

VA For the DAYDREAMERS

Support for the creatives who dream big.

Services & Pricing Guide



@va_for_the_daydreamers

My Virtual assistant Journey



I'm a florist at heart with over 12 years of experience across weddings, events, retail floristry, freelancing, and running my own shop. Flowers took me everywhere, and along the way, I gained a deep understanding of how creative businesses actually run behind the scenes.

After expanding into wedding styling, coordination, and corporate event management, I followed a calling into business systems, completing my Business Administration degree in 2025. That's when VA for the Daydreamers was born.

I support florists, wedding and event businesses by turning big ideas into beautifully organised realities, handling the admin, systems, and logistics so you can stay focused on creating, not clearing your inbox at midnight.

How It Works

01 ENQUIRE & BOOK YOUR CALL

Start by booking your discovery call via Calendly at a time that suits you. Then complete the enquiry form. This call is a relaxed chat where we'll discuss:

- Your business, workload & current challenges
- The type of admin or specialist support you need
- Whether we're the right fit to work together

02 DISCOVERY CALL & CUSTOM PROPOSAL

During our discovery call, we'll explore:

- Your goals & priorities
- Existing systems, workflows & pain points
- The level of support that will best serve your business

Following the call, you'll receive a custom proposal outlining:

- Recommended services or retainer package
- Monthly hours & investment
- Scope of support & next steps

03 SECURE YOUR SPOT

To officially book in:

- Sign your contract
- Pay your first invoice (retainers are prepaid monthly)

Once confirmed, your hours are reserved exclusively for your business, and your start date is locked in.

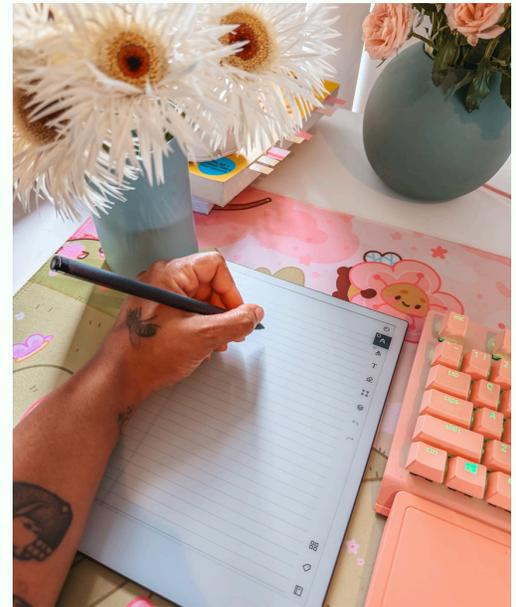
04 ONBOARDING & ONGOING SUPPORT

You'll receive a short onboarding questionnaire and instructions to grant access to relevant tools (email, CRM, project platforms, etc.).

From there:

- Tasks are managed within your booked hours
- Communication is clear, calm & proactive
- Support is tailored to your business as it grows

Less admin stress, smoother systems, and more space to focus on creativity and clients.



CONTACT DETAILS

kelsea@vaforthedaydreamers.com
Gold Coast, Australia

OFFICE HOURS

M - F 9:00am - 6:00pm AEST
Sat - By Appt Only

WEBSITE

vaforthedaydreamers.com

SOCIAL MEDIA

@va_for_the_daydreamers

Services

GENERAL

ADMINISTRATION

Flexible, behind-the-scenes support for your everyday admin needs. Ideal for inbox management, invoicing, scheduling, research, and light social media tasks—so you can focus on your creative work without the admin overwhelm.

INCLUDES

- Data entry
- Email & calendar management
- Customer service
- Invoicing & basic bookkeeping (non-accounting)
- Document & presentation creation
- Travel arrangements
- Research
- Appointment setting
- Basic social media scheduling & engagement

SPECIALIST SERVICES

Tailored support for wedding, event, and floral businesses that need a deeper level of industry-specific assistance. Ideal for managing events and weddings, florist admin, supplier coordination, content support, and marketing-related admin—handled with care and understanding of your creative workflow.

