ISLAND VA



Virtual Assistant Services

Portfolio





Table of Contents

WELCOME	03
SERVICES	04
SAMPLES: SOCIAL MEDIA	06
SAMPLES: LANDING PAGES	14
SAMPLES: CANVA DESIGNS	20
PROJECT SAMPLES	25
TESTIMONIALS	29
RATES	30
WORK WITH ME	31

WELCOME



I'm NIKKI!

FOUNDER OF ISLAND VA

Your Creative & Tech-Savvy Virtual Assistant

Hi, I'm Nikki Thompson, a Virtual Assistant originally from the UK, now living on a tropical island in Thailand. With over 15 years of experience as an Admin and Personal Assistant in London, I transitioned to the VA world in 2015, blending my administrative skills with creative and technical expertise.

I specialise in helping solopreneurs and small businesses by offering a unique combination of creativity, tech-savviness, and organisation. From designing on-brand visuals to setting up seamless sales funnels, I'm dedicated to delivering high-quality results that allow my clients to focus on what they do best.

When I'm not working, I enjoy volunteering at a local animal shelter and exploring the natural beauty of my island home.

Let's collaborate to take your business to new heights.





Social Media Management

Grow your brand with my comprehensive social media management services. I specialise in researching and creating engaging content, scheduling posts, running effective Facebook Ads, and designing branded images and videos. My services also include planning and creating engaging posts, and developing strategic content plans and calendars to ensure your social media presence thrives.



Email Marketing

Optimise your communication with tailored email marketing solutions. I handle the creation of eye-catching email templates, set up efficient automations and workflows, design compelling newsletters and updates, and manage subscriber lists to ensure your messages reach the right audience effectively.



Landing Pages & Sales Funnels

Boost your conversions with expertly designed landing pages and sales funnels. I specialise in creating on-brand opt-in pages, sales pages, and checkout pages that effectively guide your audience through the buying process, enhancing your overall sales strategy and maximising your results.



Course Creation

Streamline your course development with my comprehensive course creation services. I assist with proofreading content, designing engaging graphics, uploading and formatting materials, setting up essential integrations, and adding effective email sequences to ensure a seamless and professional learning experience.





Canva Designs

Enhance your visual identity with professionally crafted Canva designs. I create on-brand social media graphics and videos, brochures, flyers, workbooks, business cards, presentations, and infographics that capture your brand's essence and engage your audience effectively.



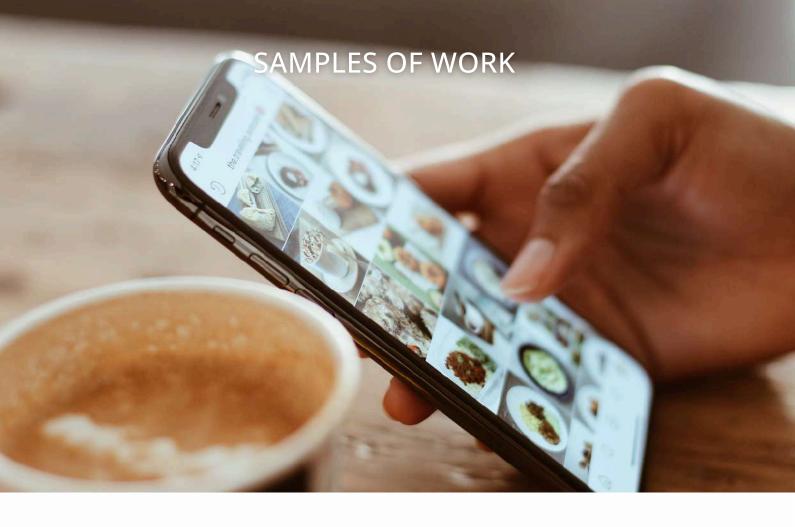
Blog Management

Elevate your blog with expert management services. I handle researching topics, content, and keywords, sourcing images, proofreading, layout and formatting, and SEO optimisation. Additionally, I create engaging Pinterest images and promote your blog posts across social media to maximise reach and impact.



