



THE BOWL OF LEMONS  
creative

**VIRTUAL ASSISTANT PORTFOLIO**



2026

# Hi, I'm Naomi!

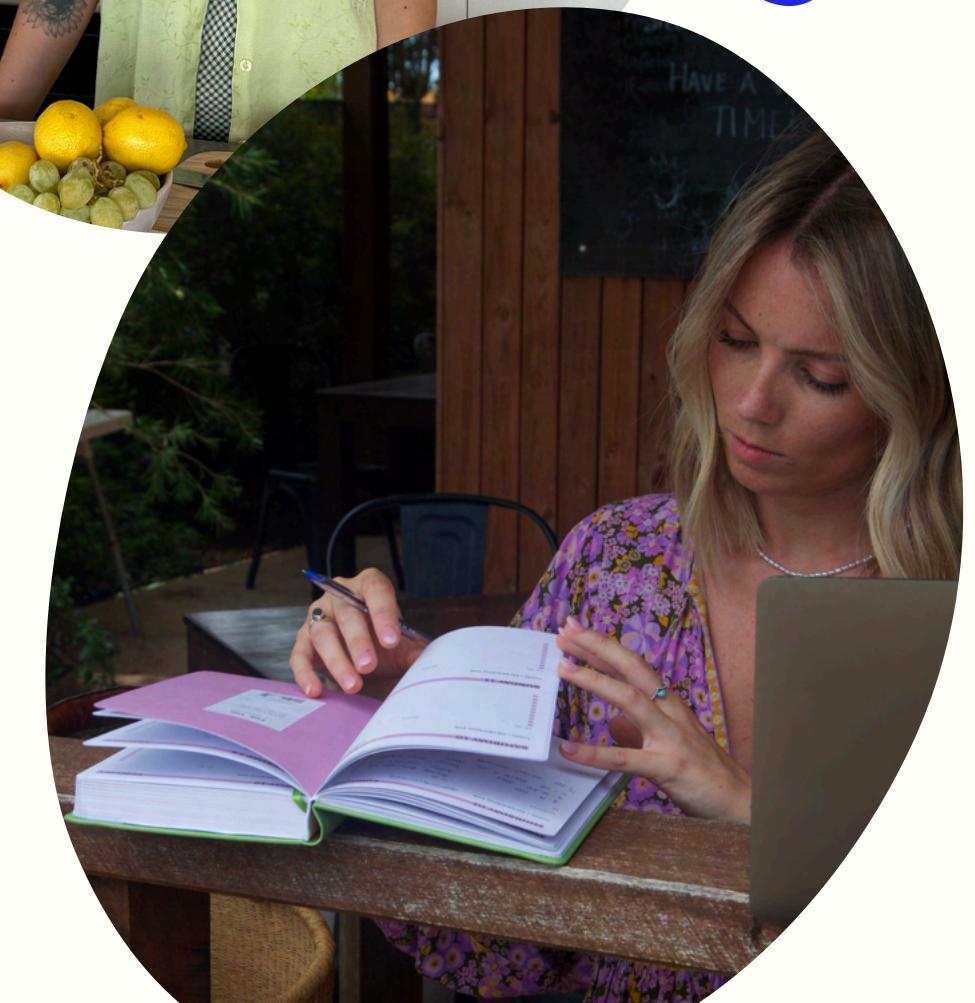
*aka The Bowl of Lemons*

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.

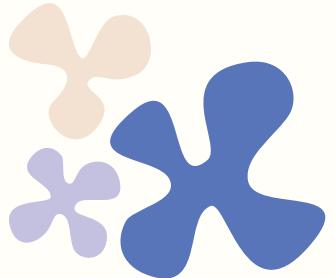
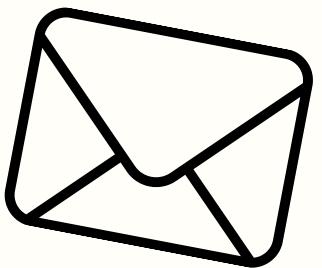
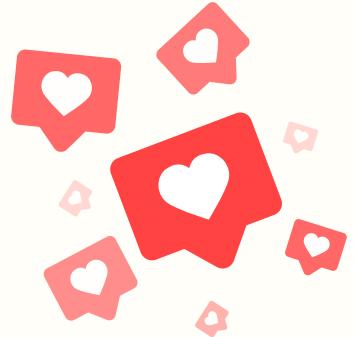
[Enquire Here](#)

or email: [naomi@thebowloflemons.com.au](mailto:naomi@thebowloflemons.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