INCLUDES

- Content creation
- Event management & coordination
- Wedding planning & florist administration
- CRM, systems & workflow setup
- Freelance florist business support
- Marketing & visibility admin
- Supplier & wholesale coordination

LET'S WORK TOGETHER



Wedding Florist Administration

Includes:

- Client & inquiry management
- Consultations & calendar coordination
- Quotes, proposals & contracts
- Invoicing & payment tracking
- Wedding briefs & floral breakdowns
- Supplier & wholesale admin
- CRM, workflows & SOPs
- Client experience & after-wedding follow-up

Freelance Florist Business Support

Includes:

- Business admin & organisation
- Client booking & communication
- Quotes, invoices & contracts
- Marketing & visibility admin
- Systems & tech setup
- Supplier coordination
- Business growth & KPI tracking

Other industries

Although I specialise in the wedding, events, and floral industry, where my passion and expertise lie, I absolutely love learning about new creative industries and welcome opportunities to support businesses outside this space as a virtual assistant. If you'd like to chat about how I can support your business, I'd love for you to reach out.

Complete Event/Project Management Support

Our Full Event Package offers seamless support from planning through post-event wrap-up. I assist with vendor coordination, guest list and RSVP management, budget tracking, timelines, marketing support, on-site or virtual event assistance, guest inquiries, issue resolution, post-event follow-ups, and reporting—allowing you to focus on the bigger picture.

This package is offered on a retainer basis and provides priority support, consistency, and a cost-effective solution for full-scale events. Due to its comprehensive nature, it is available as a package-only service.

1 Essential Event Support

Starting from \$1,500

Ideal for smaller events or clients needing structured admin support throughout the event lifecycle.

Includes:

- Vendor research & coordination
- Guest list & RSVP management
- Budget tracking & expense logging
- Event timelines & schedules
- Marketing & promotion admin
- Virtual support before, during, and after the event
- Post-event follow-ups & thank-you emails

Up to 25 hours of support

(Valued at \$2,000 at \$80/hr)

2 Signature Event Support

Starting from \$2,500

Best suited for medium to large events requiring hands-on, consistent support.

Includes everything in Essential, plus:

- On-site or dedicated live virtual event-day support
- Guest inquiries & registration management
- Issue resolution coordination
- Feedback collection & reporting

Up to 40 hours of support

(Valued at \$2,880 at \$70/hr)

3 Premium Event Support

Starting from \$3,000

A full-service, start-to-finish solution for high-touch events and busy event professionals.

Includes everything in Signature, plus:

- Priority support & fast turnaround
- Extended post-event admin
- Data analysis & detailed event summaries
- Strategy recommendations for future events

Up to 60 hours of support

(Valued at \$3,600 at \$60/hr)

Monthly Retainer Packages

(PRIORITY SUPPORT + RESERVED HOURS)



The Muse

10 hours / month – \$60 p/hr

Thoughtful support to keep inspiration flowing and inquiries moving.

The Creative

20 hours/month – \$55 p/hr

Reliable, hands-on support for busy creative businesses in motion.

The Daydreamer

30 hours / month – \$50 p/hr

Full, behind-the-scenes support for established businesses ready to breathe easier.

Retainers are prepaid monthly

- Hours are reserved exclusively for your business
- Unused hours do not roll over
- Additional hours billed at the applicable hourly rate
- Minimum 3-month commitment for retainers
- 30 days' notice required to cancel or downgrade

Ad Hoc Support



For high-demand periods such as:

- **Wedding peak season**
- **Valentine's Day**
- **Mother's Day**
- **Christmas**
- **Event-heavy periods**

Ad Hoc Rate

\$60 per hour

- Minimum booking: 2 hours
- Ad Hoc support

Rush Fee

Rush / Priority Requests

\$100 per hour

Applies when:

- Work is required within 24–48 hours
- Same-day or weekend requests
- Work falls outside retainer hours

Let's Get Started!

Running a creative business doesn't mean you have to do everything yourself.

VA for the Daydreamers is here to support wedding and event professionals, florists, and creative studios with thoughtful, organised admin that lightens your load and supports your growth, without the overwhelm.

If you're ready for reliable, behind-the-scenes support that feels aligned, intentional, and genuinely helpful, I'd love to chat.

Book a discovery call below, and let's see how I can best support your business.

[SCHEDULE A CALL](#)

A little note from me

If you're unsure exactly what you need, that's
okay.

Come as you are, bring the chaos, and we'll sort it
out together.

Kelsea



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