



Konceptuality

Information Packet

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Website Address:	http://www.konceptuality.com
Email Address:	KMcGreevey@konceptuality.com
Office Number:	1-866-248-7481
Fax Number:	1-866-248-7481



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Introducing **Konceptuality**

Konceptuality, located on the web at www.konceptuality.com, is an Internet-based, Virtual Assistant "Konsulting" firm owned by Karen McGreevey.

Konceptuality specializes in writing, proofreading, editing and general administrative support services. In collaboration with **Konceptuality**, Clients are assured that ultimately they'll be relieved of many of the pressures that often go hand-in-hand when wrestling a large number of tasks associated with editing and writing--especially at frustrating and tense times.

As your "silent" partner, **Konceptuality** is prepared to take on your editorial review needs and even some of your general office and administrative tasks for a brief time, or long-term basis. We also tackle word processing, business (or other) document construction creation, desktop publishing, as well as database creation and maintenance. Should you have a project that's not currently listed as a Service, we can arrange to make it available to you.

Like others in the Virtual Assistant field, we work from an office equipped with the latest equipment and software. Communication with Clients is accomplished via the internet (email & FTP {file transfer protocol} instant messaging), the telephone, fax, United States Postal Service, express mail and any other appropriate, mutually agreed upon method.

The **Konceptuality** office is accessible five days a week. By appointment only, we can also be available weekends and holidays. One of the great wonders of the Virtual Assistant field is that the support provided by the VA is obtainable when you need it-- without regard to geographic location.

This Information Packet has detailed information regarding our Services, Rates and specifically how **Konceptuality** is able to provide stellar support to our Clients. Feel free to forward this Packet to anyone you think may benefit from such Services.

Interested Clients can also obtain more information about **Konceptuality** at our web site, www.konceptuality.com, or by calling the office, toll free, at 1-888-248-7481.

Or, if you would like a detailed Proposal and estimate that talks to your particular needs, just complete the Request for Proposal (RFP) form at the end of this Information Packet. Email (KMcGreevey@konceptuality.com) or fax (1-866-248-7481) the completed form to **Konceptuality**. We will contact you by telephone or instant message, as soon as your completed RFP arrives—it's then that your specific requirements will be discussed with you at length.

We're looking forward to the opportunity to discuss your office needs. And, we welcome the opportunity to explore any questions or concerns you may have about the VA process and **Konceptuality**--in particular, the virtual assistant process. We also anticipate the chance to collaborate with you to help you move your business to a step above the rest.

Let's win together!

Karen McGreevey



Company Profile

Company Name: **Konceptuality**
Founder: Karen McGreevey
Mailing Address: First Street, S.E., Suite 699
Mason City IA 50401 USA
Office Number: 866-248-7481
Fax Number: 866-248-7481
Website Address: <http://www.konceptuality.com>
Email Address: KMcGreevey@konceptuality.com

Tagline: "Kreative Visions"

About **Konceptuality**:

Konceptuality provides consulting, proofreading, copyediting, website editing, and other miscellaneous writing and editing services to client authors, writers and Solopreneurs in small to mid-sized businesses located in the upper Midwest, particularly in Minnesota and Illinois. Clients receive exceptional, efficient and professional general administrative support. This partnership enables our consumers to effectively present clear and concise general communiqués, newsletters, presentations, and miscellaneous documents on a day-to-day basis. Clients will be less stressed and better able to spend their time focusing on increasing their profits.

Company Mission:

Konceptuality is committed to creating a partnership with small to mid-sized business owners, particularly those that specialize as authors, writers and publishers. **Konceptuality's** key objectives and values are to provide its customers with high-quality, professional, efficient, editorial and general administrative support services in a timely, affordable, and confidential manner.