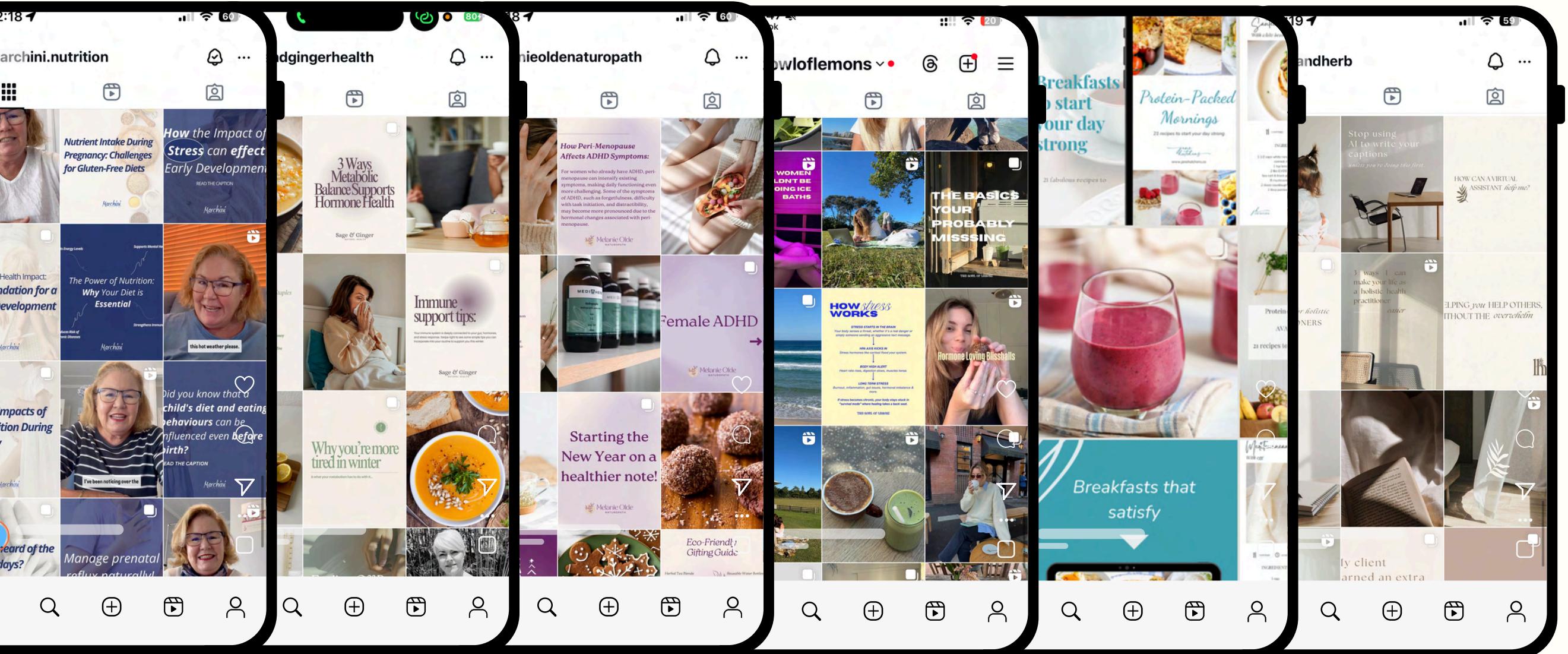
## *Admin & Strategy*

- 