

VSNWKSTM.com

DREAM IT.
BUILD IT.
SELL IT.

COMMUNICATIONS/PR • DESIGN • OPERATIONS • CONSULTING

**SUSTAINABLE BUSINESS
EQUITABLE ECOSYSTEMS
CREATING CONVERSATIONS
TELLING STORIES
TELLING THE TRUTH
PRACTICING EXCELLENCE
EMBRACING HUMANITY
ECONOMIC FREEDOM
PRIORITIZING LEARNING
EQUIPPING LEADERS
A BETTER TOMORROW**

In a world brimming with options, **VSNWKS.™ (Vision Works)** stands out for its unwavering commitment to diverse founders and c-suite leaders just like me. Why? Because our roots run deep in understanding the unique challenges and potential of diverse leadership.

I founded **VSNWKS.** on a leap of faith, trusting the voice of God with the intent of impacting the business ecosystem, and to fill the gaps I saw in many businesses from communications to operations. Simply stated, we help founders and organizations build scalable and sustainable businesses. No, we do not consider ourselves just another company – we are a movement.

Our approach is bespoke. We don't believe in one-size-fits-all. Instead, we value the individuality of each founder we serve, tailoring our solutions to align with their distinct needs. **VSNWKS.™** thrives on integrity, passion, and above all, excellence. We don't just help businesses grow; we shape them into beacons of excellence, setting industry standards and inspiring communities.

By choosing **VSNWKS.™**, you're not just selecting a partner; you're joining a legacy of leaders who believe in the transformative power of business. A legacy where your vision is seen, your voice is heard, and your business becomes a force for positive change.

Together, let's redefine what success looks like and keep making a lasting impact on the communities we serve to the Glory of God.

If you have any questions, concerns, or comments, feel free to outreach to me directly. Once again, I speak for the entire team when I say thank you for the opportunity!

Warmly,



**CEO and Founder
VSNWKS.™**





Our **ETHOS**

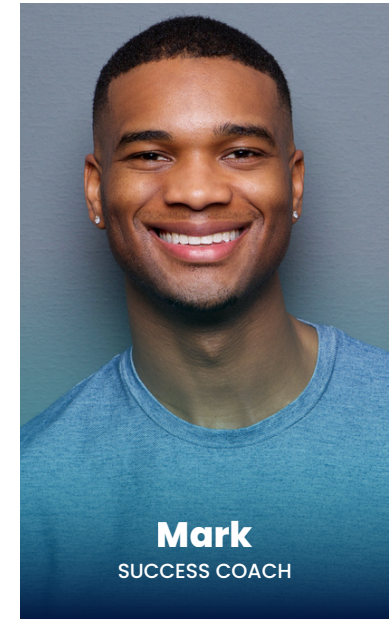
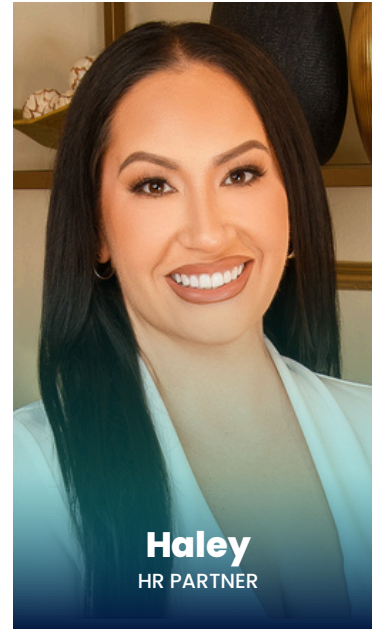
At VSNWKS, we know that the founders we work with aren't building average businesses—they're out here **solving the world's biggest problems**. From equity to education, from climate change to justice, these founders are on the front lines of change, and they need communications and operations that are as impactful as their mission.

So, here's how we approach things: we're not just giving you systems or services to just keep the lights on. We're giving you the tools to build an **organization that thrives**—one that supports your vision every step of the way. We focus on streamlining your operations so that you can focus on what matters most—creating lasting change. We know that when your operations run smoothly, and you tell your unique story you can move faster, grow stronger, and push the envelope further.