Experience:

- Grant writing—for federal funding, 8 years
- Article writing, 6 months
- Proofreading, editing for VAs, 6 months
- Secretary to four editors, Editorial Dept., Better Homes & Gardens magazine, 6 years
- Exec secretary, mental health center, 7 years
- Exec Secretary/Admin Asst, 25+ years
- Case manager, 8 years
- Transcription, 7 years
- Creative writing during Human Services classes for college

Specialty skills: Proofreading, editing, grant writing, writing articles, creative writing; general writing: business correspondence; website editing

Primary Skills: Same as Specialty Skills; in addition word processing, typing, internet research, newsletter creation

Secondary Skills: Article submission, shorthand, transcription

Other Skills: Ability to take and write Meeting Minutes; email management, data entry



The Office Setup of *Konceptuality*

Software:

- Microsoft Office Professional – 2003
- Microsoft OneNote
- Microsoft Outlook
- Firefox, Internet Explorer 6, Netscape browsers
- Escribe transcription
- Adobe Acrobat Reader
- Pdf.995

Hardware:

- Gateway computer
- Backup drive
- Voice mail
- Fax machine
- Telephone
- High-speed Internet
- Deskjet Color Printer
- Access to teleconferencing, and remote computer hook-up via
 - Log Me-In
 - GoToMY PC

If a client requires equipment we don't own, we will investigate whether to purchase it or we'll locate a peer able to meet the client's needs.



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FAQ's

What are your business hours?

Monday through Thursday, 7 a.m. – 5 p.m. Central
Friday and Saturday by appointment

When we are working together, how do I contact you?

Telephone: 1-866-248-7481
Fax: 1-866-248-7481
Email: KMcGreevey@konceptuality.com

Instant Messaging:

Skype: konceptualitykaren
MSN: konceptualitykaren
YaHoo: konceptualitykaren

How do I deliver and receive my projects?

Projects are delivered via email, fax, United States Post Office, United Parcel Post, or FedEx

What if I have an emergency/rush project?

We are available to consider emergency/rush projects; however, the "rush" will come with a price in addition to our usual hourly rate for projects of a general nature. Client will pay delivery costs via method agreed upon (such as FedEx), as well as other materials that may be necessary to complete the project.

I'd like to give it a try, but I'm still a little skeptical. We're certain that once you read and consider the following Q&A your concerns will be resolved.

Question: *How can a Virtual Assistant help me?*

Answer: It depends. We are able to provide general administrative support as well as more in-depth editorial and proofreading services. We have experience in composing and typing correspondence, as well as writing articles, newsletters, and grants.

We have above average proficiency in office support responsibilities, as business owners, we are also motivated to continue to develop the skills necessary to run our own business and to work with companies nationally.

Question: *How do we communicate with you?*

Answer: Telephone, email, fax, instant messenger, Yahoo, Skype, US Post Office, UPS, Fed Ex

Question: *Do I have to hire you permanently?*

Answer: The short answer is "no". In fact, you really don't hire us at all. We are an independent contracting firm; business owners, ourselves. In the event you become dissatisfied with our services or us, you are not obligated to continue with the Agreement. We do, however, request that you provide us



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with a thirty (30) day written notice prior to terminating that Agreement. We will do the same if we determine that we are not compatible.

If you prefer, we can arrange to work with you on a short-term trial basis, say for 10 hours, to help you determine whether you can benefit from us. Or, you may rather just contract for 10 hours period.

Question: *How do you differ from other Virtual Assistants?*

Answer: We work closely with you to help you manage your business. We take the time to understand your needs and goals, then seek to deliver solutions that address your specific requirements. We meet with you regularly (preferably at least once a week).

Question: *Why would someone use a virtual assistant?*

Answer: Virtual assistants have been used for a variety of reasons, several include: it's less expensive since you're not paying an hourly wage, insurance, office space and other expenses associated with a full-time employee. Nor do you have to fill a position that's maybe not a full-time one. We have our own equipment, and can be available on either a short-term or ongoing basis.

Question: *How do I know you will be able to help me?*

Answer: Actually, you don't! However, a Virtual Assistant is a business owner, too. Thus, in partnership with you, it's important for us to provide our services with integrity, and in a timely, cost-efficient, honest manner. We use a timing device to track our time and to create reports for you regarding our work with you. Our goal is to help you succeed so that we succeed.

