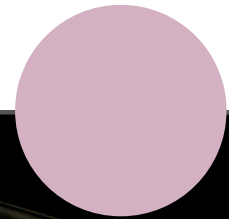




# SERVICES & PRICING GUIDE

Jenn Mullen

[www.jennmullen.com](http://www.jennmullen.com)





# ABOUT JENN

I created The Mindful Virtual Assistant after spending years in the corporate world, where I learned what it actually takes to keep a business running smoothly. When I left that office life behind, I knew I wanted to bring that same structure and clarity to overwhelmed, female founders who are ready to stop winging it.

I know what it's like to juggle a million things and feel like you're barely keeping up. That's why I'm all about creating systems that actually work—not cookie-cutter solutions, but frameworks that fit your business and your life. And when you add a little mindfulness to the mix? That's when the magic happens.

If you're ready to simplify your business, get your time back, and finally breathe again, I'd love to work with you.

# WHAT I DO

I help overwhelmed female founders replace chaos with systems that work. If you're running your business on workarounds, sticky notes, and sheer willpower—you're not alone. Most of my clients come to me when they've hit a wall: their CRM is a black hole where leads disappear, their email platform sits unused because it's too confusing, or their project management tool has become a graveyard of abandoned tasks.

## Here's what that looks like:

You're spending hours on tasks that should take minutes. You're afraid to take time off because you're not sure what will break. You're manually copying data between platforms. Your team isn't using the tools because nobody knows how. And every time you think about "fixing your systems," you get overwhelmed and do nothing.

## Here's what changes when we work together:

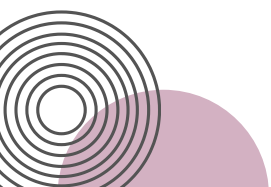
Your business runs smoothly—even when you're not actively working. You have systems you can rely on, not just "remember to do this" reminders. Your backend supports your growth instead of holding you back. You get your time back to focus on the work only you can do.

## I specialize in three core operational tools:

1. CRMs (Customer Relationship Management) - GoHigh Level, Hubspot, Dubsado—set up, clean up, or managed so leads don't fall through the cracks
2. Email Marketing Platforms - Mailchimp, Kit, Flodesk—from setup to sequences to automation so your list actually gets nurtured
3. Project Management Tools - Asana, ClickUp, Trello—organized, optimized, and actually used by your team, so nothing gets forgotten about

Ready to stop winging it? Let's talk about what your business actually needs.

LET'S CHAT



# NOT SURE WHAT YOU NEED?

## Start with a Discovery Call.

Most clients come to me thinking they need one thing and discover they actually need something else. That's normal—and that's why I don't always jump straight into proposals.

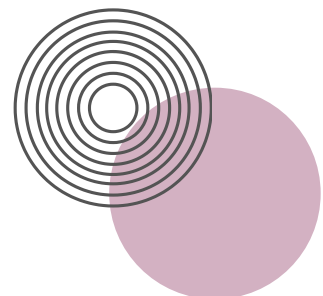
On our call, we'll

- Talk about what's feeling chaotic and overwhelming
- Figure out what's actually causing the bottleneck
- Discuss the goals you have for your business
- Determine if I'm the right fit to help
- Map out a plan that makes sense for your business and budget

**It's a no-pressure call, and there's no obligation to work together.**

The goal is clarity—so you know exactly what you need and whether I'm the right person to help you get there.

BOOK YOUR  
DISCOVERY CALL





# SYSTEMS CLARITY CALL - \$297

Figure out what's actually broken (and what to fix first).

Your CRM feels like a black hole. Your email platform confuses you. Your project management tool is more chaotic than helpful. You suspect something's wrong, but you're not sure what. Sound familiar?

That's exactly what the Systems Audit is for. Here's what you get:

- Audit of ONE system (CRM, email platform, or project management tool)
- Questionnaire followed by a 90-minute working session where we go through everything together
- Priority action list of 3-5 discoveries with recommendations
- 45-minute follow-up call to answer questions

**Add-on Available:** Audit an additional system for +\$197

## After your audit:

1. DIY It with the action plan I give you
2. Upgrade to Systems Setup (starting at \$1,797, your audit fee becomes a credit if you upgrade within 30 days of audit report delivery)
3. Upgrade to Systems Management (starting at \$2,400/month, upgrade within 30 days of audit report delivery and receive a \$500 credit towards your first month)

**Timeline:** 1-2 business days

**Perfect for:** Business owners who need clarity before making decisions

**BOOK YOUR  
CLARITY CALL**





# SYSTEMS SETUP - \$1,797

Get your systems built right (so they actually work FOR you).

You're done with the bubble gum and duct tape approach. You're ready for a system that actually supports your business, instead of adding to your stress. Here's what you get:

- Complete setup of ONE system (CRM, email platform, or project management tool)
- 45-minute Discovery Call to understand your workflows
- Custom configuration based on how you actually work
- Basic automation (up to 3 automations)
- Integration with one other tool you're already using
- 90-minute training session so you know how to use it
- Custom how-to library video for your specific setup
- Written documentation you can reference any time
- 30-days of email support

## Add-ons available:

- Additional System Setup: +\$997 per system
- Advanced Automation Package: +\$1,297 (up to 5 complex automations)

## Completed a Systems Audit?

Upgrade within 30 days and get your \$297 back as a credit

## The Outcome:

A fully functional system ready to use from Day One. Confidence in how to use it. Automations saving you time immediately. No more "where do I even start" feelings.

**Timeline:** 4-6 weeks

**Perfect for:** Business owners who are ready to stop piecing things together and get a real foundation.

LET'S CHAT 



# SYSTEMS CLEANUP - \$1,997

Fix the system you have when its become a disorganized disaster.

