

THE BOWL OF LEMONS creative

VIRTUAL ASSISTANT PORTFOLIO



2025

Hi, I'm Naomi!

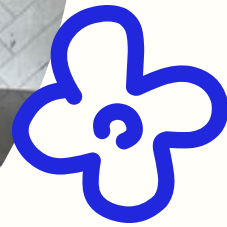
aka The Bowl of Lemons

A Naturopath, Nutritionist and Virtual Assistant!

I help free health practitioners from the time-consuming burden of social media and business admin, allowing them to focus on what they love most, helping their clients and growing their business.

[Enquire Here](#)

or email: naomi@thebowlflemons.com.au



**TBOL
Creative**

HOW I CAN SUPPORT YOU:



Social Media & Content

- Strategy, planning & content creation (graphics, captions, carousels)
- Scheduling, engagement & repurposing across platforms

Email Marketing

- Newsletters, lead magnets & automation setup
- Nurture sequences to convert leads into clients

Website & Tech Support

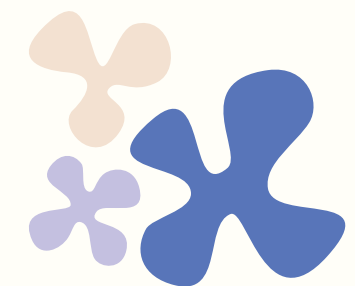
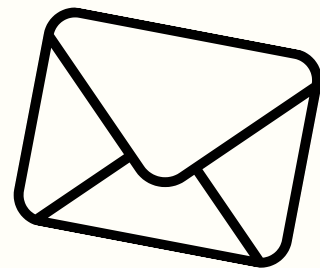
- Website updates, landing pages & course/membership setup
- Programs & Webinars
 - Webinar tech, promo & follow-ups
- Program/membership creation & management

Admin & Strategy

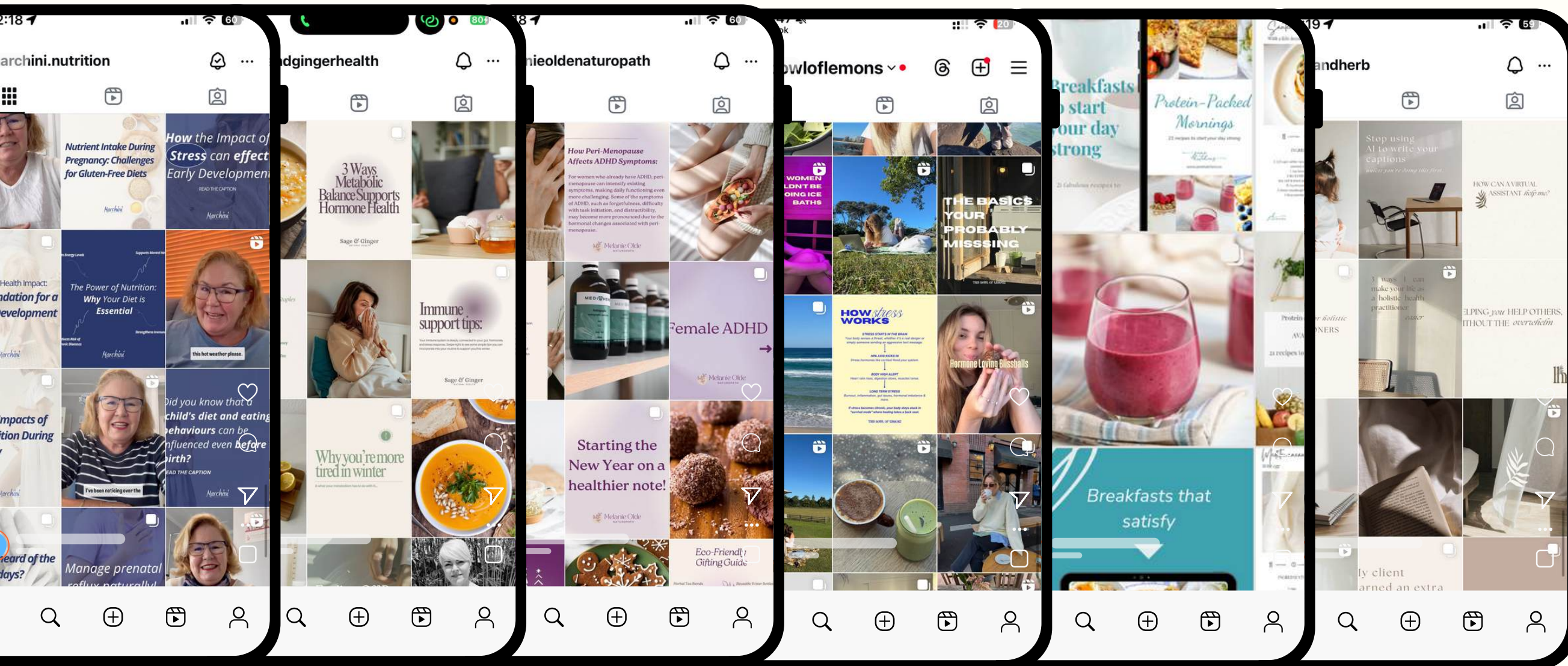
- Monthly strategy calls & business planning
- Workflow systems to streamline your processes

Design & Digital Products

- Ebook creation with branded, reader-friendly formatting
- Interactive elements: checklists, hyperlinks & worksheets
- Custom brochures for print or digital use