General Admin

Streamline your daily operations with my efficient general admin services. I assist with internet research, proofreading and editing, document creation in Word and Excel, presentation design, and data management across spreadsheets and databases, ensuring your tasks are handled with precision and professionalism.





I craft eye-catching social media graphics and videos using Canva, paired with compelling captions that resonate with your audience. I dive deep into hashtag research to boost your visibility and ensure your posts reach the right people. From Facebook to Instagram, LinkedIn to Google My Business, I handle everything from creation to scheduling, ensuring your brand shines across all platforms.



DOCTOR LAVAN

Medical Practitioner | Medical Hacks & Facts | Positive Mindset



Bad decisions make good stories.

I am a god, a planet, and I measure heat.

What am I?





You should sit in meditation for 20 minutes a day unless you're too busy, then you should sit for an hour.

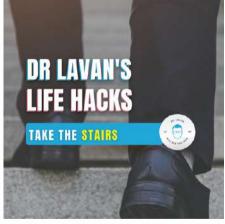
ZEN PROVERB

BRAINTEASER

I come in different shapes and sizes. Some parts of me are curved, other parts are straight. You can put me anywhere you like, but there is only one right place for me.

What am I?



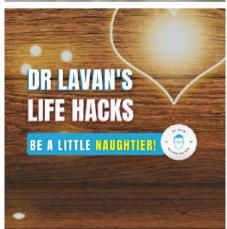




Whatever you do, always give 100%.
Unless you're donating blood.

What English word has 3 consecutive double letters?

BRAINTEASER





SURBITONIAN GARDENS

A care home with an innovative approach to care









Know that you are the perfect age. Each year is special and precious, for you shall only live it once. Be comfortable with growing older.

- Louise Hay















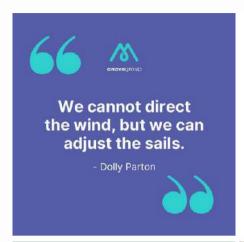






ANAVO GROUP

A leading, innovative care home operator and developer







A smile is a curve that sets everything straight.

- Phyllis Diller



























The closest thing to being cared for is to care for someone else.