Question: *How can you help me?*

Answer: By utilizing **Konceptuality**, you are able to refocus your energies to increasing your revenue, you'll also alleviate the stress and burden you might experience from having to learn a new skill-set for any new projects.

Question: *What services do you provide?*

Answer: Our central focus is to provide editorial and writing services (proofreading, copywriting) to our clients, in addition to writing articles, and other editing services. In addition, we write grants, newsletters, business writing, and general correspondence composition. Further, we provide general administrative support such as telephone answering.

Question: *Who can tell me more about you and the caliber of work you create?*

Answer: We have provided writing, editorial and proofreading services to numerous small businesses and organizations around the country. Their contact information and testimonials are located at our website under the "They Said—WHAT?!" section—we have provided a link to their websites; or you may contact them directly via their websites.



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What is Virtual Assistance?

"A Virtual Assistant (VA) is an independent entrepreneur providing administrative, creative and/or technical services. Utilizing advanced technological modes of communication and data delivery, a professional VA assists clients in his/her area of expertise from his/her own office on a contractual basis." (IVAA.org)

Who Uses **Konceptuality**

Users of **Konceptuality** are Authors, Writers, Publishers and others in between who need help to

- Alleviate the stress associated with writing, editing and proofreading on short deadlines and project turn-around time
- Take the burden out of having to write grants, business proposals
- Assure documents for public view are imaginative, eye-catching

Why You Should Use **Konceptuality**

- You get more bang for your buck
- We're fast, efficient, reliable
- We have exceptional editing and writing skills
- We're client service-oriented
- We take time to understand your needs



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Top 10 Reasons to Use A VA

How much is your time worth?

Having a virtual assistant is fast becoming an essential need for the busy entrepreneur, small business owner and person on the run. With the advent of new technologies and ways of doing business, the VA is here to help you along your way. Below are ten reasons to hire a Virtual Assistant for yourself.

1. Focus on the business of making money.

Having a VA allows you the freedom to create more profitability for your company by allowing you to concentrate solely on your business, not the mundane tasks that are inherent in business. Making money is what business people do and the more time they have to concentrate on their business, the more money and opportunity they will create.

2. Saves you money.

Why invest in payroll, benefits, insurance, etc., when you could be delegating that money to building your business. Why worry about personnel calling in sick or taking vacations? There is no need to hire in-house personnel when a VA can be there when you need them to perform the duties that you need in running your business.

3. Freedom to pursue pleasurable activities.

Having a VA work with you frees you up to pursue the activities that help keep your creative juices flowing. When you are bogged down wondering if the bills are paid, you are not thinking about new and exciting ways in which your business could be growing.

4. One-stop shopping.

A VA can perform duties that range from word processing, maintaining billing – both personal and business, creating marketing tools such as brochures, flyers and business cards, travel arrangements, maintaining databases and sending out mailings, etc. There is no business duty that a VA cannot perform or would be willing to learn.

5. Tailored to fit your needs.

Whether you need one letter typed or need monthly billing to clients, a VA can perform these duties. They are set up to fit each individual client's needs. Fees are arranged for one-time tasks to retainer of 10, 20 or 40 hours per week or month. Whatever your needs are, the VA and you create your own individual working partnership.

6. Freedom to work from any location.

Whether you are in your office, your home or on vacation in Tahiti, a VA is always accessible to you. Contact is maintained through telephone, fax, E-mail, and online messaging.

7. Delegate time-consuming responsibilities.

Let a VA take care of those responsibilities so that you may pursue (worry-free) the business of living your life and running your business.



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8. Highly trained personnel.

VA's are professionals that have training in the corporate, small business and professional world and have tailored their skills to meet with the needs of the modern day business professional. They have found that every professional has varying needs and offer their expertise in caring for these needs.

