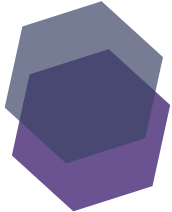
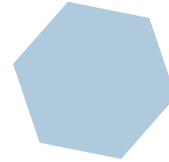
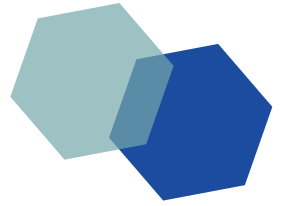
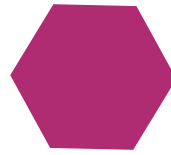




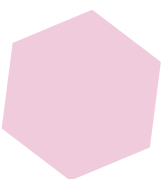
# ALEXANDRA FRANZEN

Promotional Wordsmith & Personal Scribe



# *The Wrap Kit*

stellar smarties  
+ serious tools  
to support  
your biz





# ROCK-STEADY SUPPORT — virtual assistants & marketing minions

**Cassie Oswald & Hillary Weiss** | A dynamic do-all duo, ready to tag-team your every digital desire — from styling your WordPress site to queueing your tweets to prettifying your PDFs. Perpetually prepared to assist (I think they sleep in shifts.)

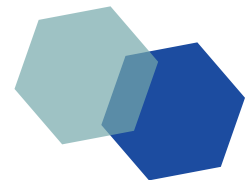
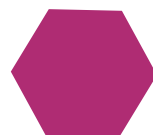
**Gretchen Christy** | Platinum-level virtual assistance for professional coaches. Get on her calendar while you can — her roster fills up fast.

**EI Edwards** | Imagine if Mary Poppins was your virtual assistant. Yeah. That pretty much sums up this Yorkshire-tea-fueled VA from the UK. She can help you with social media management, customer service, newsletter set-up & editing, Wordpress updates, and (probably) choreograph your next umbrella-inspired dance routine. I'd bet on it.

**Ali Rittenhouse** | She's the creator of **Geek Labs** — an online training program for virtual assistants — and she'll turn you into a bonafide Geek Goddess. Talk to her about booking a **Boutique Tech Retreat**, for you & your team.

**Solamar Marketing** | A do-it-all online marketing & virtual assistance agency, for solopreneurs & small crews. They handle everything from affiliate network set-up & search engine optimization to market research & customer service. So slick. So pro.

**Erin Wigger** | She heals sick WordPress themes as her alter-ego, **Your Blog Doctor**. Perfect for those times when you need a quick digital spruce-up, not a full-on re-launch.



# YOUR DIGITAL PRESENCE — graphic designers & web coding geniuses

**Rebecca Pollock** | My go-to graphic design whizkid. Efficient, hyper-intelligent, and never afraid to push back when my ideas are utter rubbish. Mad respect.

**Catherine Vo** | WordPress creatrix & coder extraordinaire, with a lovely, fresh design sensibility. She gets busy, real fast. But she's worth the wait.

**Natasha Lakos** | Creative direction & identity design for people who want to make an unforgettable impression, online & off. Her work is distinctive, crisp & elegant—like a couture evening gown, gone digital.

**Marie Poulin** | Beautifully feminine (but not frilly) web strategy, design & code. She's got her eye on the user's experience, and her attention to navigational flow really shows. Did I mention she plays Gaelic rugby? That, too.

**Amanda Farough** | I do have a soft soft for brainy Canadian ladies, but that's not the (only) reason I'm recommending Ms. Farough. Her web design work is thoughtful, inviting and beautifully spacious. She's a total nerd. And that's a high compliment.

## 5 more web design virtuosos . . .

1. Jamie Varon & Nicole Antoinette from [Shatterboxx](#)
2. Paul Jarvis from [twothirty](#)
3. [Sarah J. Bray](#) & her [A Small Nation](#) crew
4. Alessandro Locatelli & Sara Lando from [Paper Moustache](#)
5. Teresa Aguilera from [Spindle Desco](#)





# FAME, FOCUS & FREEDOM — business coaches & sweet inspiration

**Melissa Cassera** | It's rare to find a publicity consultant who actually walks her talk. Melissa is a fame magnet & legitimate PR Rockstar — with the magazine features & TV clips to prove it. If you want to become an undeniable industry celebrity, her **STARMAKER Session** is not to be missed.

**Michelle Ward** | A life-altering career coach with theatrical verve, vim & vigor, and a heart the size of Central Park. Under her tutelage, I lunged from 9-to-5-er to full-tilt entrepreneur. I am forever indebted to Ms. Ward.