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

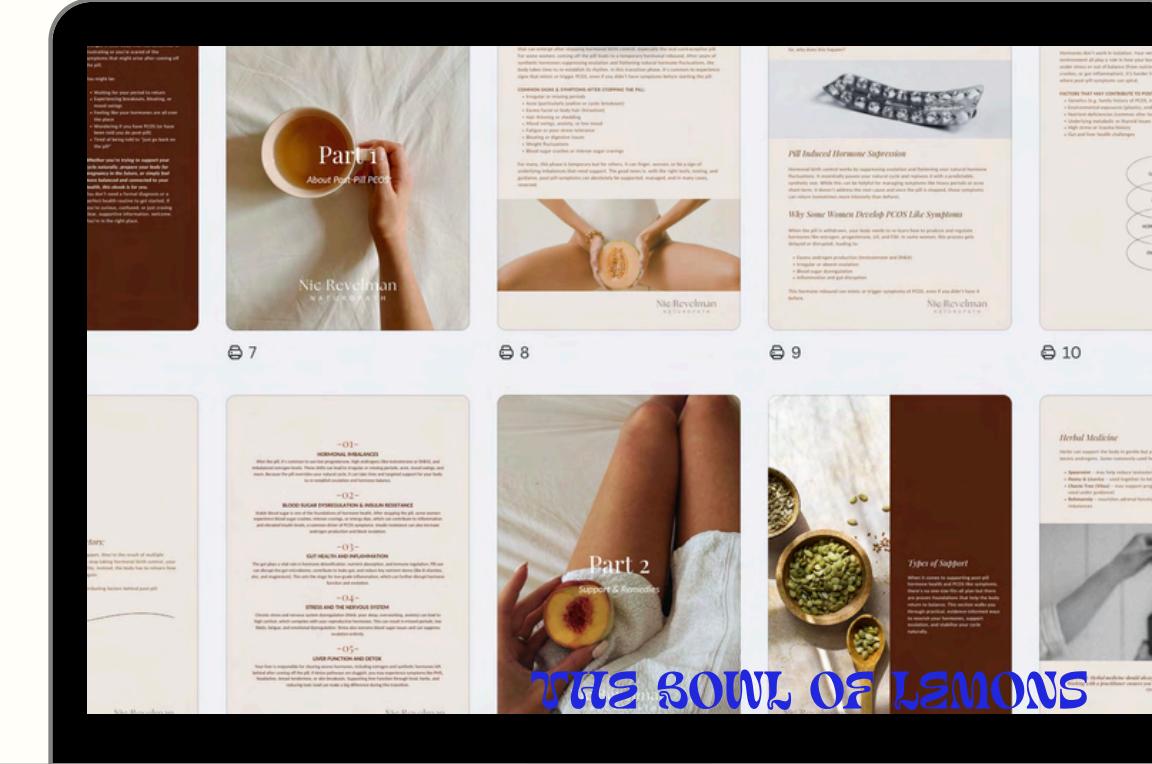
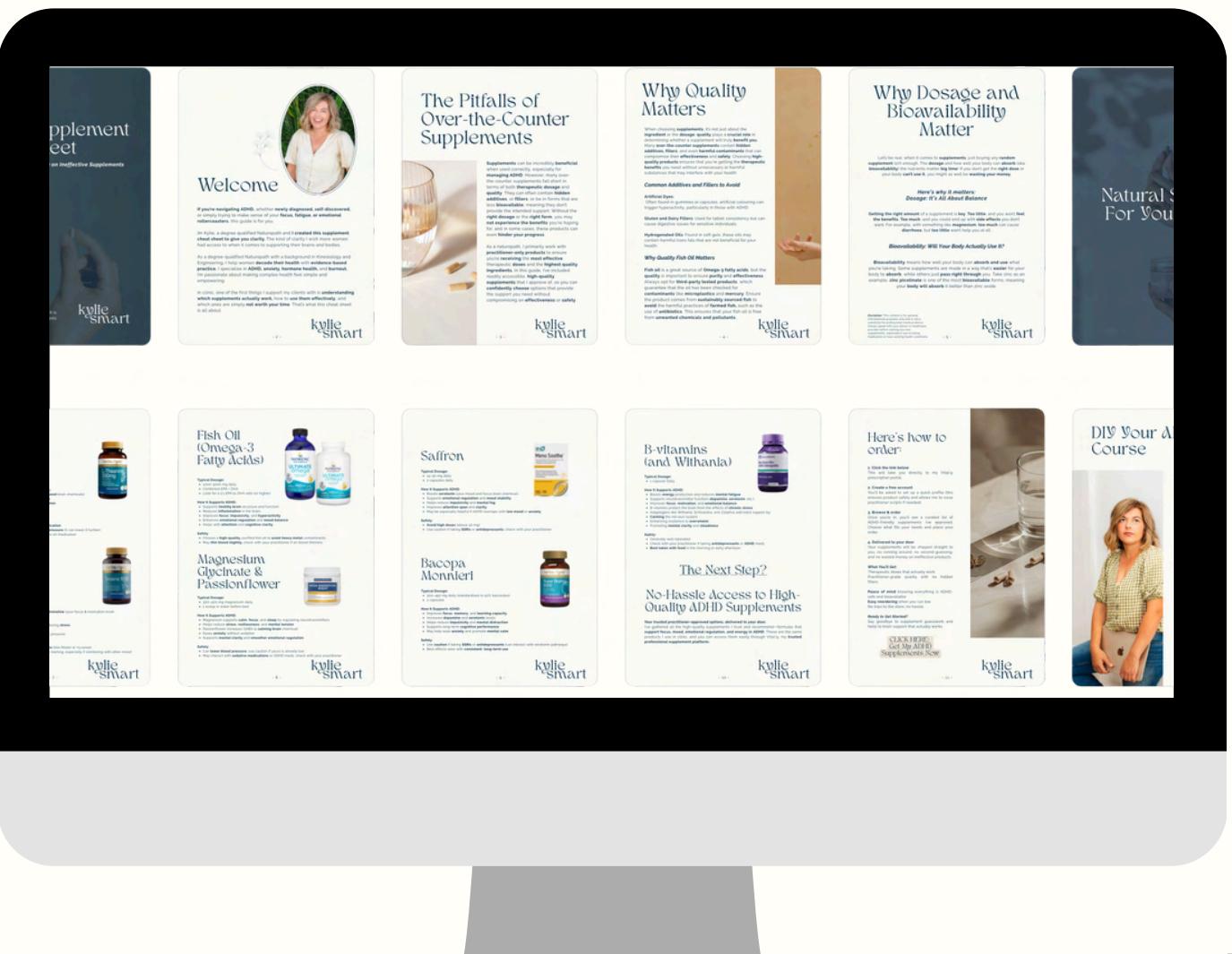