9. Individual service provided.

For the entrepreneur, freelancer or small business, it is important that your particular needs are seen as unique. A VA is the person who will oversee your business and/or personal life. They can maintain your mailing lists, maintain correspondence, keep track of memberships that need to be renewed, remind you of important dates, arrange travel or send flowers and special occasion cards. They act as your partner in caring for those tasks personally.

10. Let their strengths be your strength.

Why waste time on tasks that are not your primary objective? Being a successful business owner entails hiring the right people for the right job. By hiring a VA, you are partnering with the professional that has the knowledge of the inner workings of the administrative and corporate fields.



Labor Statistics

To help you better understand the fees associated with working with a Virtual Assistant, please review the following information which has been provided by the United States Bureau of Labor Statistics. The following excerpt comes from Table 2: *Employer costs per hour worked for employee compensation: Civilian workers, by occupational and industry group, March 2003 (Executive, administrative, and managerial)*

Wages & Salary	\$31.24
Paid Leave	\$3.72
Supplemental Pay	\$1.47
Insurance	\$2.60
Retirement & Savings	\$1.60
Legally Required Benefits	\$2.82
Other Benefits	<u>\$0.08</u>

Total Compensation	\$43.54
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Virtual Assistants pay their own expenses, taxes and benefits. Most start at a fee of approximately \$35 per hour. If you compare that to the chart above, Virtual Assistants are an exceptional bargain. Employers actually spend much more on traditional employees when benefits are added on. This doesn't even include the equipment and office space needed for an in-house assistant.

(From www.work-the-web.com)



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VA's Versus Temps

Temporary employees (temps) are just that, temporary. They're here today and may be gone tomorrow. A VA, on the other hand, is available on an ongoing basis or can be called upon, at short notice, when an extra pair of administrative hands is required.

VA's take a vested interest in the success of their clients and their businesses. VA's believe that the absolute best job possible will not only help their own reputation but will also help to build the client's business. A temp, however, may look at the assignment as just a means of padding their resume or getting a paycheck.

Training and experience is also an issue when comparing VA's to temps. VA's generally have had many, many years of experience out in the workforce. This knowledge, along with any additional training and schooling, allows them to provide a wide gambit of services, all of which they have had many years to perfect. VA's also tend to be more apt to upgrade their skills in order to provide their clients with the most up to date and professional services that they can possibly provide.

Temps, on the other hand, may be right out of school with little or no 'on the job' experience, or those who are simply looking for something to fill their time. Not to mention, when a temp is hired, they have to be trained. Now, if that temp is not available when the next assignment crops up, another temp will have to be brought in and thus more time is needed to train that employee. And so on.

VA's charge for the actual work they do, hour for hour, whereas a temp is paid for time worked and any time they sit idle, waiting for more work or another project to do.

And, unlike a temp who has loyalty to the agency they are contracted through, a VA is usually an entrepreneur and works with and for the client. As a fellow small business owner, a VA has a vested interest in the success of their client's business.