We partner with you to set up scalable frameworks, implement processes that drive efficiency, and amplify your authentic story. Whether you need a communications campaign, project management support, strategic planning, or operations optimization, we've got you covered. But we don't stop there. We make sure you have the insight and control you need to adapt and evolve as you grow.

We work in the trenches with you, like a true partner should, because we understand the weight of your mission. It's not just about the numbers or the systems—it's about making your impact sustainable. So, whatever your business looks like today, we're here to help you build the operations and craft the narratives that will carry you through tomorrow.

Our **TEAM**



Our team members are entrepreneurs, leaders, and scholars, and we are especially passionate about helping founders and businesses scale, sustain and tell their unique stories.

Our SERVICES

VSNWKS.™ is the go-to hub for diverse founders and CEOs looking to redefine success in the business landscape. We are headquartered in Atlanta, but our services reach globally. We specialize in integrated communications, operations, and branding for service-based businesses and non-profits. With a blend of cutting-edge technology and proven strategies, we empower entrepreneurs and the c-suite to navigate challenges, tell their unique stories and scale sustainably.

BRANDING

Listening, research, market analysis, positioning, consumer targeting, and brand awareness

BRAND PARTNERSHIPS

Brokering new relationships, Increase brand exposure, break into new markets, Co-Branding, Distribution Partnerships, Affiliate Marketing, Sponsorship. Product Placement.

SOCIAL MEDIA

Content creation, digital campaigns, account management, influencer marketing, engagement, and symmetrical branding across platforms

CRISIS PLANNING

Situation analysis, reputation management, stakeholder identification, statement and key communications development, notification and monitoring, and post-crisis analysis

OPERATIONS SUPPORT AND MANAGEMENT

Dedicated Fractional COO, support hiring, business operations audits, operations strategic plan, people/team trainings, workflow, policy and, SOP creation, strategy and advisory meetings, Monitoring/Adjustments, Dedicated Operations Assistant

DIGITAL MEDIA

Overall strategy, consumer targeting and engagement, brand awareness, growth hacking, and copy-writing

STRATEGIC PLANNING

Analysis, stakeholder identification, project goals and key communications development, notification and monitoring, and post-project analysis

PRESS / MEDIA RELATIONS

Craft messaging, targeted pitching, media advisories, press releases, events, press conferences, mentions, and relationship building

WEB DEVELOPMENT

Storyboarding, content creation, layout, installation, and maintenance

DESIGN AND PRINT

Logo, flyer, poster, palm card, banner, ads, and marketing Collateral

PROGRAM AND PROJECT MANAGEMENT

End-to-end project management services, Program development and execution, Risk management and mitigation

HOW WE GET IT DONE



DEVELOPMENT



RESEARCH



PLANNING



EXECUTION

VSNWKS™

NXTLVL™

FRACTIONAL

The SCXLE IT™ Program is designed to help CEOs and their organizations address the critical factors that drive operational success. We focus on the three essential verticals that can make or break your business: People, Processes, and Systems.



Lead Your People

Empower your team to achieve their full potential through visionary leadership and inclusive culture.



Develop Your Processes

Streamline and optimize workflows to ensure efficiency and excellence in every operation.



Maximize Your Systems

Utilize cutting-edge technology and map systems to drive productivity and innovation.

Bold Ideas. *deserve* Bold Design.



- Banners Vinyl or Fabric
- Banner Retractable Stand
- Booklets
- Brochures
- Business Cards
- Business Envelopes
- Calendars
- Canvas
- Promotional Products
- Flyers
- Funeral/Wedding Programs
- Labels
- Menus
- Postcards
- Posters
- Funeral Programs
- Wedding Invitations
- Presentation Folder
- Tablecloth/Runner
- T-shirt (design only)
- Sidewalk signs
- Flags
- Window Graphics
- Greeting Cards
- Hang Tags
- Fan Cutouts
- Buttons
- Mugs
- Tote Bags

and We Got You Covered.

VSNWKS.com

COMMUNICATIONS/PR

We leverage a diverse range of services to empower our clients to communicate their authentic narratives effectively. Our comprehensive approach combines various strategies to ensure our clients' messages resonate with their target audiences.

We excel in earned media, using robust press and media relations, and collaborating with influential partners to enhance visibility. Our Public Relations expertise bolsters our clients' reputations and fosters meaningful connections with their communities. We also forge impactful brand partnerships that expand reach and foster credibility.

In the digital sphere, we engage in Paid Media and Digital Advertising to maximize online presence.

We understand the importance of owned media, and our team excels at managing websites, blogs, email, and social media marketing to create engaging content. Our graphic design and branding services ensure that our clients' visual identity aligns with their message.

	Platinum \$5,000/12m	Gold \$3,500/12m
Dedicated Account Executive	✓	✗
Crisis Planning, Management and Mitigation	up to 2 hours/month	up to 1 hour/month
Press + Media Management and Engagement	up to 8 hours/month	up to 2 hours/month (press pitching + up to 2 release)
Social Media + Ads Management	2 media channels	1 media channel scheduling and copywriting
Email Marketing Management	2 campaigns/month	1 campaign/month
Monthly Reporting (Analytics)	✓	✓
Website Management	✓	copy-writing, blog post + limited updates
Special Projects	up to 2 projects/quarterly	✗
Telephone Support	Same day	with in 48 hours
Email Support	Same day	with in 48 hours
Strategy and Advisory Meetings	Bi-weekly up to 1 hour	up to 1 hour/month

OPERATIONS

We offer operational support services, as part of our SCXLE IT.™ program, which are designed to optimize and streamline your business operations. These services are aimed at enhancing efficiency, productivity, and overall excellence.

Our team provides a dedicated Fractional COO to guide and support your business's strategic operations. From Support Hiring to ensuring you have the right talent in place to a comprehensive Business Operations Audit, we help you identify areas for improvement and growth.

We are committed to helping diverse founders and CEOs like yourself succeed by fine-tuning your operational capabilities and providing the strategic guidance needed to reach new heights in your business journey. Your success is our top priority.

	Platinum \$10,000/12m	Gold \$4,500/12m
Dedicated Fractional COO	✓	×
Dedicated Operations Assistant	✓	✓
Discovery/Planning	✓	✓
Business Operations Audit	✓	✓
Operations Strategic Plan	✓	×
Policy and SOP Creation	✓	✓
People/Team Trainings	✓	up to 2/month 30 minutes each
Support Hiring	✓	✓
Transition for Operations Manager or COO	✓	×
Telephone Support	Unlimited	with in 48 hours
Email Support	Unlimited	with in 48 hours
Strategy and Advisory Meetings	Weekly up to 8 hours	Bi-weekly up to 1 hour
c	✓	×

DESIGN



Gold - Brand Continuity

- Up to 50 design assets/month (no rollover)
- Turnaround: Multi-page assets = 2 weeks
- Single-Sided graphics = 7 days
- Monthly 30-minute strategy check-in

Deliverables:

- Up to 50 design assets per month (single-sided social graphics, flyers, one-pagers, ads, email graphics, etc.).
- Slide decks: 2-week turnaround time.
- Standard graphics: 7-day turnaround time.
- No rollover of unused assets.
- Includes one monthly 30-minute strategy check-in with the VSNWKS design team.

**Investment: Starting at
\$2,500/month**



Platinum - Fractional Graphic Designer

- Unlimited design requests (fair-use, no rollover)
- Covers campaigns, reports, signage, event kits, advanced presentations, etc.
- Priority turnaround based on project scope
- Monthly design consultation

Deliverables:

- Functions as your on-demand, fractional in-house graphic designer.
- Unlimited design requests (fair-use basis).
- Covers brand campaigns, reports, signage, event kits, advanced presentations, and custom creative.
- Turnaround times set by project scope, with priority service over Package One.
- No rollover of unused requests.
- Includes monthly design consultation to align creative execution with corporate goals

**Investment: Starting at
\$5,000/month**

We Design Websites. That Keep Your People Coming Back.