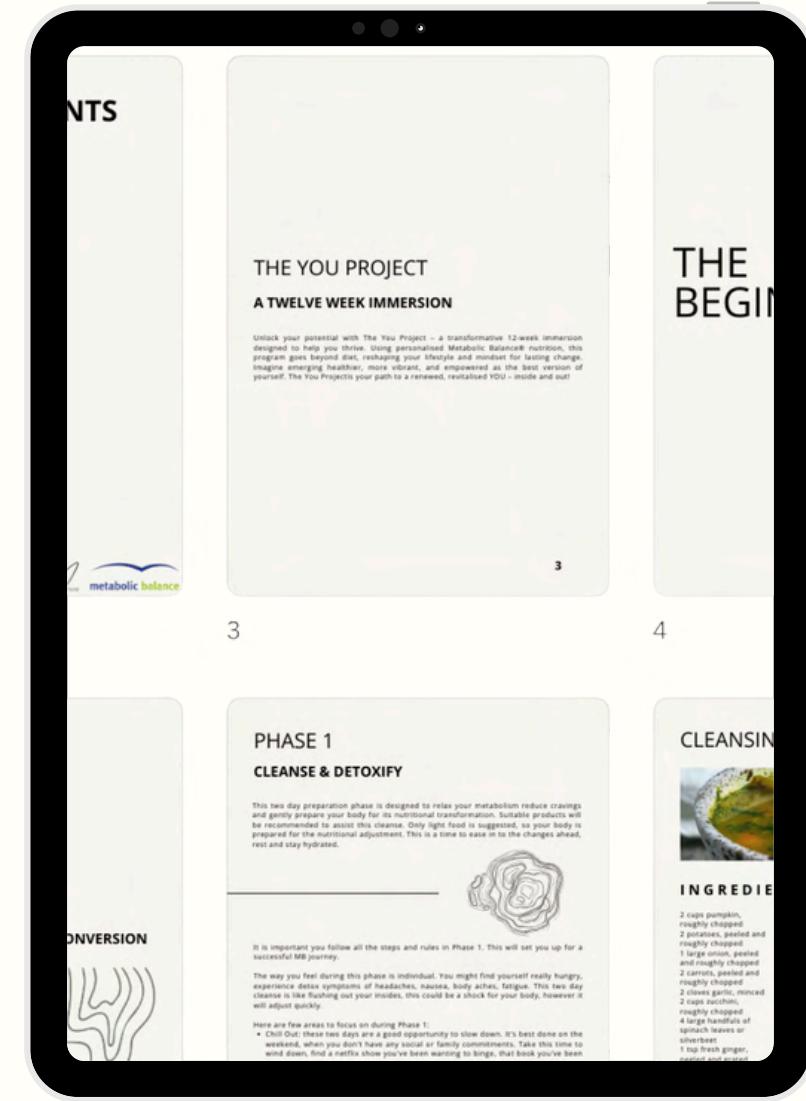
Content creation, including:

- graphics
- templates
- captions
- carousels

Scheduling and repurposing content across multiple platforms

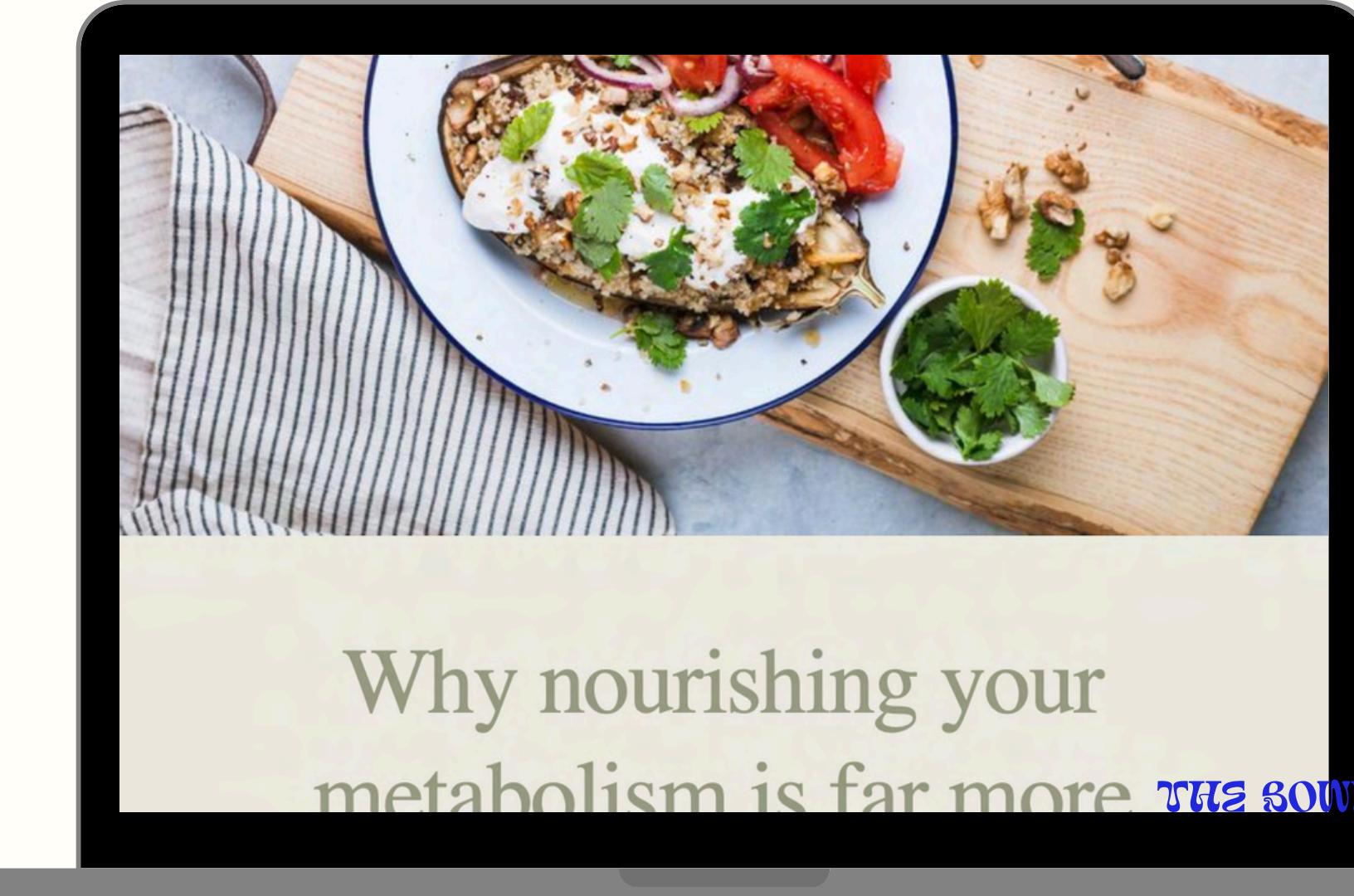
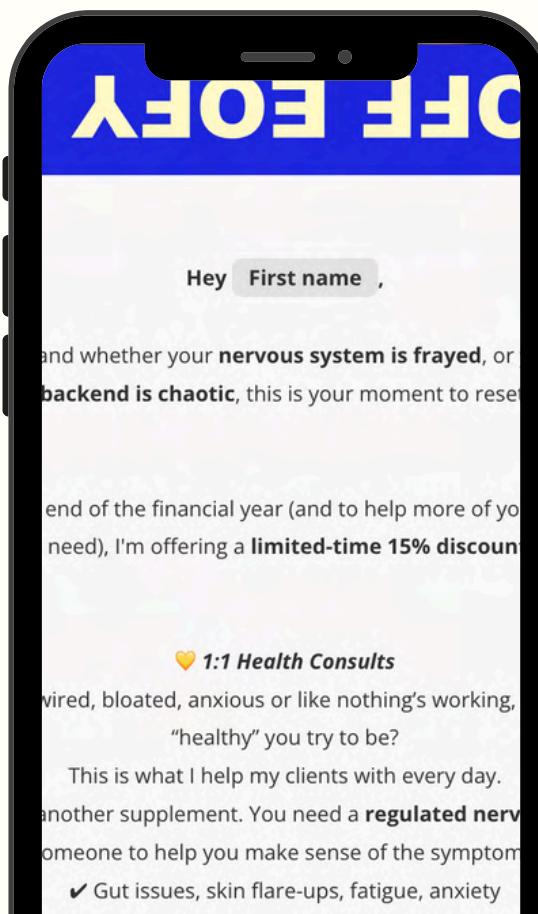
# EBOOKS

- 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

The image displays three screenshots of website interfaces for 'THE BOWL OF LEMONS'.