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Compare the Cost

Hire an Admin Asst.	\$36,000/ \$17.31/hr.	Partner with a VA	\$30,720 \$35/hr.
Typical Salary		20 hours per week for 12 months	
Paid Vacation	\$1,385	Paid Vacation	0
Temp during Vacation	\$2,000	Temp during Vacation	0
Health Insurance (employer portion 12 mos.@\$250)	\$3,000	Health Insurance (employer portion 12 mos.@\$250)	0
FICA Taxes (7.65%)	\$2,754	FICA Taxes (7.65%)	0
Worker's Comp. (.61%)	\$220	Worker's Comp. (.61%)	0
Unemployment (State & Fed)	\$309	Unemployment (State & Fed)	0
Misc. costs (Vision, Dental, Disability & 401K Matching, Profit Sharing & Stock Options)	\$???	Misc. costs (Vision, Dental, Disability & 401K Matching, Profit Sharing & Stock Options)	0
Office Space for Secretary 100 s.f. @ applicable rate - \$16/s.f. is conservative	\$1,600	Office Space for Secretary 100 s.f. @ applicable rate - \$16/s.f. is conservative	0
Cost of Overtime Pay (10hrs/ mo @ 50% premium)	\$3,115	Cost of Overtime Pay (10hrs/ mo @ 50% premium)	0
Idle time during employer's absence (min. 2 wk vacation included for employer)		Idle time during employer's absence (min. 2 wk vacation included for employer)	0
Annual Bonus (1 mo. salary)	\$1,500	Annual Bonus (1 mo. salary)	0
Sick Time (10 days/year)	\$3,000	Sick Time (10 days/year)	0
Other intangible costs (furniture, testing, training & fees, sick children, etc.) Conservative figure	\$1,385 \$1,500	Other intangible costs (furniture, testing, training & fees, sick children, etc.) Conservative figure	0
Total Typical All In Costs	\$57,768	Total Typical All In Costs	\$30,720
	1.60 times salary		
Total Effective hourly rate	\$27.77/hour	Total Effective hourly rate	\$32/hour
75% productive level	\$37.03/hour	100% productive level	\$32/hour
50% productive level	\$55.55/hour	Total Annual Savings	\$27,048

Note-Full time staff is seldom 100% productive due to idle time between tasks, personal matters, and inability of employer to generate work for staff because of distractions, meetings and commitments. A Virtual Assistant can accomplish in 4 – 4 hours what takes an in-office assistant 8 hours to complete

Depending on the productivity level of the full time employee, you may be paying over 3 times their actual salary.



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Assistance Available

Fast Facts – Rates

Most of the most services performed at **Konceptuality** are assessed an hourly rate of \$45-\$60 (minimum of one hour of work). Some rates may be higher, though, because of the complexity of the assignment.

Additional fees are assessed appropriately for certain projects; for instance, large mailings that require delivery by USPS, or overnight, etc

Iowa residents and businesses will be subject to sales tax at 7% for all printed materials produced by **Konceptuality**

To that end, below are some of the Services (and their accompanying Rates) offered by **Konceptuality**, singularly or in combination. If you're searching for a Service that's not listed, please let us have the opportunity to determine how we can satisfy your needs.

◆ Editing, Proofreading	\$45.00/hr
◆ Administrative Support	\$45.00/hr
◆ Word Processing	\$45.00/hr
◆ Writing	\$55.00/hr
◆ Website editing	\$45.00/hr
◆ Consulting, Critiquing	\$55.00/hr
◆ Ghostwriting	\$55.00/hr
◆ Internet Research	\$45.00/hr
◆ Grant Writing	\$60.00/hr
◆ Desktop Publishing	\$50.00/hr

Kreative Koncepts

When you use **Konceptuality** as your Administrative Support, you say "good-bye" to the anxieties and tensions often associated with short deadlines and project turn-around time. We can take charge of your office; you can finally be assured you'll ultimately be relieved of many of the pressures that frequently go hand-in-hand when wrestling with a large *number* of tasks.

We provide regular office support, as well as the more in-depth editorial and proofreading services. We have extensive experience composing and typing general business correspondence, in addition to writing articles, newsletters, and grants.



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- **Editing, Proofreading**

\$45.00/hr

We provide consulting, copyediting and other miscellaneous and writing services to authors and, writers, as well as small to mid-sized business owners. So with confidence step away from what you've just written and leave the "edit-driving to us"; we'll proofread your work and take care of any edits. Two heads really are better than one!

- **Articles, Website copy, Article Submission**

\$45.00/hr

We'll help with your articles and website copy. If you have a small space to fill or just want an idea to get going, we can quickly satisfy your editorial needs.

- **Grant Writing and other Technical Writing**

\$60.00/hr

Looking for funds to support your company, or to pay for other business expenses? Could you use a new approach? Let us do the leg-work for you; our experienced personnel can research the viability for the project, seek out grant funding sources, and write and submit the grant for you. You don't rest on your laurels; you'll just be more productive and better able to concentrate on your other business needs.