- Carson McCullers





EASTONS ESTATE AGENTS

An independent Estate Agent servicing Epsom & surrounding areas































An exceptional 4 bedroom semi-detached family home in Tadworth



SMARTBAGS

Specialist wholesale suppliers of custom-printed Promotional Bags



www.smartbags.co.uk



















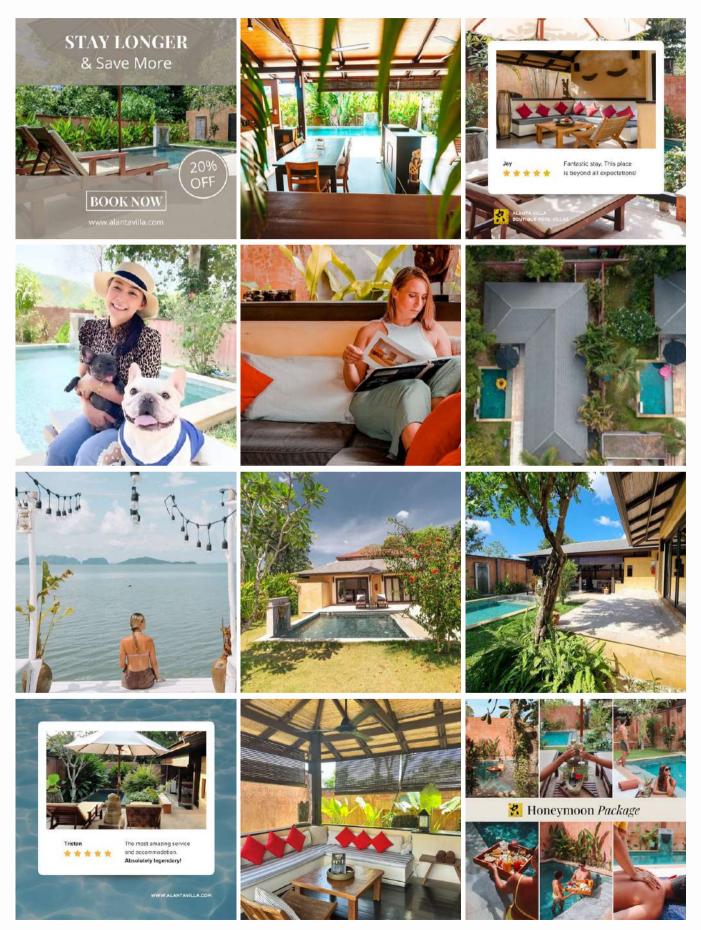






ALANTA VILLA

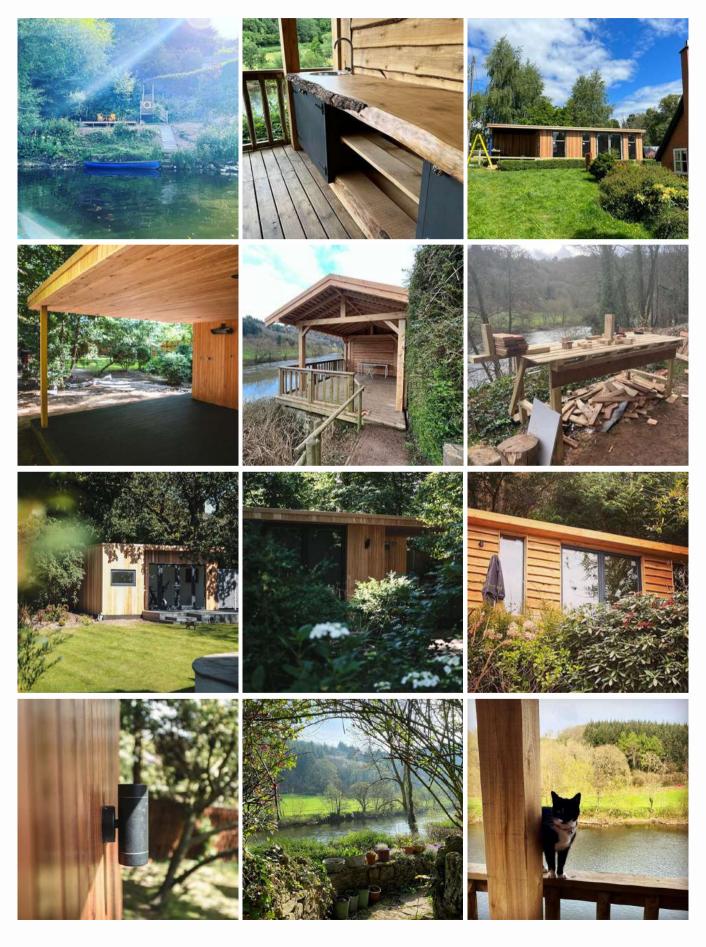
Boutique serviced pool villas on Koh Lanta, Thailand.





WYE WOOD

Experts in handcrafted outdoor structures, based in the heart of the Wye Valley.