CONTENT CREATION



Strategy and content planning tailored to your brand

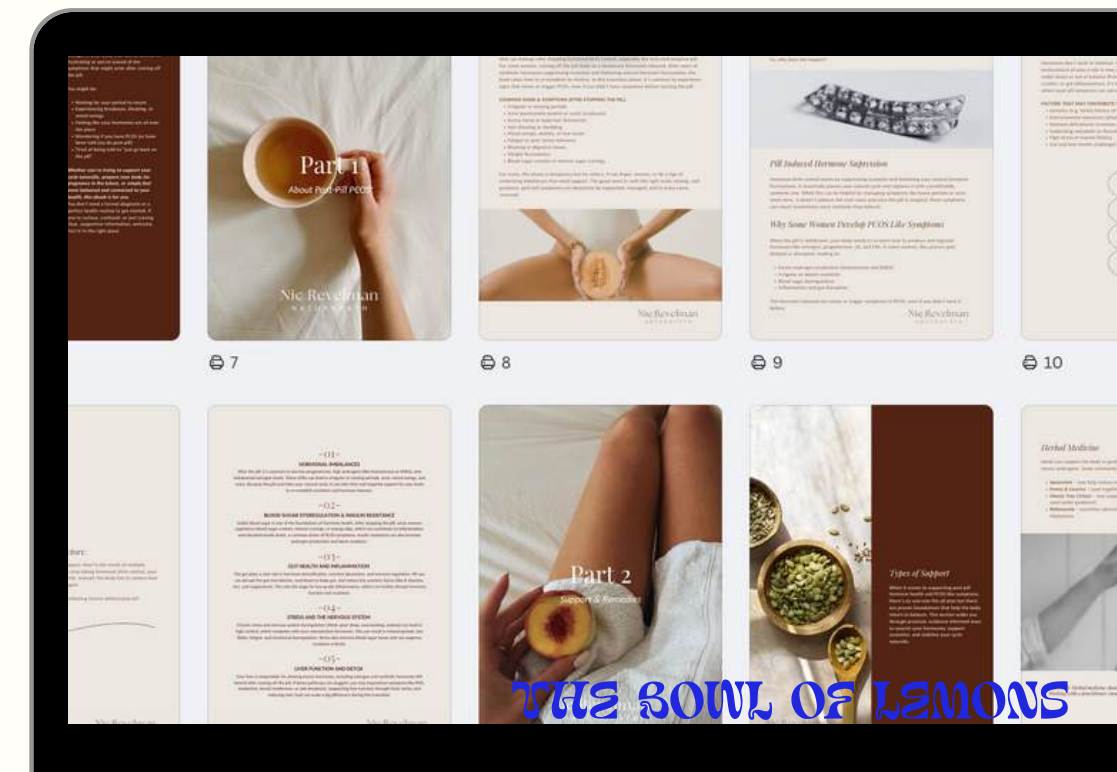