- **Word Processing and Administrative Assistance**

\$45.00/hr

Let us create, edit and print your correspondence, press releases and other general typed documents. We'll keep them handy for you so you can review and edit as necessary.

We enjoy an excellent proficiency in carrying out administrative and general office support responsibilities.

- **Website Maintenance**

\$55.00/hr

Websites are in a constant state of flux; perhaps you may not have the time to keep yours up-to-date, the expertise, or the patience. With our bent for originality and our diligent attention to detail, our team can creatively provide you with a new perspective to your specifications.

- **Internet and Market Research**

\$45.00/hr

If you're looking for products or comparable services or the best promotion to draw and satisfy your customers, let our mouse do the surfing for you. We've successfully created surveys and analyzed the data for others. Now, we'll do it for you.



Kreative Visions

Say good-bye to the anxieties and tensions more often than not associated with the challenges of acquiring new materials to market your company.

We've successfully managed to put our "creative prints" on a number of articles and newsletters that have run nationwide. Let us share our talents with you.

How do you plan to make your business and your product availability for your business known? There are several methods available that accomplish this. Using Microsoft Desktop Publisher and professional printing services, we offer the following:

- **Brochures** \$50.00/hr

Brochures are great promotional tools designed to spread the word about a business, and promote its function, and features. We're prepared to create unique and eye-catching brochures for you, according to your specifications, to help you display the services your company offers, or to sell your products.

- **Flyers** \$50.00/hr

Take your business to the next level; we can work with you to create one-page, imaginative, informative flyers with lots of color. Your flyers will automatically catch your client's eye as they boost your advertising and sales promotion.

- **Newsletters** \$50.00/hr

One of the ways to get the word to your customers about upcoming promotions and other company activities is to distribute a newsletter. The newsletter is a great way for your customers to keep in touch with the We'll create and distribute these notices for you.

Kreative Konsults

Now that you've got killer brochures, "look at me" flyers and your "newsy" newsletters, let us show you how to use these new materials to put these promotional affirmations to work for you. You'll be able to attract and encourage new customers to take advantage of your services.

- **Brochures Design** \$45.00/hr

Brochures are great tools to lure new customers or to advertise your products or services. Whatever you offer, it's essential to have a brochure that's easy to read and understand. We'll consult with you to put together an imaginative brochure that introduces your company to your viewer, catches the eye, is well-written, and boosts your marketability.

- **Flyer Design** \$45.00/hr

Because we know the impact that well-designed visual aids can have on your customers and on your business ventures, we look forward to helping you create, promote and market your flyers.



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- **Newsletter Writing and Design**

\$50.00/hr

Using the newsletters we've created, you'll be able to devote your time to locating new customers and staying in the fore-front with your current clients.

- **Press Release Writing and Distribution**

\$50.00/hr

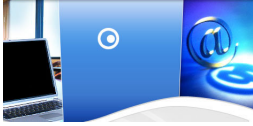
Get others to sit up and take notice of a particular special news story about your business by producing a press release. We'll write your announcements and distribute them for you.

- **Internet Research Assistance**

\$45.00/hr

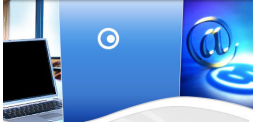
If you discover that you want information on a specific topic in order to finish a business proposal but you can't seem to find the time, or your patience has sunk really low, let us intercede.

Using our familiarity and skill with surfing the Internet, we can quickly locate lots of useful information. We'll give it to you in an easy to understand layout.



Policy & Procedures

Hours of operation:	Monday through Thursday 7 a.m. – 5 p.m. Central Friday and Saturday by appointment
Vacation:	To be determined
Holidays:	New Year's Day, President's Day, Memorial Day, Fourth of July, Labor Day, Veteran's Day, Thanksgiving Day and the day after, Christmas Eve Day and Christmas Day
Billing & Payments:	Clients will be billed at the end of each month. Payment is due and payable 15 days after ending date. A 10% late charge will be assessed for payments received after the due date.



