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# Services & Pricing Guide

Your business. Our follow-through.

Outsourced operations, dispatch, administrative and digital support for businesses that need the work done—without a full-time hire.

## Who we are

### Support that takes ownership, not just tasks

The Follow Up Firm is an independent outsourced operations, dispatch, executive and administrative support, process improvement and social media management company based in Nashville, Tennessee.

We are not a generic virtual-assistant agency. We take ownership of essential behind-the-scenes work—with reliability, precision, discretion, accountability and documentation—so your business runs smoothly without the overhead of a full-time hire.

Founder Emily Curry brings more than 20 years of hands-on transportation, dispatch, reservation, logistics and operational management experience, and is also the founder and operator of Curry Travel Co, a Nashville reservation management company and travel agency.

## How we work

### A clear path from discovery to steady support

- **Discover.** We listen to your priorities, bottlenecks and the way your business works.
- **Design.** Together, we define responsibilities, coverage, workflows and communication.
- **Implement.** We document the details, establish handoffs and take ownership of agreed tasks.
- **Optimize.** We review the work, refine processes and adapt as your needs evolve.

### What we can take off your plate

#### Transportation Dispatch & Operations Support

Reliable coordination for transportation businesses—from the first reservation to the final report. Reservation management, morning coverage and dispatch board monitoring, driver and vendor coordination, trip audits, end-of-day reporting, exception escalation and SOP compliance, affiliate and farm-out coordination, and operational workflow consulting.

#### Reservation Management & Booking Support

Reservation intake, confirmations, changes and follow-up handled with the same care we bring to our own bookings. Every request visible, confirmed and passed on cleanly.

#### Business Operations & Process Improvement

Workflow auditing and process mapping, SOP writing, templates and checklists, reporting and quality assurance, and reservationist and dispatcher onboarding and training.

#### Executive & Administrative Support

Inbox and calendar coordination, follow-ups and client communications, data organization, scheduling, vendor follow-through and light project coordination. Every engagement is customized to an agreed scope.

#### Client Follow-Up & Lead Management

Inquiry response processes, lead tracking and CRM hygiene, callback workflows, quote follow-up and appointment coordination.

#### Social Media Management

Content planning, caption copywriting, scheduled posting, account coordination, reporting and a consistent brand voice.

Reservation management is supported by founder experience: Emily Curry is also the founder and operator of Curry Travel Co, a Nashville reservation management company and travel agency.

## Social media packages

### A consistent presence, priced plainly

| What is included             | Essential — \$900/mo | Growth — \$1,750/mo    | Premium — \$3,000/mo          |
|------------------------------|----------------------|------------------------|-------------------------------|
| Platforms managed            | 1                    | 2                      | 3                             |
| Custom posts per month       | 12                   | 20                     | 28–32                         |
| Short-form video per month   | —                    | 4                      | 8                             |
| Content calendar & approvals | Monthly              | Monthly + weekly queue | Monthly + weekly queue        |
| Community management         | Twice weekly         | Weekday coverage       | Priority incl. light weekend  |
| Reporting                    | Monthly summary      | Monthly + insights     | Monthly + quarterly deep dive |
| Strategy call                | —                    | Monthly 30-min         | Monthly + quarterly review    |
| Paid social                  | Optional add-on      | Optional add-on        | 1 funnel (ad budget separate) |

Package contents are confirmed in your agreement before work begins.

## Operational packages

### Coverage and process, scoped clearly

#### Morning Dispatch Coverage

One focused six-hour block, on the mornings you need it.

3 mornings a week: **\$1,500 / month**

5 mornings a week: **\$2,000 / month**

7 mornings a week: **\$2,650 / month**

- Dispatch board monitoring through the block
- Reservation and trip confirmations
- Driver and vendor coordination
- Exception escalation with a named owner
- End-of-day summary and handoff notes
- SOP compliance checks

Each option covers one six-hour block: Eastern 3–9 AM, Central 2–8 AM or Pacific 1–7 AM. Other coverage is arranged by custom agreement.

## Process & SOP Sprint

Two to three weeks, and the process lives somewhere other than your head.

Fixed project fee: **\$3,500 one-time**

- Workflow audit of one chosen process
- Three written SOPs with owners and escalation paths
- Templates and checklists your team can use immediately
- One training session for the people who run it
- Handoff summary with what to review next

## Kickstart Audit

A clear read on your operation, with a plan you can act on.

One-time engagement: **\$850 (credited toward any retainer)**

- Operations and dispatch workflow review
- Social presence and content review
- Written action plan with priorities
- 45-minute walkthrough call

## Industries

### Where we do our best work

- Chauffeured transportation & livery
- Shuttle operators
- Logistics-related businesses
- Professional services
- Entrepreneurs & small companies

## Next steps

### Start the conversation

Book a discovery call and we will shape the right mix of support around your priorities, volume and hours. Final scope and pricing are confirmed in your agreement—nothing in this guide is a quote or a guarantee of outcomes.

|                       |                                                                                                                 |
|-----------------------|-----------------------------------------------------------------------------------------------------------------|
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Prices shown reflect current published packages and are confirmed before any engagement begins. This guide is general information about our services.