Our team understands the needs of businesses and brands of all sizes. We have designed our web development packages to meet your vision right where you are in business.



PLATINUM

Ten (10) Page Website
Custom Design
SEO Optimization
Keywords
3 Design Revisions
(if needed)
Responsive Website (Mobile)
Client backoffice Management
Favicon

\$4,500.00

GOLD

Landing Page or
Five (5) Page Website
Custom Design
SEO Optimization
Keywords
2 Design Revisions (if needed)
Responsive Website
Client backoffice Management
Favicon

\$2,500.00

You Deserve To Standout. We Offer Signature Branding.

BRAND STARTUP

- Two strategic brand consultations (up to 45 minutes per session)
- Logo design (2 options)
- Brand print collateral (design)—letterhead, envelopes, business cards (double-sided business cards)
- Electronic Media Kit (EPK)
- Email Signature
- Brand Style Guide

Add-on Business Formation Assistance
(\$475.00)

Starting at \$2,750

BRAND REHAB

- Brand Audit
- Two Strategic Brand Consultations (up to 45 minutes)
- Strategic Planning Program Workbook
- Logo re-design (*optional*)
- Brand Style Guide
- Social Media Branding (avatars and banners)
- Email Signature
- Brand print collateral (design only)—letterhead, envelopes, business cards (double-sided business cards)

Starting at \$3,500

A LA CARTE

Our À La Carte Offering provides flexible, high-impact services tailored to meet your immediate and specific business needs without long-term commitments. This suite is designed for founders and CEOs looking to leverage expert support in select areas, allowing you to focus on the unique challenges facing your organization. From one public relations service to a single consultation, each service option within the À La Carte Offering allows you to target and strengthen key components of your organization.

Press Media Pitching

Providing comprehensive, ongoing support to optimize business processes, improve efficiency, and ensure seamless day-to-day operations through tailored strategies and solutions.

From \$500/hr

Document Preparation

Offering a full-service approach to managing internal and external communications, ensuring consistent messaging, brand alignment, and effective stakeholder engagement on a monthly basis.

From \$250/hr

Consulting

Providing expert advice and strategic insights to help businesses streamline operations, enhance branding, and achieve sustainable growth.

From \$550/hr

Technical Writing

Crafting clear, precise, and user-focused documentation, manuals, and guides that simplify complex information for your audience to enhance understanding and usability.

From \$250/hr

1:1 Training

Delivering personalized, hands-on training sessions to empower individuals with the skills and knowledge needed to succeed in their business or creative endeavors.

From \$500/hr

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CASE STUDY

Background:

An emerging Atlanta small business found itself in the midst of a daunting trademark and intellectual property battle against a formidable corporation. This David-and-Goliath scenario highlighted the pressing need for a comprehensive approach to protect the small business's brand identity and navigate the legal complexities involved.

Challenge:

The client faced a multifaceted challenge. Firstly, they lacked prior press and media training, leaving them ill-equipped to effectively communicate their position amidst legal complexities. Additionally, their messaging strategy was unclear, and their website failed to reflect the rich narrative of their brand story and history. Furthermore, critical elements such as a privacy policy and copyright protection were absent, exposing them to potential vulnerabilities.

Results:

In response to the challenges at hand, VSNWKS.™ swiftly implemented a crisis plan tailored to the unique needs of the client. Media training was conducted to empower the client with the skills needed to navigate interviews and present a compelling narrative. Simultaneously, the website underwent a comprehensive overhaul, aligning it with the brand's story and ensuring legal compliance with the inclusion of privacy policies and copyright protection.