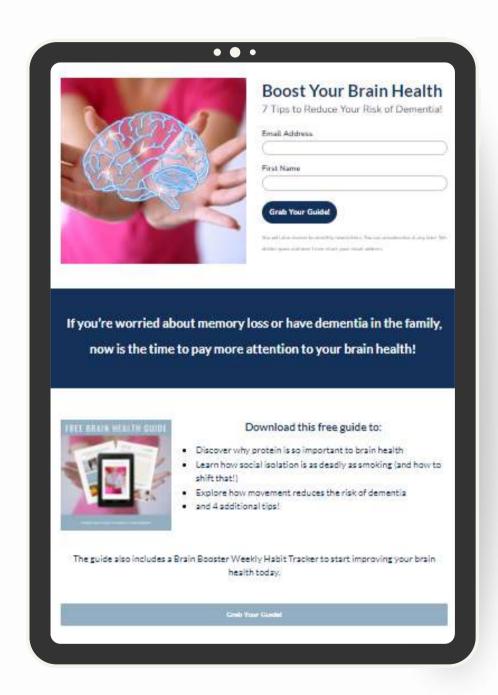


PAGES

I design high-converting landing pages that capture attention and drive action—whether it's opt-ins, checkout pages, or full sales funnels. With expertise across platforms like Kajabi, Mailchimp, Leadpages, Wix, and Clickfunnels, I ensure your landing pages not only look great but also deliver results.

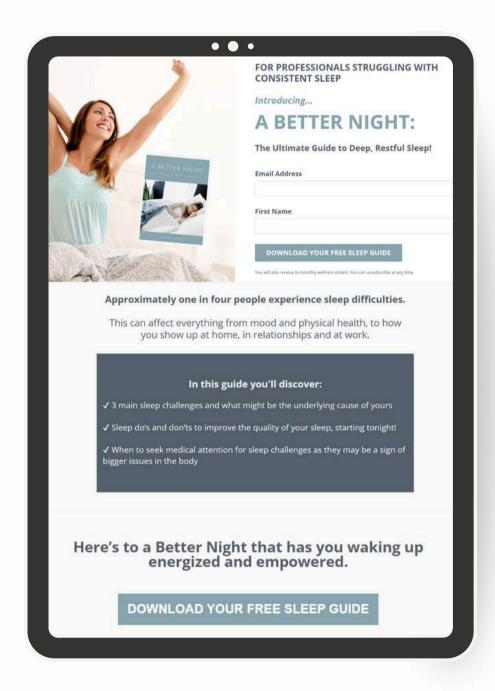
OPT-IN PAGE FOR A FREE GUIDE

(Made in Mailchimp)



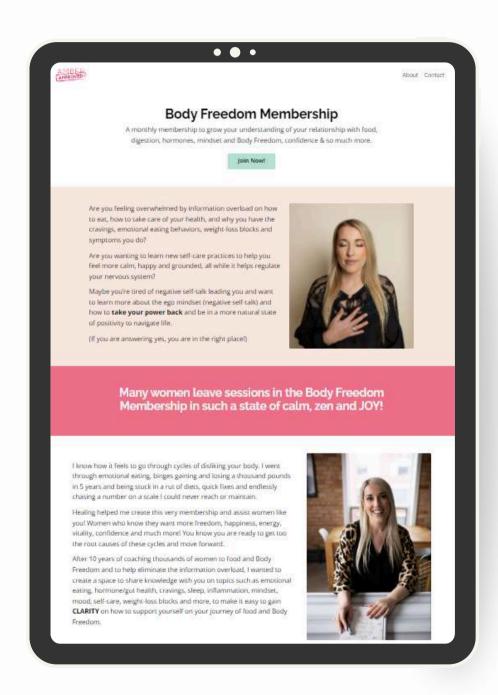
OPT-IN PAGE FOR A FREE GUIDE

(Made in Mailchimp)