Mum's the Word

Confidentiality Statement

Our philosophy is that "your work" and what you do are "your" business.

Thus, you can be assured that though we may be connected with you by whatever means, whether it's via the telephone, email, fax, or any other electronic or digital device, what goes on with your business stays your business!

We're more than happy to discuss our Confidentiality policies, as follows:

WHEREAS:

The parties have agreed to provide each other with information, which they consider to be confidential in nature (the "Confidential Information") to enable **Konceptuality** to provide services as a Consultant to the company for (the "Purpose");).

IT IS AGREED AS FOLLOWS:

1. In consideration of each of the parties disclosing to the other Confidential Information for the Purpose the parties hereby undertake that they shall:
 - i. not communicate, disclose or make available all or any part of the Confidential Information to any third party;
 - ii. not directly or indirectly use, or permit others to use, the Confidential Information other than for the Purpose;
 - iii. not make any announcement or disclosure in connection with the Confidential Information or the Purpose without the prior written consent of the other party.
2. The obligations of confidentiality and non-use will not apply with respect to any of the following:
 - i. information which is generally available to the public at the date of this agreement;
 - ii. information already known to the party at the time of disclosure;
 - iii. information which is subsequently disclosed by third parties having no obligations of confidentiality;
 - iv. information which is or becomes generally available to the public in printed publications in general circulation in the United States through no act or default on the part of the parties or their agents, employees or professional advisers.



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3. Without prejudice to the generality of clause 2 information shall not be deemed to be generally available to the public by reason only that it is known to only a few of those people to whom it may be of commercial interest and a combination of two or more parts of the Confidential Information shall not be deemed to be generally available to the public by reason only of each separate part being so available.

4. The parties shall each ensure that all measures necessary are taken to secure the confidentiality of the other party's Confidential Information including but not limited to:

- i. keeping separate all Confidential Information and all information generated based on the Confidential Information from all other documents and records;
- ii. keeping all documents and any other material bearing or incorporating any of the Confidential Information at the party's usual place of business in the United States;
- iii. not using, reproducing, transforming or storing any of the Confidential Information in an externally accessible computer or electronic information retrieval system, not transmitting it in any form or by any means whatsoever outside the party's usual place of business and not copying all or any part of the Confidential Information without the prior written consent of the Company and then only to the extent that the same is required for the Purpose;
- iv. allowing access to the Confidential Information only to those employees and/or to the professional advisers who have reasonable need to see or use it for the Purpose and informing each of the said employees and professional advisers of the confidential nature of the Confidential Information and of the obligations in respect of the Confidential Information and ensuring such employees and professional advisers comply with the confidentiality and non-disclosure obligations contained in this agreement;
- v. obtaining from employees having access to the Confidential Information their undertakings to maintain the same as confidential and taking such steps as may be reasonably desirable to enforce such obligations;
- vi. delivering all documents and other materials in the possession, custody or control of the party, its agents, employees or professional advisers that bear or incorporate any part of the Confidential Information of the other party.

5. The failure by either party to enforce at any time any one or more of the terms or conditions of this agreement shall not be a waiver of them or of the right at any time subsequently to enforce all terms and conditions of this agreement.

6. The parties agree that damages might not be a sufficient remedy to any breach of the terms of this agreement and that as a result injunctive or other equitable relief may be obtained in respect of any breach or anticipated breach.

7. All rights in the Confidential Information are reserved by the party to which it belongs and no rights or obligations other than those expressly set out in this agreement are granted or to be implied from this agreement. In particular no license is granted directly or indirectly by this



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agreement relating to any invention, discovery, patent, copyright or other industrial or intellectual property right now or in the future held, made, obtained or licensable by either party.

8. The rights, duties and obligations of the parties and the validity, interpretation, performance and legal effect of this agreement shall be governed and determined by the laws of the United States and the parties hereby submit to the non-exclusive jurisdiction of the Courts.