- Left Screenshot:** A mobile phone screen showing the homepage of 'THE BOWL OF LEMONS'. The header includes 'HOME', 'ABOUT', and 'SERVICES'. The main content features a woman in a field of flowers with the text: 'THE BOWL OF LEMONS' and 'SUPPORT FOR WOMEN WHO ARE DOING TOO MUCH IN THEIR HEALTH, THEIR WORK, OR THEIR BUSINESS'.
- Middle Screenshot:** A laptop screen showing a member dashboard for 'HOLLY'S VILLAGE'. The sidebar includes 'Start Here', 'Community Forum', 'Performance Nutrition', 'Fuelling Recipes', 'Meal Planning', 'Cheat Sheets', 'Supplements', 'Body Composition Tools', 'General Health', 'Bite-Sized Poddys', and 'Live Q&A Recordings'. The main content features a circular photo of a woman with a dog, the text 'PERFORMANCE DIETITIAN', 'Hi, I'm Holly!', 'Welcome to Your Nutrition', and a detailed description of the service.
- Right Screenshot:** A desktop screen showing a landing page for 'Services'. The page has a dark blue background with the word 'Services' in white. It includes sections for 'Clinic Days' (Tuesday 10am-7pm, Saturday 12pm-1pm), 'Location' (World Gym, 650 S. 100 E., Bldg. 1), and 'Free 20-Minute Consultation'. A note at the bottom reads: 'Not sure where to begin? This is your chance to connect, talk through your concerns, and find the right fit. It's a space to ask questions and get answers.'

# BROCHURES

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



**ABOUT US**  
write here

**SERVICES**

- MASSAGE**  
write here
- MYOTHERAPY**  
write here
- SAUNA**  
write here
- KINESIOLOGY**  
write here
- BOWEN**  
write here
- NATUROPATHY**  
CLINICAL NUTRITION  
Coming soon.

**CLASSES**  
**STUDIO**  
REFER TO WEBSITE  
different times each week



**How We Work Together**

At A Healing Intention by Arjuna, your healing journey begins with a personalised consultation where I take the time to understand your unique needs, challenges, and aspirations. From there, I create a holistic plan that integrates traditional healing practices with modern science. Whether it's through naturopathy, Reiki, tailored nutrition, functional testing, or custom herb remedies, every approach is designed to support you and whether you're seeking emotional balance, digestive support, hormonal harmony, or a deeper connection with yourself, my goal is to empower you with the tools and knowledge to live your fullest, healthiest life.

**Why Choose A Healing Intention by Arjuna?**

- Holistic & Personalised Care** - Every service is uniquely crafted to you, focusing on the root causes of your symptoms to promote true, lasting health.
- Evidence-Based & Collaborative Approach** - With expertise in both traditional and modern science, I prioritise evidence-based practice. As a collaborative practitioner, I encourage my clients to actively participate in their wellness journey, making empowering choices with guidance and support.
- Empowering Your Wellness Journey** - Beyond just guidance, I provide tools, education, and ongoing support to help you thrive and maintain health long-term. I take an 80/20 approach, encouraging balance and flexibility, so you can make progress without the pressure to be perfect.

**Ready to Begin Your Healing Journey?**

Take the first step toward embracing your most vibrant, balanced self. Let's connect and explore how we can work together to heal your body, mind, and spirit. Book your personalised consultation today and start your transformative journey with A Healing Intention by Arjuna.

# SOCIAL MEDIA PACKAGES

# *Monthly Content Bundles*

## *Static Posts*

### **Visibility Starter – \$600/month**

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

### **Growth Bundle – \$900/month**

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

### **All-in Content Support – \$1150/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 \$600/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 \$850/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 dress and a pearl necklace, sitting at a wooden table. She is looking down at a laptop keyboard. In the foreground, a white speech bubble contains the text "ONE OFF PROJECTS" in bold, blue, sans-serif capital letters.

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  
\$600 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 (\$70/hr)

# Templates, Brochures & ADHOC

## Social Media Templates

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

- 5 Templates: \$300 AUD
- 10 Templates: \$550 AUD

## Brochure Design

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

\$200 AUD

## ADHOC Design + VA Support

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

\$70/hour

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

Additional edits after 7 days billed at ADHOC rate  
(\$70/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 \$200

Branding Board \$500

## **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  
(\$70/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 will thank you!!