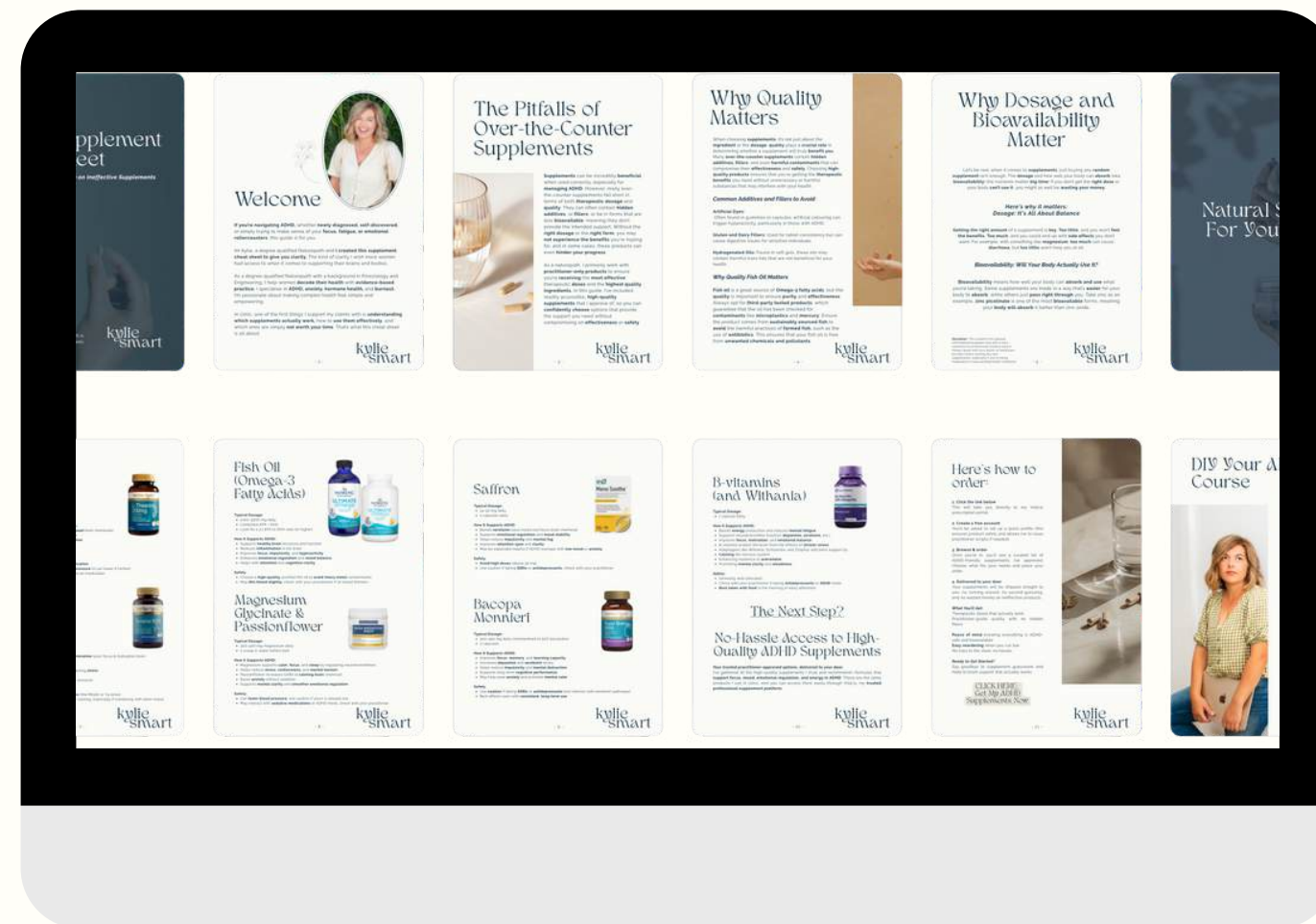
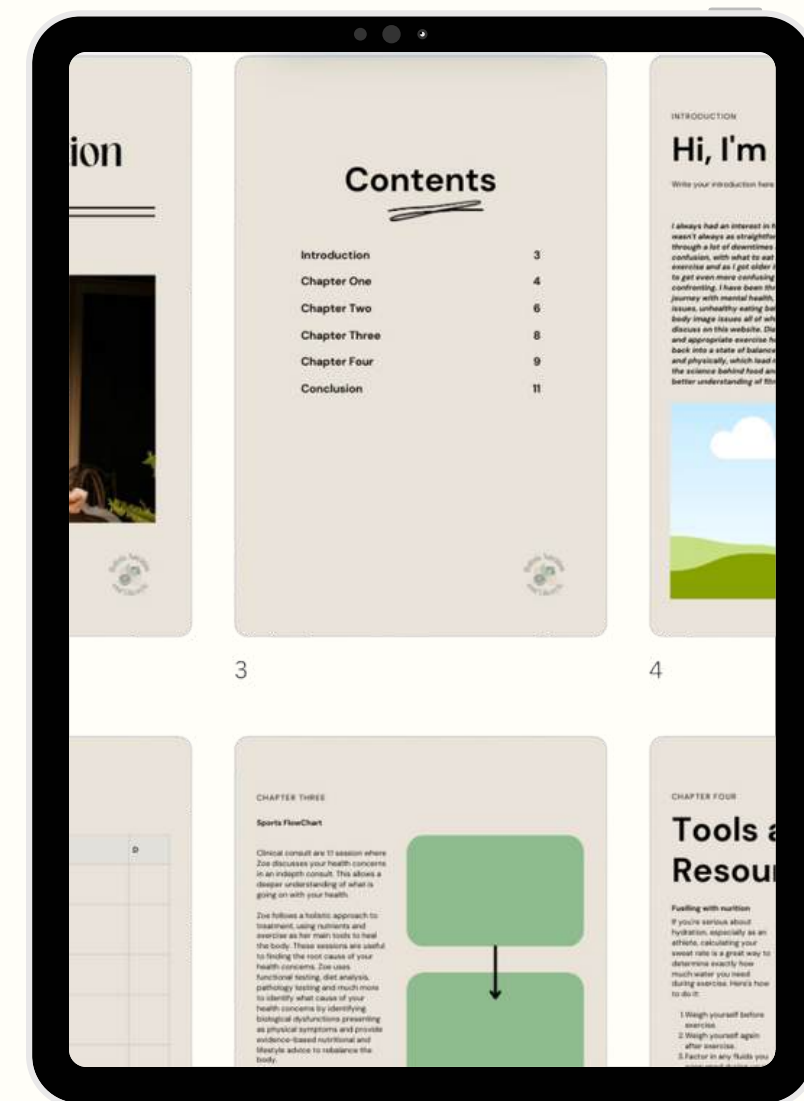
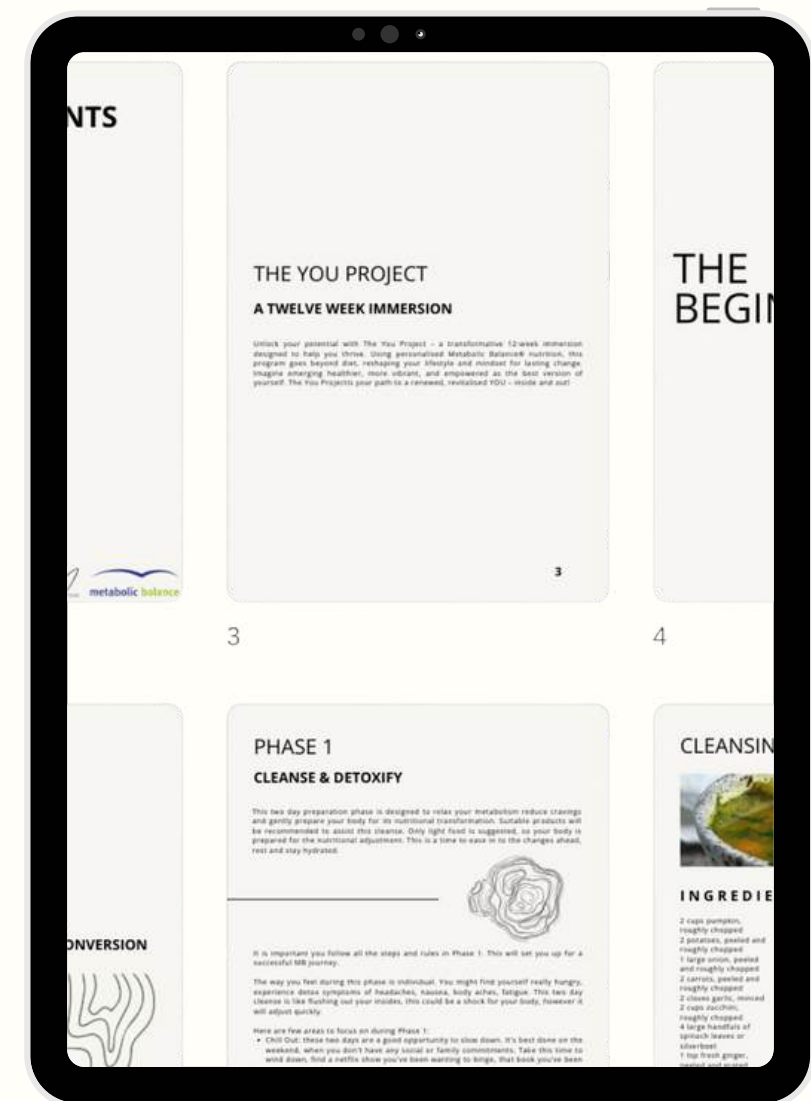
Content creation, including:

- graphics
- templates
- captions
- carousels

Scheduling and repurposing content across multiple platforms

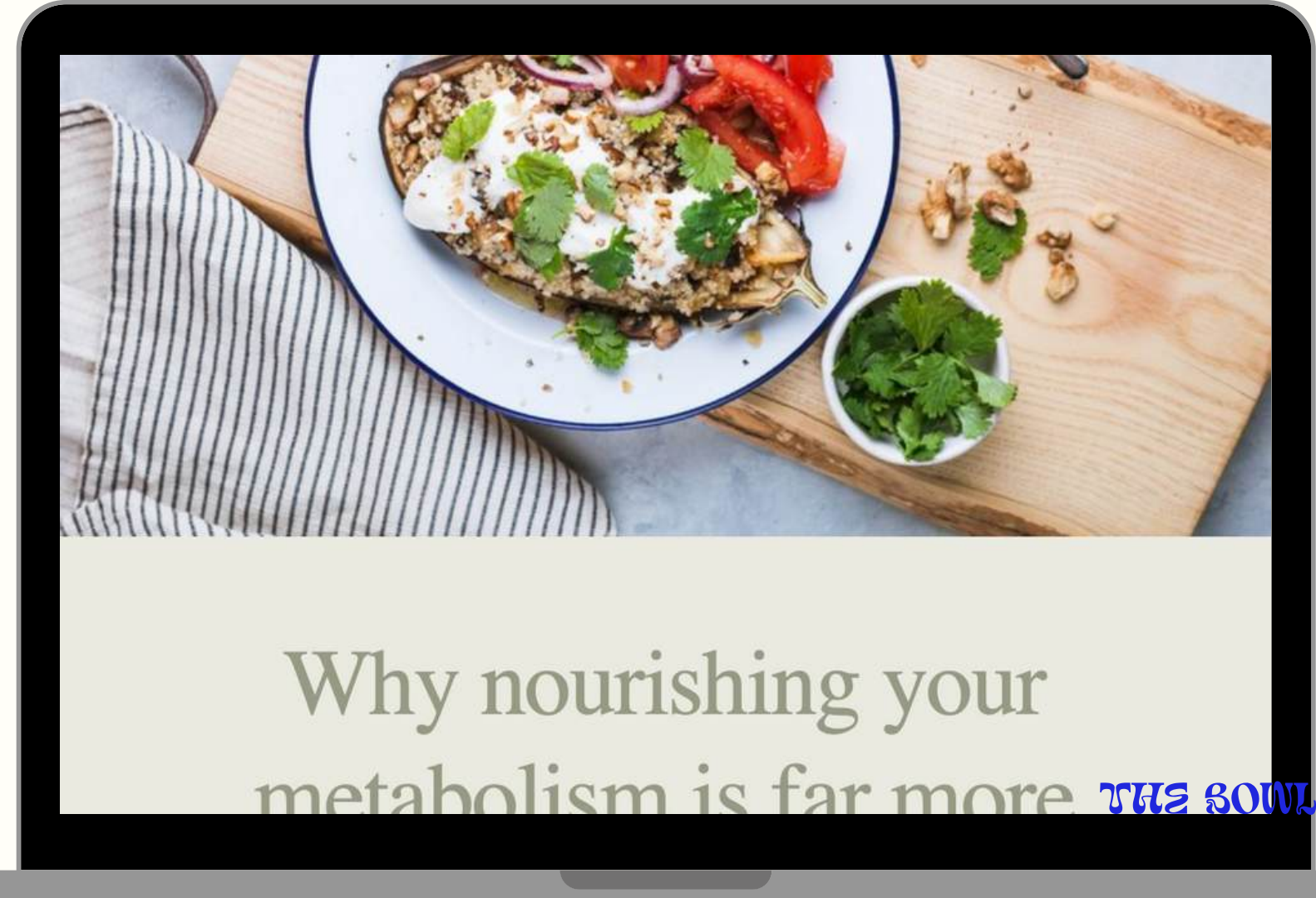
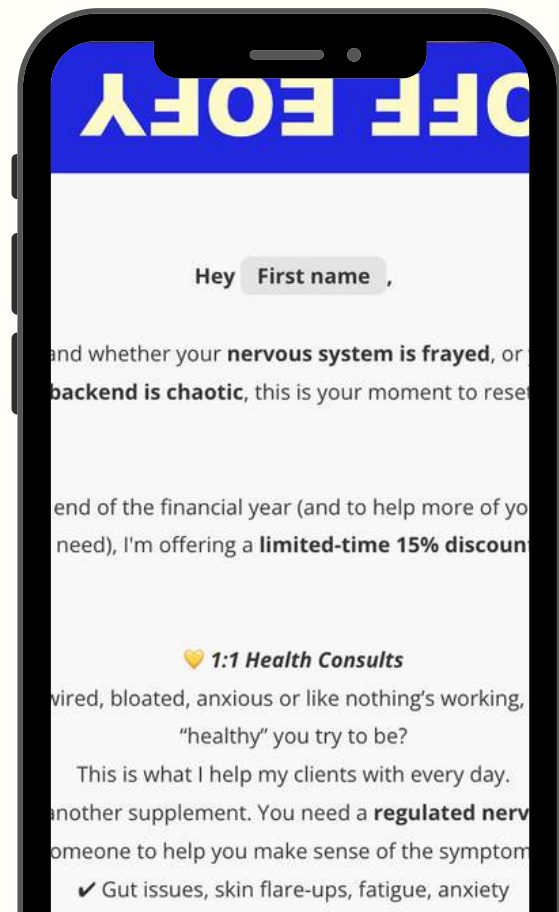
EBOOKS