Your system technically works, but it's a mess. Maybe you set it up 2 years ago, and it spiraled out of control. Or maybe it just became chaotic over time. You don't need to start from scratch. You need someone to fix the mess. Here's what you get:

- Comprehensive assessment of the current state of ONE system (CRM, email platform, or project management tool)
- Data cleanup (remove duplicates, fix bad data, proper categorization)
- Structural organization (folders, tags, segments, pipelines)
- Workflow optimization (fix broken automations, streamline processes)
- Documentation of your new structure
- 30-minute training session showing you what changed
- 2 week of email support

## Add-ons available:

- Additional System Cleanup: +\$1,497 per system
- Monthly Maintenance Plan: +\$997/month (keep it clean ongoing)

## The Outcome:

A clean, organized system that actually works. No more duplicates or bad data. Working workflows. Peace of mind knowing where everything is.

**Timeline:** 3-4 weeks

**Perfect for:** Business owners with existing systems that have spiraled out of control.

## What's the difference between Setup and Cleanup?

- Setup (\$1,797) = Building from scratch or near-scratch
- Cleanup (\$1,997) = You have a system, it's just a disorganized mess

Not sure what you need? Book a Discovery Call!

LET'S CHAT 



# SYSTEMS MANAGEMENT - \$2,400/MTH

Hand over your backend and focus on what only YOU can do.

Right now, you're the one keeping everything afloat. You're manually transferring data. You're the only fixing things. There's a better way. Here's what you get:

- Ongoing support and optimization across all your platforms
- Bi-weekly 60-minute check-ins
- Email support (24-hour response M-F)
- Monthly automation improvements
- Integration maintenance and troubleshooting
- Template updates as your business evolves
- Monthly performance reports showing what we accomplished

I watch your systems, fix issues before you notice them, build new automations when I spot opportunities, and keep everything running.

## What to expect:

- Month 1: Onboarding, quick-win implementations, baseline reports
- Month 2-3: Ongoing optimization, proactive monitoring, regular reporting

90-day minimum commitment so we can make real, lasting improvements

## The Outcome:

Systems that keep working. Someone who knows your backend intimately. 15-20+ hours reclaimed per month. The ability to take time off.

## Completed a Systems Audit?

Upgrade within 30 days and get your \$500 credit toward your first month

**Perfect for:** Business owners who want someone else to handle the backend so they can focus on revenue

LET'S CHAT >>

# BEYOND SYSTEMS

Your systems are the foundation, but they're not the only thing I can help with. Once your backend is solid (or while we're working on it), I'm also available for additional support in these areas:

## Email Marketing

- Platform setup and migration
- List management and segmentation
- Email sequence creation and strategy
- Copywriting and campaign management

## Content Creation

- Marketing materials and presentations

## Project & Launch Support

- Launch planning and execution
- Project coordination
- VIP Intensive days for focused work

## Website Support

- Website maintenance and updates
- Basic SEO optimization
- Content updates and changes

## Digital Organization

- Google Drive and Dropbox organization
- Inbox organization and automation

Interested in any of these services?

The best way to explore what I can help with is to book a Discovery Call.

We'll talk about your business, what areas you need support with, what problems you're trying to solve, and how I can help.

LET'S CHAT



# HOW TO GET STARTED

## LET'S CHAT

We start with a Discovery Call on Zoom to get to know each other and see if we're compatible. We'll chat and determine how I can best serve you and your business!

## LET'S MAKE IT OFFICIAL

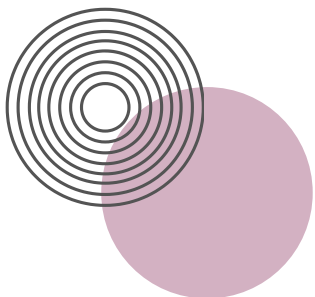
If we're a good fit, I'll send a proposal based on our conversation –showing you exactly what I recommend, why, and what it costs. No surprises, no guessing.

## LOCK IN YOUR SPOT

Once you say "Yes, let's make it happen!", we make it official, I'll send you a contract describing our partnership and an invoice for you to make your payment.

## THEN THE WORK BEGINS

Once your contract is signed and your invoice is paid, we schedule a kick-off call to discuss all the initial details for the work we'll do together.





# TESTIMONIALS

JAMIE DOYLE  
JAMIE R. DOYLE PHOTOGRAPHY



MVA is such an awesome resource! Jenn's love for helping small businesses is shown by how meticulous she is with the details and wanting to make sure everything is running smoothly for you. I love working with Jenn and I am so happy to have found her, as she has helped me immensely! I highly recommend hiring The MVA if you are a small business, especially if you need that extra hand with running things - you will not be disappointed!

KARIN GUINEY  
KARIN GUINEY DESIGNS



Working with Jenn (The Mindful Virtual Assistant) has been great. I put my worries about starting up email marketing in her hands and felt at ease knowing she was handling it. She updated me throughout our process, and it was such a good experience. Plus her personality is GREAT - never a boring Zoom call!!

LIZ GABOR



Jenn is the best! Professional, detailed, goes above and beyond what is asked for and just a wonderful, thoughtful, creative and genuine person who is there to help you in all the ways you need to get your projects launched and propel your success! I have been blessed to have her help me on projects and just hired her for lots more and couldn't be more grateful!!!



# READY TO GET YOUR TIME BACK?



Your business needs a solid backend. Let's build it.

Whether you need clarity on what's broken (Audit), help building something that works (Setup), organizing the chaos (Cleanup), or someone to manage it all (Management)—I've got you covered.

Book your free Discovery Call and let's figure out what makes sense for your business. No pressure—just a real conversation about what you actually need.



BOOK YOUR FREE DISCOVERY CALL TODAY!

LET'S DO THIS! 

*Jenn Mullen*



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