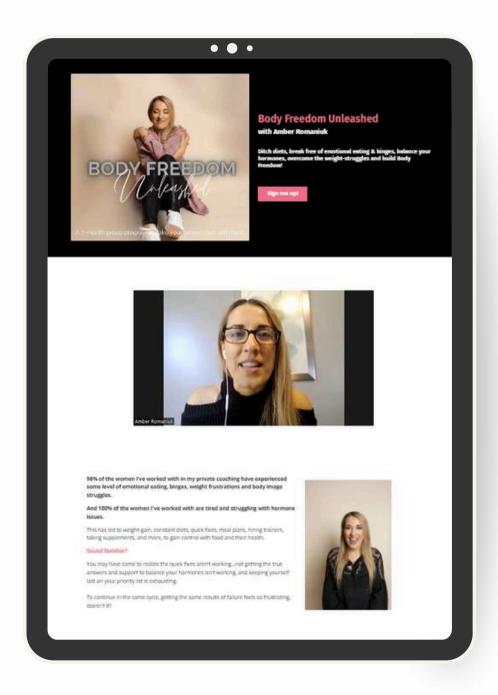
SALES PAGE FOR A MEMBERSHIP

(Made in Kajabi)

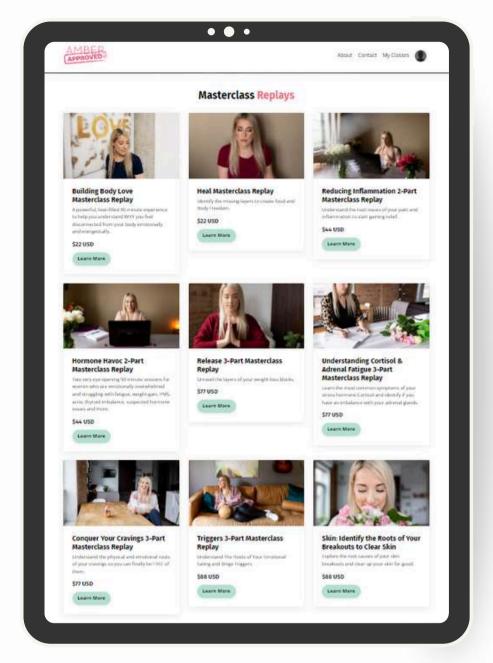


SALES PAGE FOR A GROUP PROGRAM

(Made in Kajabi)



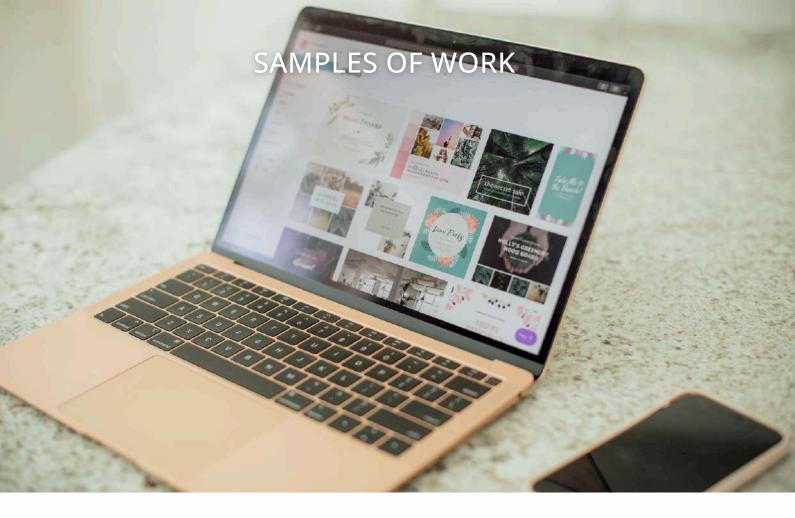
KAJABI STORE



Click here to view.

"Nikki, you are the Kajabi Master! Helping upload programs, set up masterclasses, sales pages, checkout pages, newsletters, and creating graphics as well. Your help has opened up time for me to create more content and courses, as well as keep everything very organized and to the highest satisfaction for my clients in the programs hosted. You are incredible and I'm so grateful for the work you do."

Amber Romaniuk - Amber Approved Inc.



Canva DESIGNS

I bring your ideas to life with custom graphics and videos created in Canva, from eye-catching social media visuals and dynamic reels to polished presentations, brochures, business cards, infographics, workbooks, and more. Whatever you need, I'm here to make sure your brand stands out with stunning, on-brand designs.

