business**
- Certified in Fitness, Health & Nutrition, Pilates plus more with years of coaching experience
- Expert in brand assets, systems, and backend operations for small businesses
- Skilled in project management, launch support, and creative design creation

I understand the challenge of juggling multiple roles because I do it too. As a mum and entrepreneur, I know what it's like to feel stretched thin, and I built Balanced Business to take the mental load off ambitious women so they can thrive.



Balanced Business
Business
Values

SIMPLICITY

Clear, stress-free systems. We do not over complicate things we creat ethe most effecient ways of doing things

SUPPORT

Your sidekick, your cheerleader, your support system. Being a business owner and wearing all the hats can feel isolating but now you get to share the load and your mind with me

EASE

My goal is to help make you feel lighter in your business so you feel clearer and more freedom to get things done

INTEGRITY

You are trusting me with your baby, and I feel honoured. What I say I will do something, its done with the same care as if its my own business

MENTAL FREEDOM

My aim is to help you gain complete mental freedom by creating more time, space and clairty within your business

PARTNERSHIP

I love collaborating to bring your dreams to life and helping your business flow like magic

Balanced Business

Mission & Vision

Our Mission

Handle the creative and operational tasks that keep your business running smoothly so you can focus on what truly matters and create massive impact

Our Vision

A world where women build businesses that feel light, aligned, and freeing without burning out or doing it all alone.



Balanced Business

Who is it for?

I work with women entrepreneurs who:

- Are juggling client work, launches, and day-to-day operations
- Feel overwhelmed by their inboxes, systems, and creative tasks
- Want a polished brand presence without doing everything themselves

Transformation they experience with me:

- Mental breathing room from endless tasks
- Confidence knowing their brand and backend run seamlessly
- Ease to focus on revenue, clients, and growth
- Freedom to enjoy their business and life without constant stress



Retainer Packages

ONGOING SUPPORT

At Balanced Business, all packages are custom to you and what your business needs. No cookie-cutter solutions, every retainer is tailored to fit your brand, your systems, and your goals.

Inclusions

- Dedicated hours of hands-on support each month, fully focused on your business.
- A custom client dashboard for task management and progress tracking
- Monday to Friday communication access via WhatsApp
- Weekly task report - Monthly 1:1 meeting

NOTE: All retainers are minimum of 3 months

Option 1 | Your *sidekick*

12 hours/month (approx. 3 hours/week)

Who it for:

- Entrepreneurs ready to offload smaller, essential tasks
- Want polished support without committing to a high-touch partnership

Outcome / Transformation:

- Freed up mental space for high-priority work
- Confidence that tasks are handled professionally
- Light support without overwhelm

\$960 per month

Option 2 | Your *executive VA*

**\$1,600 per month
20 hours/month (approx. 5 hours/week)**

Who it's for:

- Entrepreneurs juggling day-to-day operations and creative work
- Need consistent support for both creative and operational tasks

Outcome / Transformation:

- Client gains mental clarity with consistent support
- Polished, professional results across creative and operational tasks
- More focus on clients and growth, less on day-to-day juggling

\$1600 per month

Retainer Services

THESE ARE THE SERVICES THAT CAN BE INCLUDED WITHIN YOUR RETAINER HOURS

Admin + Operations

- Email & inbox management
- Calendar management
- CRM management & backend optimisation
- Email marketing (sequences, nurture campaigns, broadcasts)
- Launch & project support (campaigns, product launches, events)
- Website build & maintenance (Wix, Squarespace, Kajabi)
- Notion dashboard setup & workflow design
- Inbox + file organisation & clean up
- General operational support

Creative + brand assets

- Branded digital products (lead magnets, ebooks, checklists, course slide decks)
- Branded business assets (pricing guides, welcome packs, SOPs, client resources)
- Social media design work (IG highlight covers, story templates, carousel/reel templates)
- Lead magnet creation & design

Optional add-on or stand alone service

Online Business Manager

\$650 per month

For women who want more than task-doing, they want true partnership & accountability to reach their goals

The OBM add-on turns me from a VA into a business partner behind the scenes, giving you strategy, accountability, and management support.

What's Included:

- Project & launch management: I map timelines, assign tasks for the both of us, and keep everything on track
- Accountability: Regular check-ins to ensure you are moving forward on your commitments and not slipping back into overwhelm
- Collaboration: Working closely with you to prioritise, simplify, and create structure around your business goals
- Mindset support: Helping you stay aligned, calm, and focused instead of spiralling into chaos or avoidance
- Strategic input: Not just “doing” but advising on the best way to streamline, launch, or position assets and operations
- Weekly meetings: To ensure we are on track to meeting your business goals

Why It's Different:

- Most VAs wait for tasks. As an OBM, I proactively manage, keep momentum, and drive results.
- You're no longer “the bottleneck”, I ensure things get done and keep you accountable in the process.
- It's not just execution, it's partnership.

Who It's For:

- Entrepreneurs with a growing business who need more than support. they need management, leadership, and accountability.
- Women who want someone in their corner keeping projects, people, and systems moving while they stay in their zone of genius.
- Polished, professional results across creative and operational tasks
- More focus on clients and growth, less on day-to-day juggling

Project Based

P A C K A G E S

For women who need a clear deliverable without committing to ongoing support

Custom packages

Flexible pricing

For women who need something unique or one-off, without committing to an ongoing retainer.

Examples:

- Launch support (sales page, email sequence, branded campaign graphics)
- One-off website build
- Branded slide decks for courses or presentations
- Custom Notion dashboard & backend system setup

Transformation: Get the exact deliverables you need, without the ongoing commitment, a tailored package that fits your business right now.

Whole Brand Uplevel

For the entrepreneur ready for a complete refresh and polish across her entire online presence.

Includes:

- Full brand refresh (fonts, color palette, logo refinements if needed)
- Complete suite of social media templates (carousel, reels, stories, highlights)
- Branded business assets (pricing guide, welcome pack, lead magnet, SOP template)
- Website build or refresh (Wix, Squarespace, Kajabi) – up to 5 pages
- Brand playbook, a style guide for ongoing consistency

Transformation: A professional, cohesive, polished brand identity that positions your business as premium, credible, and ready to scale.

\$2000

Brand + Digital Assets Bundle

For the entrepreneur who wants a brand refresh and powerful assets, without the website.

Includes:

- Brand refresh (fonts, color palette, logo tweaks if needed)
- Suite of 10–12 social media templates
- 2–3 branded digital assets (ebook, checklist, workbook, client resource)
- 1 branded business asset (welcome pack or pricing guide)

Transformation: A refreshed and consistent visual identity plus polished assets that help attract, convert, and serve clients with ease.

\$1200

Mini Brand Reset

For the entrepreneur who just needs a quick refresh or professional polish.

Includes:

- Brand refresh (fonts, color palette, light logo tidy if needed)
- 8 social media templates (carousel, reels, or story)
- 1 branded business asset (welcome pack, simple checklist, or resource)

Transformation: A light but powerful upgrade that keeps your brand fresh, consistent, and professional without a full overhaul.

\$650



Why *work* with *Balanced Business*

I'm not here to overcomplicate things or just tick boxes. I'm your sidekick, keeping your business flowing so you can:

- Step back from overwhelm
- Focus on clients, growth, and revenue
- Have a polished, cohesive, professional brand without doing it all yourself

With me, you get clarity, confidence, and mental freedom, not just tasks done.

Next Steps

Step 1

Book a Discovery Call

A relaxed chat to see if we align and if Balanced Business is the right support for you. I only work with clients who feel aligned, because that's where the best results and ease happen.

Step 2

Explore Your Needs

We'll talk about where you're at, what's on your plate, and where you want your business to flow more easily.

Step 3

Map Out Next Steps

If it feels like a good fit, I'll recommend a retainer or project package (or a custom solution) to match your goals.

BOOK CALL



This isn't a sales call, it's about making sure the support I offer is exactly what you need and that we'd enjoy working together.

*I am all about creating a business that **feels good** and that's important to me on both sides as we will be working closely together.*

If we aren't a good fit and I can properly support you I will be honest with you from the get go.