- Professionally designed layouts that match your brand
- Easy-to-read formatting for digital and printable versions
- Interactive elements like hyperlinks, checklists, and worksheets



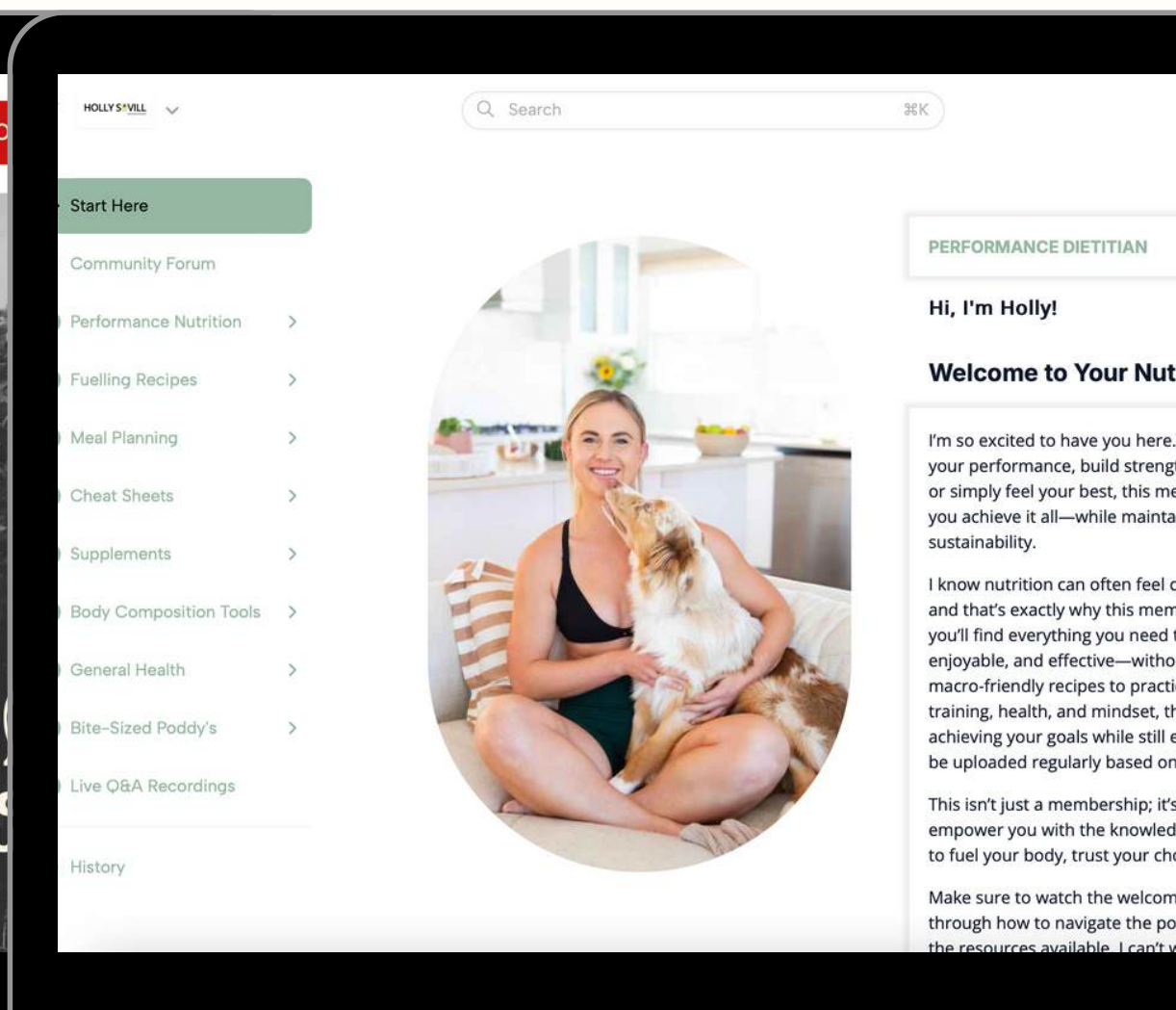
