ILLUSTRATIVE EXAMPLE · NOT A REAL CLIENT

Example Results: The First 90 Days

Maple & Moss Wellness Studio (fictional)

SAMPLE · FICTIONAL DATA

About this example: a made-up studio and made-up numbers, showing the kind of change a 90-day engagement aims for. Every business is different, and we agree goals and measures with you at the start.

Client: Maple & Moss Wellness Studio (fictional) – yoga and wellness studio, 3 instructors

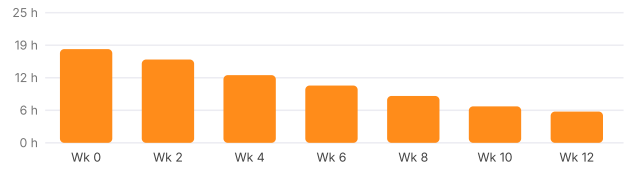
Services used: Virtual Assistant Support, Daily Operations, Systems & Processes, Automation

Hours used: 120 over 90 days

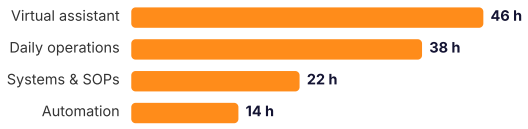
Before and after

Measure	Before (week 0)	After (week 12)	Change
Owner's time on admin each week	18 hours	6 hours	**12 hours back**
Reply time to new enquiries	26 hours	3 hours	**9× faster**
Class no-show rate	12%	7%	**−5 pts** (reminders)
Monthly sales report	3 hours by hand	10 minutes to check	**Automated**
Written processes (SOPs)	0	9	Studio runs without the owner
Overdue recurring tasks	Unknown	2 (tracked, chased)	**Visible**

Owner admin hours per week



Hours used by service



Total 120 hours: VA $25/h, Daily Ops $35/h, Systems $60/h, Automation $80/h.

What we did, month by month

Month 1 – take over the basics

- Inbox and bookings handed to a VA
- Operations tracker set up
- Class reminder messages started

Month 2 – write it down

- 9 SOPs: opening, closing, bookings, refunds, onboarding...
- Trello board for all requests
- Weekly Monday report in place

Month 3 – automate

- Enquiry → CRM → reply automation
- Monthly sales report in one click
- Handover pack: every login, process and contact