Ask Me Anything!

REPLY IN THE COMMENTS OR SEND ME A DIRECT MESSAGE













| For Your Business



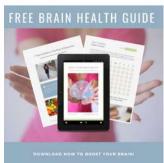
























'Who' is the business?

What are the values of the business that will never be compromised, and that all touch points need to be true to?



What does the outward appearance of your company look like?

- Branding
- · Logo
- · Tone of Voice









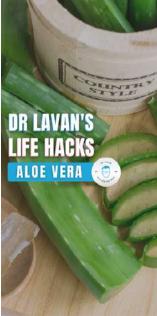




















Walking is a great way to start exercising. If you have been sedentary, try walking around the house or in place 5 minutes at a time, and build up from there. If you are able, walk 15 min daily, and add 5 min per week, until you are walking 30 minutes daily, Walking a little over 9,000 steps daily reduces dementia risk by 50%!

Youtube has a variety of walking videos to do in your home. <u>Justin Agustin</u> has a program for those who need to start very slowly (chair exercise).

WEIGHTLIFTING

Weightlifting is a great way to maintain bone health, build muscle and burn calories. <u>Lift with Gee</u> is a YouTube program geared at women and men over 40.

Pilates is great for strengthening the core, which helps to relieve back pain it tones and stretches the muscles using resistance and your own body weight. Look for certified

DANCING

Dance has shown to reduce depression more than any other movement activity. Consider trying a dance class, Zumba or line dancing

BOOST YOUR BRAIN Habit Tracker

Here is a simple weekly habit tracker to help you boost your brain health. I recommend printing out a few copies of this page and starting with 1 or 2 habits for a week or two. Then you can add more as you master those, so the changes feel do-able and sustainable!

HABIT & GOAL	М	Т	W	Т	F	S	S	
WALK: Stimes a week								
SOCIAL INTERACTION: once a day								
FRUIT & VEG: 5% cup servings daily								
PROTEIN: 30-50 mg daily								
STRESS REDUCTION: 5 minutes a day								
SLEEP: 7-8 hours per night								
MENTAL GYN: 5 minutes aday								

Your health is partly derived from your daily habits. Take time for them and you add to your longevity and vibrant health.



OUTLINE THE PROBLEM WITH A STORY

Begin your pitch with a compelling story. It should address the problem you're solving in the marketplace. This will engage your audience right out of the gate. And, if you've done any testing, try to include actual data here.

If you can relate your story to your audience, in this case, the investor, even better. What industries have they invested in previously? What pain points do their previous entrepreneurial endeavors have?

Do some research about the investor, so you have a good sense of what they care about and can taitor your story to them.



YOUR SOLUTION

Share what's unique about your product and how it will solve the issue you shared in the previous slide. Keep it short, concise, and easy for the investor to explain to others. Avoid using buzzwords unless your investors are very familiar with your industry. Again, if you've done any testing beforehand, plugin results







SERVICES INCLUDE:

- · private integrative health

Each service helps you to own your health and create the impact and life you desire!

ABOUT SARAH

Dr. Clouthier helps Canada's top professionals feel better, be sharper have more energy and love their

Starting her career in rural family medicine, she now incorporates integrative medicine to bring the best to her clients.

Sarah enjoys living in Alberta with her family and horses.