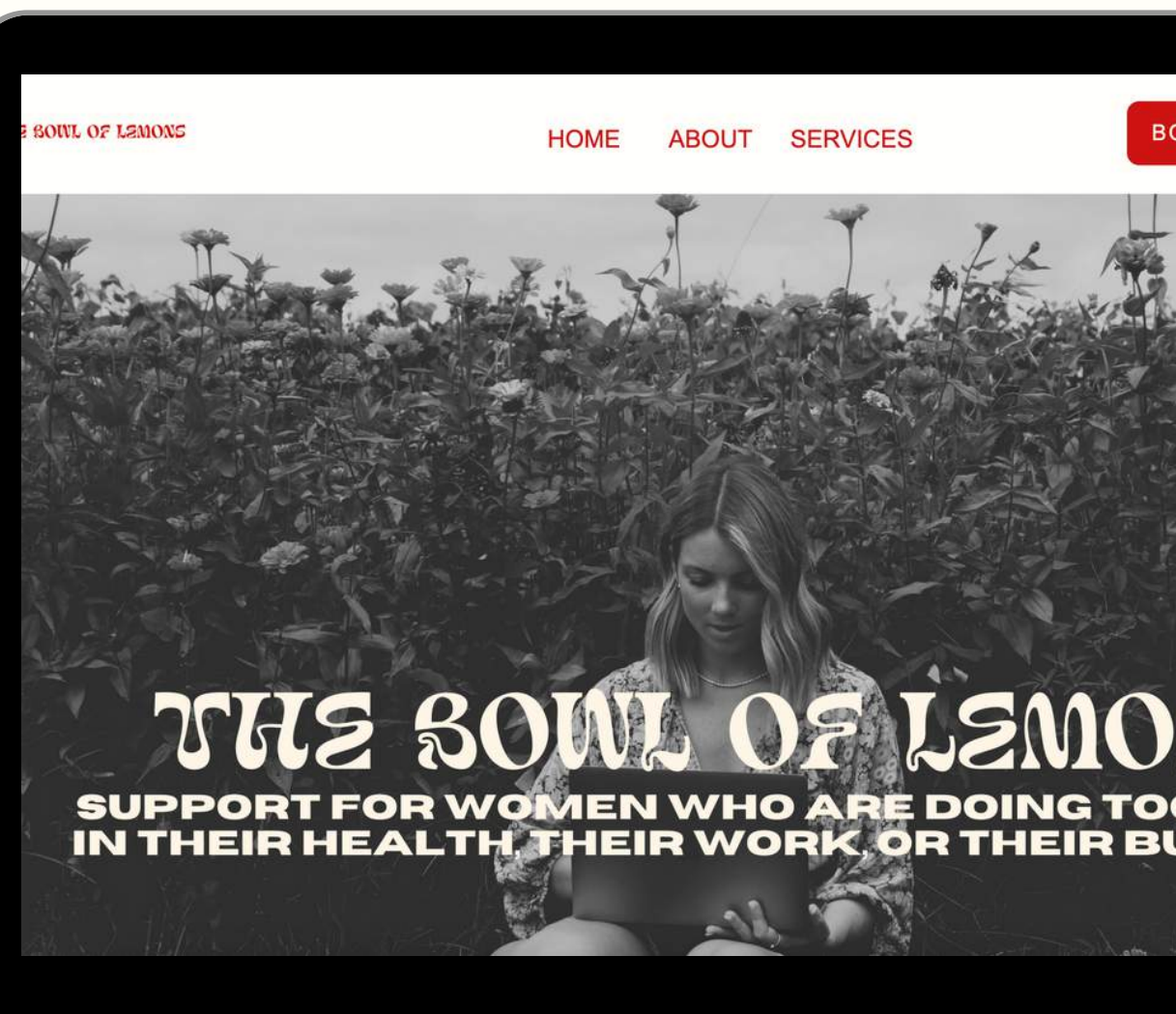
EMAIL MARKETING

- Email newsletter setup and automation
- Lead magnet creation and integration
- Nurture sequences to convert subscribers into clients