**Erika Lyremark** | Procrastinators, beware. Erika's 30-day **Morning Whip** program is a tidal wave of motivation for your business mission. Erika's motto? "No Whipster left behind!" Put simply: you WILL make major progress. Or else.


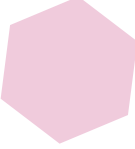
**Maria Ross** | Sky-high-level branding, marketing & communications strategy, with a focus on startups and petite-sized businesses. Check out her signature **branding intensive**, and find out what makes *your* business irresistible.

**Dyana Valentine** | Do you know your SuperConditions for Greatness? Dyana can help you discover them, and your life & business priorities will never be the same. You should probably talk to her, like, *immediately*.

**Hiro Boga** | Transformative energy techniques that are anything but "woo-woo." I adore her impish spirit and unending compassion. Her **classes** & **retreats** are a gift to the world.

**Danielle LaPorte** | She's a bestselling author, one of my key mentors, and the creator of **Your Big Beautiful Book Plan**. Get on her list. **Read all her work**. And prepare for white-hot revelations.

**Marie Forleo** | Marie's business-building **events** & **programs** are impeccable. Her commitment to her audience, ironclad. She delivers precisely what she promises. And you rise to meet her, there.



# TOOLS OF THE TRADE — apps to run your business, tickety-boom.

**Freckle** | Detailed time-tracking and billing for you and your team. **Monthly memberships** start at \$12 (or, **try it free** for 30 days). If you're billing by the hour — or want to track how much time you're *really* spending, on various projects — Freckle is an invaluable tool.

**Satori** | A human-friendly scheduling & billing tool designed especially for coaches & consultants. Because filling your calendar (and getting paid) should be eeeeeasy.

**Ruzuku** | Their tagline says it all: “ridiculously easy online course creation.” If you've been yearning to bundle your talents into an online class or e-course — but techie woes have stalled your progress — this could be your saving grace.

**1ShoppingCart** | A sophisticated digital product distribution & affiliate network system, with a highly-accessible customer support team. Lock down a **30-day trial** (with unlimited phone support) for \$3.95. No brainer.

**PulleyApp** | Not ready for a multi-tiered shopping cart with zillions of bells & whistles? Just want to sell e-books, mp3s or digital artwork and get cash in your PayPal account — end of story? PulleyApp is your new best friend.

**Skype & eCamm** | Record video-chats and face-to-virtual-face brainstorming sessions with eCamm, a \$20 Skype plug-in. Then share your footage swiftly (& privately) with ...

**Dropbox** | Lots of storage space. Attractive user experience. And it's super-easy to invite folks to view private folders and download docs, audio files, images & videos.

**4shared** | To distribute hefty audio & video files to multiple customers, I dig **4Shared**. It's not exactly “pretty,” but it's functional and frugal. You can direct customers to multi-file download pages (where they can download files individually) or group files into tidy .zip files. Another file storage & distribution option: **Amazon Web Services**.

**eFax** | Fax tax forms & non-disclosure agreements (or grocery lists, or love letters) ... through the Internet. Magic? Pretty much.

**LastPass** | Need to share your credit card info, log-in passwords or other sensitive details with a Virtual Assistant? PLEASE use LastPass. Not email, or Post-It Notes, or smoke signals. Safe, secure, practically uncrackable.

**TweetDeck** | Got a product launch coming up? Or an extended vacation? Want to systemize your social media usage, and spend less time doing ... whatever it is people do, all day long, on Twitter & Facebook? Pre-schedule & automate messages to blast out to your fans & followers, while you snooze. A nearly-identical alternative: **HootSuite**.

**Scribie** | For quick 'n (not so) dirty audio & video transcription, the fine folks at Scribie commit to a 24-hour turnaround, at 99 cents a minute. And if it ain't perfect, they do it again, for free. Hard to beat that action.





*Want more?*

I got you covered.

I've got even more heart-plucked recommendations for business coaches, branding mavens, artists & coders, even a handful of brrrrrilliant copywriters, [right here](#).

**Got \$15 to blow?** You could buy a moderately-priced bottle of wine (& perhaps you should) — or, grab one of my highly-inspiring script packs for life, love & business, in [The SHOP](#).

I've got plug & play scripts to help you fill your client docket, rake in some juicy testimonials, and set yourself free from tricky obligations — in high style, with total class.

Want to say howdy — or get on my waiting list, for a 2013 [VELOCITY](#) session? [You know where to find me](#).

Thanks for being in my orbit.

xo.

