

FLX Talent Exchange Service Listing Starter Kit

For Fierce Freelancers ready to get booked

Here's the link to canva graphic templates to use for listings. While not required it is helpful when sharing! [Canva templates](#)

🌟 Welcome!

If you've ever stared at a blank screen wondering how to describe what you do, this kit is for you. These 7 examples follow a proven format that helps local businesses quickly understand what you offer, how you work, and why they should hire you. Here's a link to the template:

[Template for service listings](#)

Each listing follows our template:

- A clear, specific title
- A professional intro
- Tangible deliverables
- Strong trust-builders
- Simple steps to get started
- Some sample listings include packages/tier but all listings can add these.

Use this guide to inspire your own listing. Just swap in your services, experience, and personality. Keep it tight, keep it clear, and keep it local.

Service Listing Template

Headline (Title): "I will [offer your service] that [key benefit] in [timeframe]"

Example: "I will design a modern, eye-catching logo that makes your brand stand out in 24 hours."

Description: (everything after this goes in the description area)

👋 Hi, I'm [Your Name], a [your profession] with [X years] of experience in [your niche]. I specialize in [your expertise] and have worked with [notable clients or industries] to deliver [key results you achieve].

✅ What You'll Get:

[Deliverable #1] (e.g., "A high-resolution logo in PNG, JPG, and vector format")

[Deliverable #2] (e.g., "3 initial design concepts to choose from")

[Deliverable #3] (e.g., “Unlimited revisions until you’re satisfied”)

[Any extras you offer] (e.g., “Fast 24-hour delivery available”)

Why Choose Me?

[Unique selling point] (e.g., “I’ve helped over 100 businesses create standout branding.”)

[Experience or credentials] (e.g., “Certified in UX/UI design with 5+ years of experience.”)

[Any guarantees or trust signals] (e.g., “100% satisfaction guarantee or your money back!”)

How It Works:

- 1 Place your order and share your project details
- 2 I’ll get to work and provide updates along the way
- 3 Receive your final delivery, and request revisions if needed

✨ **Need something custom? Send me a message—I’d love to help!**

Package Breakdown/ Tiers (if applicable):

Basic Package (\$X): [Describe what’s included]

Standard Package (\$X): [Describe what’s included]

Premium Package (\$X): [Describe what’s included]

[end template]


Sample Listings To Follow

Listing 1: Bookkeeping

Headline (Title):

I will organize your books and keep your finances stress-free every month

Description:

 Hi, I’m Carla, a freelance bookkeeper with 8+ years of experience helping small business owners gain clarity and control over their finances. I specialize in monthly bookkeeping for service-based businesses and solopreneurs, and I’ve worked with everyone from local coffee shops to multi-location consultants.

What You’ll Get:

- Monthly categorization of income & expenses
- Reconciliation of up to 3 business accounts
- Financial reports (P&L, balance sheet, cash flow)
- Support via email or Loom walkthroughs
- Optional add-on: Quarterly review meeting

Why Choose Me?

I'm QuickBooks Certified and have helped over 60 business owners finally feel in control of their numbers. My goal is to keep your books clean and your stress low.

How It Works:

1. You grant me secure access to your books
2. I get to work and keep you updated
3. You receive clean, accurate reports every month


✨ **Need a one-time cleanup? Message me for a custom quote.**

Listing 2: Social Media Management

Headline (Title):

I will manage your social media and help your brand stay active and relevant every week

Description:

 Hey, I'm Malik, a freelance social media manager with 5+ years of experience building brand visibility for small businesses in the Finger Lakes. I help businesses stay top-of-mind with consistent, engaging content—without the stress of daily posting.

What You'll Get:

- 3–5 weekly posts (image + caption)
- Post scheduling on 1–2 platforms
- Hashtag research + basic analytics
- Monthly recap with engagement stats

Why Choose Me?

I've managed accounts for restaurants, coaches, and home service pros in upstate NY. My posts are written to connect, not just fill space.

How It Works:

1. You fill out a short brand brief
2. I plan and schedule your weekly content
3. You stay active while I handle the details

✨ **Want to include Reels or stories? Let's talk.**

✓ Listing 3: Logo & Brand Kit Design

Headline (Title):

I will design a modern logo and brand kit that reflects your business and sets you apart

Description:

👋 Hi, I'm Tori, a graphic designer with 7 years of experience creating clean, thoughtful branding for local businesses. Whether you're launching something new or refreshing your look, I create branding that feels like *you*.

✓ What You'll Get:

- A custom logo (JPG, PNG, vector)
- 2–3 initial design concepts
- A mini brand kit with fonts, colors, and usage guide
- Up to 3 rounds of revisions

💡 Why Choose Me?