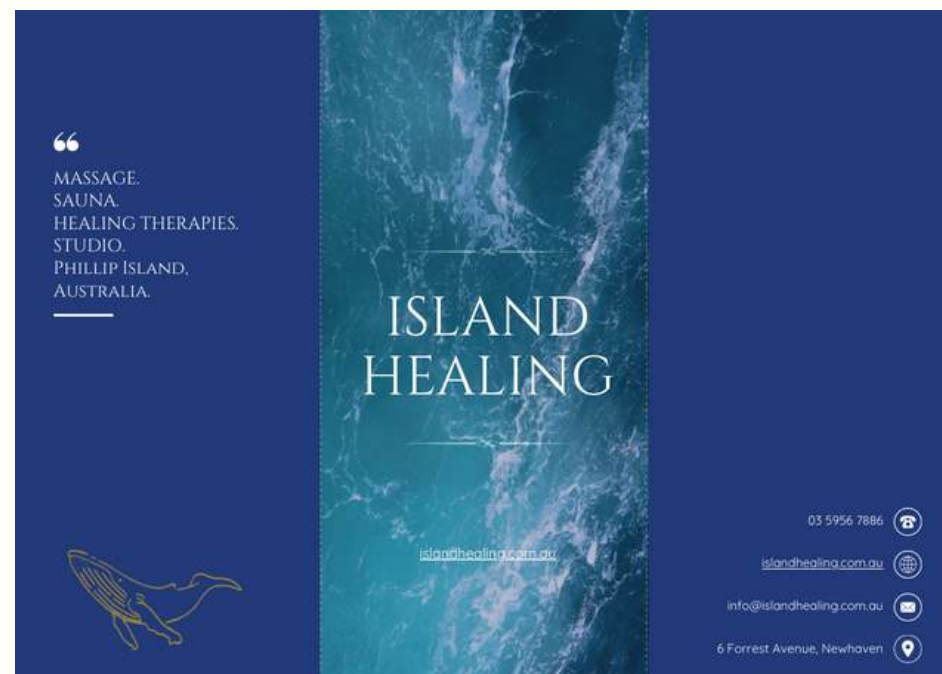
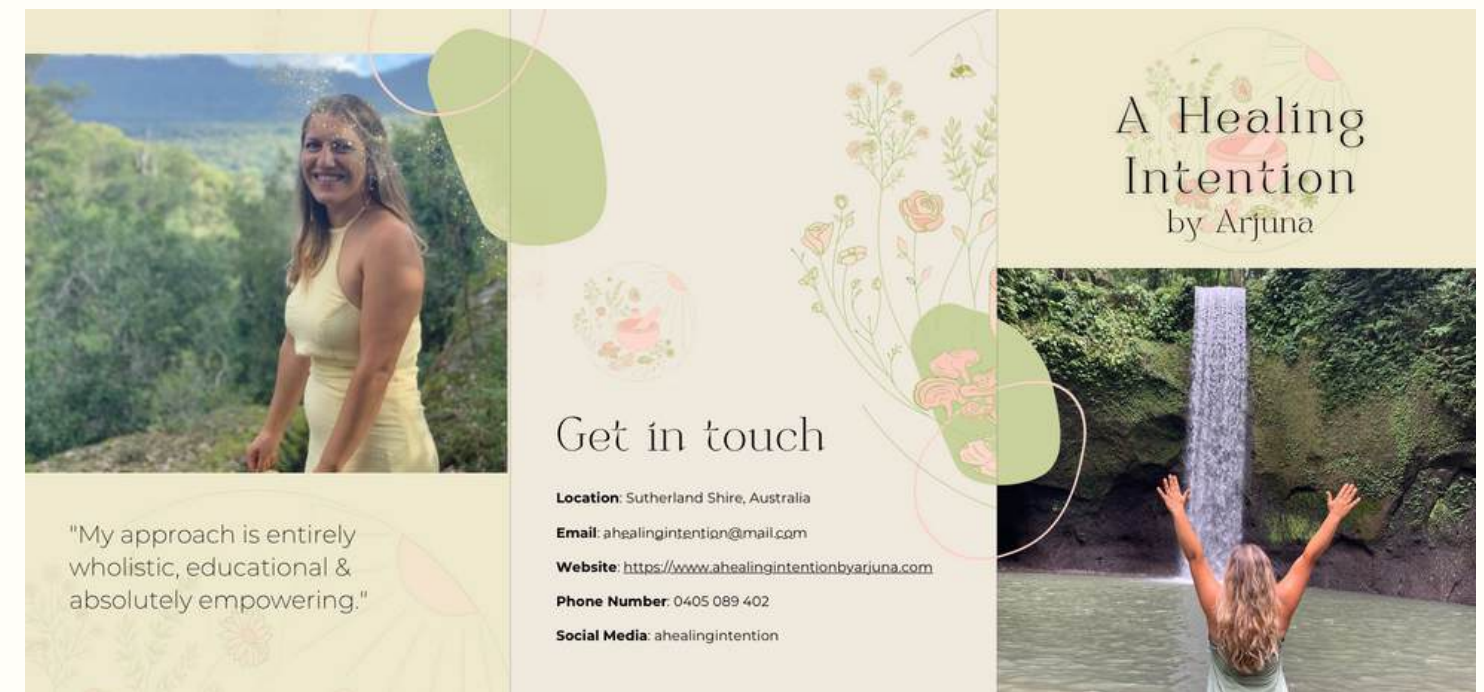
WEBSITES & MEMBERSHIPS

- Website updates and landing page creation
- Setting up and managing online courses or memberships



BROCHURES

- Professionally designed brochures that reflect your branding
- Engaging layouts that highlight your services and expertise
- Print and digital-friendly formats



A black and white photograph of a woman with long blonde hair, wearing a floral patterned top and a necklace. She is looking down at an open notebook on a table. The notebook has several pages with text and a calendar-like layout. A large, bold, blue text overlay is centered across the middle of the image.