Book your 20-minute Complimentary Discovery Call at:

ConnectwithDrSarah.com

PITCHING

YOUR BUSINESS

- programs equine biofeedback sessions





Our Products

- Solar Water Heating
- Garden & Street Lighting
- Off Grid & Grid Tied Solar Systems
- Power Back Up
- Solar Water Pumps
- Wind Turbines
- Solar Batteries
- Solar LED Lights
- Solar Refrigeration
- Solar Powered Lanterns



7 Tips to Reduce The Risk of Dementia







MEDICINEFORLIVINGCT.COM | B 2024 MEDICINE FOR LIVING





ALL-IN-ONE LED WALL & STREET LIGHTS

Auto on/off function Simple installation No cables required

LED Products Include:

- ➤ LED Flood Lights
- ➤ LED Bulbs
- ➤ LED Street Lights

Zero Electricity Bills

Light-emitting diode (LED) products are made from semiuse in lighting fixtures. LED lamps offer comparatively long life compared to incandescent lamps and some fluorescent.

Thai Solar Power is committed to providing our quality products in LED lighting.









Our Company History

Thai Solar Power is among the best solar providers in South East Asia and has been in operation and incorporated since early 2020.

We provide unique and tailor-made alternative power solutions for individuals, commercial, homes, businesses, schools, nonprofits and government organizations in terms of solar and wind powered equipment, hot water systems as well as power backup systems.



2 | Thai Solar Power Company Profile

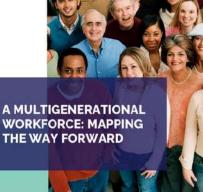
Our Approach

Our approach is to install systems to the highest engineering standards while making the switch suitable for our customers.

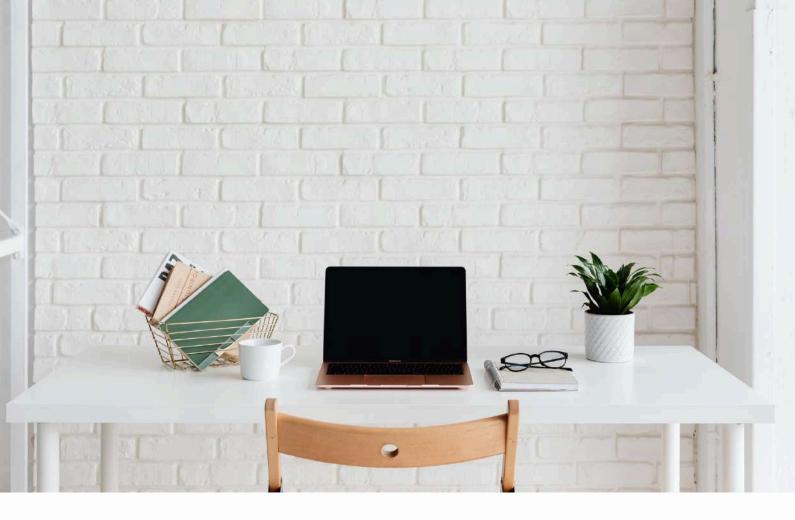
We've revolutionized the way energy is delivered by giving customers a cleaner more affordable alternative to their monthly utility bill.











Project SAMPLES

Explore My Creative and Tech Expertise Through These Project Highlights

Dive into a showcase of my diverse skill set, where creativity meets technology. From designing engaging opt-in pages and compelling email series to crafting persuasive sales pages for online programs, I've got you covered. I've also built and maintained captivating websites for boutique pool villas, handling everything from initial design to ongoing updates. My expertise extends to dynamic social media marketing and crafting informative email newsletters, ensuring your brand stands out and stays connected.

A BETTER NIGHT: FREE SLEEP GUIDE

for Dr. Sarah Clouthier | Integrative Medical Practitioner



Created the Free Sleep Guide (in Canva)

Created the opt in page and email series (in Mailchimp)





Created social media images to promote the guide (in Canva)

BODY FREEDOM UNLEASHED: GROUP PROGRAM

for Amber Romaniuk | Emotional Eating, Digestive & Hormone Expert





Created the sales, checkout & thank you pages (in Kajabi)

Created the course (in Kajabi)





Created the email series (in Kajabi)

Hi Nikki,

It was a pleasure to host you all for our third live 90 minute session, where we explored building calm digestion.