AGREED by the parties:

SIGNED by _____ Name (print) _____
Position _____ Date (Day / Month / Year) ____ / ____ / ____

Authorized Signatory _____

SIGNED by _____ Name (print) _____
Position _____ Date (Day / Month / Year) ____ / ____ / ____

Authorized Signatory _____



General Information

Sign on bonus

Buy one (hour), get one free! You may also be interested in receiving reduced rates if you decide to purchase our retainer package—this offer is designed for clients that commit to using a regular number of hours per month.

We're built for speed

Tasks to which **Konceptuality** commits are performed at a regular pace; we utilize TimeStamp and/or MyHours software to track and maintain the number of hours allotted for each Client's tasks.

From time to time, though, it becomes necessary to perform a "rush" project. In those instances, the time expended will be performed for an additional charge—each "rush" hour above the first hour--will be billed a supplementary fee of 25% an hour of the hourly rate.

Perfection Takes Time

At **Konceptuality** it is our goal to take the appropriate time and care needed to achieve clear, concise, excellent and accurate results for you. We encourage you, as the consumer, to assure that our "results" are to your satisfaction.

In pursuit of this excellence, we will correct our typing errors without cost to you. However, if you ask for revisions after you've initially approved the completed project, we will bill you at our regular minimum rate of \$45/hr (or the rate agreed upon for the project).



Communicate With Konceptuality

Website: <http://www.konceptuality.com>
Physical Address: First Street, S.E., Suite 699
Mason City IA 50401 USA

Phone:

- Toll-free: 1-866-248-7481
- Local: 1-641-423-0700
- Fax: 1-866-248-7481

Email: KMcGreevey@konceptuality.com
info@konceptuality.com



Request for Proposal Form

Please complete this form to request a proposal and a professional estimate of our services. This form is used to assess what assistance would most benefit you; it also gives us a better insight into what needs to be done most:

All information provided will remain strictly confidential. **Konceptuality** does not sell, share or discuss client information with/to outside entities.

Date of Request for Proposal: _____ Promotional Code: _____

Company Name: _____

Contact Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone Number: _____ Ext.: _____

Fax Number: _____ Cellular Number: _____

Website: _____

Email Address: _____

MSN Messenger ID: _____ Yahoo Messenger ID: _____

ICQ Messenger ID: _____

Preferred Method of Consultation:

Phone Website Chat Instant Messenger

Preferred Time of Consultation: (When emailing or faxing this form, allow 4 hours before time of consultation; when you mail this form, you will be contacted when the form is received.)

First Choice: _____ am/pm Second Choice: _____ am/pm

Time Zone: _____

Interested in:

Long-Term Assistance Short-Term Assistance This Project Only

What type of assistance are you interested in?

<input type="checkbox"/> Word Processing	<input type="checkbox"/> Proofreading
<input type="checkbox"/> Calendar Management	<input type="checkbox"/> Presentations
<input type="checkbox"/> Desktop Publishing	<input type="checkbox"/> Contact Management
<input type="checkbox"/> Meeting/Event Planning	<input type="checkbox"/> Marketing Assistance
<input type="checkbox"/> Realtor Assistance	<input type="checkbox"/> Coach Assistance
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Other: _____



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Please describe the nature of the services requested. Please be specific and provide a detailed explanation of your project and its requirements, and any other useful information or instructions.

What questions do you have that Karen McGreevey at [Konceptuality](#) can answer?

Question # 1:

Question # 2:

Question # 3:

What is your biggest concern about working with a Virtual Assistant?

- | | |
|--------------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Virtual Assistant rates | <input type="checkbox"/> Location being out of your local area |
| <input type="checkbox"/> Location being out of your State/Province | <input type="checkbox"/> Location being out of your country |
| <input type="checkbox"/> Confidentiality concerns | <input type="checkbox"/> Working with competition |
| <input type="checkbox"/> Timeliness of completion/deadlines | <input type="checkbox"/> Is work being done properly |
| <input type="checkbox"/> Other please specify _____ | |

Email this form to: KMcGreevey@konceptuality.com

Fax to: 1-866-248-7481