Strategic media placements were secured at both local and national levels, leveraging the power of storytelling to generate positive exposure. Complementing this, a targeted advertising campaign was launched across various channels, not only safeguarding the brand's reputation but also driving a notable uptick in sales through increased visibility.

This holistic approach not only addressed the immediate challenges posed by the legal battle but positioned the small business for sustained growth by strengthening its brand image, legal standing, and market presence.

Background:

A well-established Atlanta real estate brokerage approached VSNWKS.™ with a compelling challenge. Despite having a solid five-year foundation as a startup, the brokerage faced significant hurdles in terms of brand identity, plateaued marketing efforts, an outdated DIY website, poor SEO, and a complete absence from the social media landscape. It was evident that a strategic overhaul was imperative to align their brand with their target audience and elevate their competitive standing.

Challenge:

The brokerage's challenges were multi-faceted. Their brand identity did not resonate with their competition or their intended audience. Marketing efforts had hit a plateau, and their website, a DIY effort, failed to represent their target customer adequately. Poor SEO hindered online visibility, and a lack of social media presence further limited their reach and engagement.

Results:

VSNWKS.™ embarked on a comprehensive transformation, starting with a redesigned website that not only addressed aesthetic concerns but also migrated to a client-friendly platform, ensuring ease of updates. A strategic SEO overhaul significantly improved their online visibility, and analytics tracking was implemented to measure and optimize performance.

Within the first 30 days, the impact was profound—a remarkable 400% increase in website traffic. To bolster their market presence, an innovative marketing campaign was launched, including billboard placements on I-75 and within a 50-mile radius of their headquarters. Simultaneously, direct mailer campaigns were executed, resulting in a substantial 30% revenue jump within the first 12 months.

Recognizing the power of social media, VSNWKS.™ created engaging content and managed interactions, organically growing the brokerage's brand across various channels. Beyond marketing, professional development trainings were conducted for their agents, fostering a culture of growth and excellence. The success of this collaboration extended to subsidiary brands, with VSNWKS.™ delivering consistent, impactful results.

This case showcases a holistic approach, encompassing digital transformation, strategic marketing, and professional development, resulting in a revitalized brand presence and substantial business growth.

What Our Clients Think: *5-Star* Reviews



"I had the pleasure of working with Sean as our Fractional COO, and it was truly a game-changer for The Saunders Firm. Sean's strategic insights and hands-on approach helped us streamline our operations, optimize our processes, and scale our business like never before. His ability to understand our unique challenges and provide tailored solutions was invaluable. Thanks to Sean's expertise, we were able to achieve significant growth and take our brand to new heights. I highly recommend Sean to any CEO looking to elevate their business and drive sustainable success."

Amber Saunders
CEO, The Saunders Firm PC



Sean's impact on Distinct Tax Consulting Group has been nothing short of remarkable. As our Fractional COO, he brought a level of expertise and strategic thinking that transformed our entire organization. His guidance in restructuring our teams and implementing efficient systems allowed us to maximize productivity and profitability. Sean's dedication to understanding our business inside out and his genuine commitment to our success made him an invaluable partner. We owe a large part of our growth and success to Sean, and we're grateful for his unwavering support on our journey

Alysha Harvey
CEO, Distinct Tax Consulting Group



Choosing VSNWKS has been transformative for GRCC. We've been with VSNWKS since 2017. Sean and his team have enhanced our outreach and relevance in our online presence, while ensuring we remain rooted in our core beliefs. Their services come highly recommended for any Church or non-profit seeking authenticity and excellence in branding. It's rare to find a company that merges the realms of technology, graphic design, and branding that is sensitive to our Church's culture.

**Pastor Robert Thomas Jr. and
Lady Valerie Thomas**
Senior Leaders, Greater Refuge Church
of Christ





Follow Us

**OUR CLIENTS ARE SOLVING THE
WORLD'S BIGGEST PROBLEMS
AROUND EQUITY, EDUCATION,
FAITH, CLIMATE, JUSTICE, HUMAN
RIGHTS, HEALTH, AND MORE.**



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