SOCIAL MEDIA PACKAGES

Monthly Content Bundles

Static Posts

Visibility Starter – \$550/month

- 8 social media posts (graphics, captions + scheduling)
- 1 email newsletter
- 1 x 30-min monthly strategy session

Growth Bundle – \$800/month

- 12 social media posts (graphics, captions + scheduling)
- 2 email newsletters
- 1 x 30-min monthly strategy session

All-in Content Support – \$1000/month

- 12 social media posts (graphics, captions + scheduling)
- 4 email newsletters
- 1 x 30-min monthly strategy session

Monthly Content Bundles

Reel Posts

Reels Content Bundle \$500/month

8 social media posts (captions, + scheduling)

- 4 reels (generic videos)
- 4 static posts, including images, infographics and carousels
- 30 minutes strategy session

Reels Content Bundle \$750/month

12 social media posts (captions, + scheduling)

- 6 reels (generic videos)
- 6 static posts, including images, infographics and carousels
- 30 minutes strategy session

If these packages don't quite align with your budget or needs, don't worry, I'm happy to work with you to create a customised solution that fits your business goals and budget.

Get in touch for a personalised quote and let's find the perfect way to support your business!

A black and white photograph of a woman with long blonde hair, wearing a floral patterned top and a pearl necklace, sitting at a wooden table. She is looking down at a laptop, with her right hand on the keyboard. A pen rests on an open notebook in front of her. The background is dark and out of focus, with a sign that says 'CAR PARK' visible. A large, bold, blue text overlay is centered on the image.

ONE OFF PROJECTS

Ebooks & Emails

Ebook Design

Bring your vision to life with a professionally designed and formatted ebook.

→ Up to 20 pages, content provided
\$500 AUD

Ebook Templates (Design-Only)

Need the design framework without the full build-out?
These editable templates are for you.

→ Up to 10 pages
\$300 AUD

Email Newsletter Setup & Design

One newsletter per month – design, write, and schedule.
\$125 AUD/month

→ All include 1 round of revisions (within 7 days)
Additional edits after 7 days billed at ADHOC rate (\$60/hr)

Templates, Bruchres & ADHOC

Social Media Templates

Custom Canva templates tailored to your brand – for content that’s actually easy to post.

→ 5 Templates: \$250 AUD

→ 10 Templates: \$480 AUD

Brochure Design

Two-page brochure or service menu as a branded PDF, ready to send or share.

\$150 AUD

ADHOC Design + VA Support

For the tasks that don’t fit into a box — design, admin, systems, or digital support.

\$60/hour

→ All include 1 round of revisions (within 7 days)

Additional edits after 7 days billed at ADHOC rate (\$60/hr)

Websites, Design & Branding

Branding

Bring your business to life with cohesive visuals, tone, and messaging that capture your essence and connect with your audience. From colour palettes and fonts to brand boards and content styling.

Logo \$150

Branding Board \$300

Website Copywriting or Design

From your About page to full-service offerings, done-for-you web presence that aligns with your brand voice and purpose.

Custom Quote (based on scope)

Design

→ All include 1 round of revisions (within 7 days)

Additional edits after 7 days billed at ADHOC rate
(\$60/hr)

WHY WORK WITH ME

Running a health and wellness business is demanding—you're here to help people, not spend hours stressing over content, marketing, and tech. That's where I come in. I take the overwhelm out of your content, so you can focus on what you do best, helping clients thrive.

- ✓ Specialised in the Health & Wellness Industry
- ✓ Consistent, High-Quality Content That Reflects Your Brand
- ✓ Strategy-Focused Approach
- ✓ Monthly Support to Keep You on Track
- ✓ Time-Saving & Stress-Free

Let's make your marketing work for you, not the other way around.

➡ Ready to stay consistent and stress-free? [Let's chat!](#)



THE BOWL OF LEMONS

REVIEWS

I've been working with Naomi for my social media content, and I am very pleased with the results. Not only is Naomi professional and reliable, but she also brings fresh ideas that keep my content dynamic and relevant. I highly recommend Naomi to anyone looking for a social media VA!

Naomi is amazing at what she does.

She has a friendly manner, like you have known her for ages but also has the ability to get down to business.

As a business owner she has saved me so much time and stress in the additional non-practitioner business things. Naomi provides clear direction and tasks to complete to get your business on a role. She is my go to for support with all things running a business.

It's so good having another qualified practitioner helping you along your natural health business journey, she knows all the struggles we face.

Would highly recommend for VA support for your business and guidance for new grads.

Naomi has been an invaluable asset to my business! She helped me create a new membership offering, something I genuinely couldn't have done without her. Her support, expertise, and commitment to helping me grow and improve have been incredible. I highly recommend Naomi to anyone looking for business support! Xx



REVIEWS

I highly recommend Naomi as a VA. She has been a wonderful support to my business, helping me with content creation, which saved me a lot of time. She is efficient, a great communicator and an all round lovely person. Thank you Naomi!

Naomi has been a fabulous support to my business Nutrition by Leanne. She has assisted with design work, content writing and social media content development. She is efficient, conscientious and delivers on what is required. I would recommend Naomi!

Naomi is reliable, creative, and a delight to work with. She's been helping with my socials, updating my website and a few creative marketing campaigns too. I can highly recommend her!

Having Naomi as a VA has been amazing, I haven't looked back. She is easy to work with and has diligently ticked off many of those annoying and time consuming tasks, that as a small business owner just fall to the bottom of the pile.

I love how we work, it's fluid, collaborative and Naomi is as passionate about my business as I am. If you have been on the fence about getting a VA for your business, don't hesitate, your future self with thank you!!



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