I specialize in designing for small brands with big heart. I've worked with over 50 NYS-based entrepreneurs and nonprofits.

📌 How It Works:

1. You fill out a quick creative brief
2. I deliver logo options within 5–7 days
3. We refine and finalize your branding together

✨ **Rush delivery available if you're on a deadline.**

📦 Packages/Tiers:

- **Starter (\$300):** 1 logo concept, 1 revision, basic brand colors/fonts
- **Standard (\$450):** 2 logo concepts, mini brand kit, up to 2 revisions
- **Premium (\$600):** 3 logo concepts, full brand kit, up to 3 revisions + usage guide

✓ Listing 4: Admin Support

Headline (Title):

I will manage your inbox and calendar so you can focus on growing your business

Description:

👋 I'm Vanessa, a remote executive assistant with 10+ years of experience supporting busy founders, coaches, and consultants. I help you stay organized, keep your calendar under control, and make inbox zero a reality.

✅ **What You'll Get:**

- Daily or weekly inbox cleanup
- Calendar management + scheduling
- Drafting and responding to emails
- Light CRM/data entry support

💡 **Why Choose Me?**

I'm detail-obsessed, fast, and professional. My clients trust me to keep their day-to-day running smoothly, and I treat your business like it's mine.

📌 **How It Works:**

1. We kick off with a 30-min setup call
2. You share access to your tools
3. I get to work behind the scenes

✨ **Monthly packages available for ongoing support.**

📦 **Packages/tiers:**

- **Lite (\$200/5hrs):** 5 hours/month, inbox/calendar only
- **Pro (\$400/10hrs):** 10 hours/month, includes email + CRM support
- **Executive (\$750/20hrs):** 20 hours/month, includes high-priority task support and weekly check-ins

✅ **Listing 5: Website Maintenance**

Headline (Title):

I will update and maintain your WordPress website so it runs smoothly and looks great

Description:

👋 Hey, I'm Jeremy, a freelance web support specialist. I help local businesses maintain their websites, fix bugs, and update content so you don't have to mess with tech or risk a broken site.

✅ **What You'll Get:**

- Plugin + theme updates
- Broken link + performance checks

- Monthly backup + security scan
- Small content or layout changes

Why Choose Me?

I'm based right here in the Finger Lakes, and I've supported over 40 sites for local shops, nonprofits, and solopreneurs. I respond fast, speak human, and get things done.

How It Works:

1. You give me access to your WordPress backend
2. I run my maintenance checklist monthly
3. You get a report + peace of mind


✨ **One-time fixes or monthly plans available.**

Listing 6: Email Marketing Setup

Headline (Title):

I will set up your email list and create a welcome sequence that turns signups into customers

Description:

 I'm Janelle, an email marketer with 6+ years of experience helping small businesses grow their list and turn casual browsers into loyal customers. I build automations that do the selling while you sleep.

What You'll Get:

- Email platform setup (Mailchimp, Beehiiv, etc.)
- 3-part welcome sequence (written + designed)
- Signup form embedded on your website
- List segmentation tips + how-to guide

Why Choose Me?

I've written hundreds of emails for product-based and service-based businesses. My copy converts without being pushy.

How It Works:

1. You tell me about your brand + goals
2. I write + build your welcome sequence
3. You approve, we launch, and you start growing your list

✨ **Need ongoing newsletters? Just ask.**

Packages/Tiers:


- **Essentials (\$350):** Platform setup + 1 email
 - **Standard (\$500):** Setup + 3-part sequence + signup form
 - **Full Funnel (\$750):** Includes all above + segmentation, automation map, and testing support
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Listing 7: Copywriting (Sales Page)

Headline (Title):

I will write a high-converting sales page that speaks to your ideal customer

Description:

 Hi, I'm Lucas, a conversion copywriter who helps NYS-based business owners write sales pages that feel natural—and actually work. I combine customer research with persuasive structure to make your offer shine.

What You'll Get:

- 1 sales page (up to 1,000 words)
- Customer research interview/questions
- On-brand Headline (Title)s, CTAs, and structure
- 1 round of revisions

Why Choose Me?

I've written for coaches, consultants, and creatives launching digital products, services, and events. My writing is clean, clear, and strategic.

How It Works:

1. You share your offer + audience details
2. I write the draft and walk you through it
3. You approve, we tweak, and it goes live

 **Rush jobs available. Let's talk timelines.**

Final Tip

When you write your own listing, avoid general or vague offers. Get specific, show your value, and make it easy for someone to say: "Yes, I need that."

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If you need help writing or revising your listing, reach out at **flx[@]flxtalentexchange.com** — we're here to help you get booked.