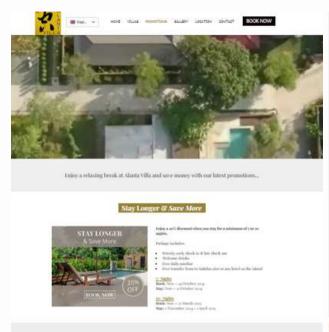
The replay is now available for you to watch, you can click below to access it!

Watch the replay!

Mark your calendars for our Q&A live coaching session next Thursday August 22nd

WEBSITE DESIGN, SOCIAL MEDIA & EMAIL MARKETING

for Alanta Villa | Boutique Pool Villas



Created the website (in Wix)

Provide ongoing social media management (Facebook & Instagram)



Promotion #2: Honeymoon Package

Constitute days and create therefore memorises with our enchanting Processive of Package, intractine places in strandice and lucury with a 10% discount on a minimum 4-right stay. Sever complimentary thely tropical fruits, a normatic. Their disease in year yills, a bottle of etne, and nelso with a repowerating 40-retruite their manage. Pacottle offsch-its and theth-out times are size southette.



THE PARTY OF THE P

Promotion #3: A l'ewfect Staycetion

Treat yourself and your furry companions to a well-deserted individual freefact. Stayuation package, Enjoy a searchess galaxies yething out to your integral freeds when you stay for a maintain of 2 rights. Heliah complementary tripposi fruits, benefit from early check-in and the check-cat, and expertence the ultimate relocation with no size or quantity trips or tests.

Create regular email newsletters (in Wix)

TESTIMONIALS





"Nikki is wonderful to work with. She's efficient, dependable and has a keen eye for detail and quality."

Paula Onysko
Soulful Money & Business Coach



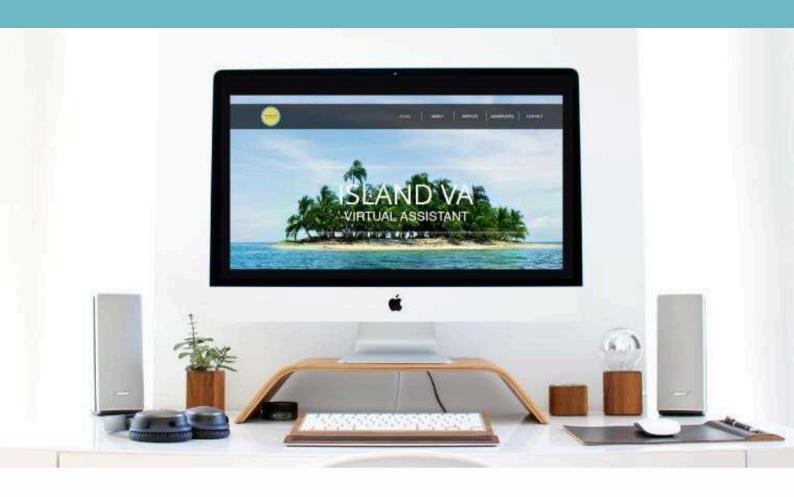
"Nikki has been a great asset in helping me to look after the day-today running of several social media campaigns, and has created some great content."

Samantha McCulloch SEO Consultant



"Nikki is a real asset to my business. Her knowledge and skills are beyond my expectations."

Lucy Standing
Social Entrepreneur



Flexible Virtual Assistant Packages Tailored to Your Needs

I offer a variety of flexible options to support solopreneurs and small businesses, including:

- Monthly retainer packages
- Social media packages
- Hourly pay-as-you-go
- Subcontracting

Click here for more details.

WORK WITH ME



Whether you need help with creative tasks, tech setup, or general admin, I'm here to assist with short-term projects, ongoing retainer packages, or hourly services.

To get started, please fill out this **contact form** to share more about your business and how I can support you.

Prefer a direct approach? Email me at islandvirtualassistant@gmail.com.

www.islandva.com