

MY
SPECIALPA
BESPOKE PA SERVICES FOR CREATIVE PROFESSIONALS

The M.S.P.A Business Package

Organise - Support - Harmonise - Develop



The M.S.P.A. Business Package - Map the Strategy, Plan the Action!

We are committed to helping you succeed in doing what you love and that includes advising you to invest wisely in your business. It's easy to panic and throw money at advertising or direct marketing to try and generate new enquiries, or to set up a social media profile on all available platforms because you think you 'should'...

Is this for me?

We passionately believe that taking a look at the bigger picture is essential for a successful business. The M.S.P.A. Business Package does exactly this, helping you to understand where you are, where you want to be and what you'll need to do to achieve that.

Our package has been specifically developed to help creative individuals and companies, whether you are newly launched, diversifying or looking to grow.

How does it work?

The M.S.P.A. Business Package is a collaborative process. Both you and your MSPA consultant will have work to do, but we will guide you every step of the way.

- Part 1: We need to step into your shoes to be able to **map a strategy** that's right for you. We'll spend some time learning all about you, your creative work and your business goals. We do this in several ways:
 - Consultation process - questions from us, answers from you
 - Background research - looking at your existing online presence
 - Face to face session - connecting in person for more fact-finding and our initial feedback
- Part 2: We will provide you with our recommended strategy in writing, together with a **step-by-step action plan** factoring in any agreed timeframes.
- Part 3: To complete the process, we offer you two follow-up calls (scheduled in advance) to see how you are getting on, answer any questions and discuss how we can help you take the next steps.

What will it cover?

The M.S.P.A. Business Package takes a holistic view of your business. **It is also highly bespoke, so what we cover will be dictated by your individual requirements.** This may include some or all of the following:

- Your creative work (what you do)
- Your clients (defining your target market)
- Your pricing model (earnings potential)
- Your competition (what are they offering)
- Your brand identity (how you want to be perceived by your target market)
- Your marketing activities (how you promote your products/services)
- Your sales opportunities (where you can sell your products/services)
- Your business processes (what paper/IT systems you use)

Who will be working on this with me?

You will be working with one of our creative business consultants. As MSPA is all about a bespoke service, we will also do all we can to ensure the consultant that is assigned to you, is the best fit for your profession and requirements.

How long will it take?

The report will usually be issued 2-3 weeks after work starts, subject to availability on both sides.

How much will it cost?

One-off fee: *from £560 – with a 50% deposit payable before work starts.

* We will provide you with a cost estimate based on whether the M.S.P.A business package is required by an individual or company.

Will I need additional support after the M.S.P.A. Business Package?

This will depend on the step-by-step action plan we produce as part of the M.S.P.A. Business Package and your own skills. The illustration below shows the many ways in which we can support you, if required, after the initial strategy work has been completed:

