



Policies & Working Terms

I support entrepreneurs and small business owners with **operations, marketing, and digital systems**. My goal is to provide reliable, thoughtful support that makes your day to day easier.

This page outlines how I work and what you can expect. *These policies are intended as general guidelines and may be adjusted as needed.*

Services

My work focuses on operational and marketing support:

- **Website builds and updates:** (WordPress, Squarespace)
- **Email marketing:** (newsletters, email sequences, forms, landing pages)
- **CRM and systems setup and management:** (with tech team support when needed)
- **Content support:** (blogs, newsletters, social captions based on your direction)
- **Creative support:** (working with Canva templates and light video editing)
- **Additional operations and marketing support:** as needed

Office Hours

Monday to Thursday: 9:30 AM to 4:30 PM

Friday: 9:30 AM to 12:30 PM

Closed on Canadian statutory holidays

Communication

Primary: Email

Secondary: WhatsApp

I monitor for urgent or time-sensitive **email and WhatsApp** messages and respond during working hours. All other messages are typically answered within 24 hours.

Text messaging and social media DMs are not monitored regularly, so response times may be slower.

Payment & Terms

All work is based on a **prepaid hourly package model**.

Hourly Packages:

10 hours: \$500 + HST (\$50 per hour)*

5 hours: \$275 + HST (\$55 per hour)*

2 hours: \$120 + HST (\$60 per hour)*

**Rates are subject to increase with notice.*

Payment methods:

Canadian clients: e-transfer to julie@juliesalerno.com

International clients: Stripe, PayPal, Wise

Invoicing:

An invoice is issued prior to payment.

Terms:

Work begins once payment is received.

Work pauses when purchased time is used.

You can work with me on a project basis or on an ongoing basis.

Ending the Collaboration:

Either party may end the collaboration by providing reasonable notice. In some cases, shorter notice may be appropriate depending on the situation.

Refunds:

All payments are non-refundable.

Time Tracking

Time is tracked based on:

- Task execution time
- Communication (email, messaging, Zoom)
- Research and troubleshooting
- Initial setup time: reviewing materials, gaining access, and understanding your systems

Only active working time is billed. Breaks are not included.

Client Responsibilities

To keep things running smoothly, you are responsible for:

- Providing access, materials, and information needed
- Communicating priorities clearly
- Providing feedback in a timely way

Time Estimates

I can't always provide an exact estimate. When needed, I can complete a short, timed sample task and use that to better gauge the overall time required.

If anything comes up that may affect timing, such as troubleshooting, technical issues, or the need for additional verification, I will let you know.

If you would like to cap time on a specific task, I will work within that limit and deliver what is completed, or let you know in advance if I don't think it can reasonably be completed within that timeframe.

Confidentiality

Your business information is treated as confidential.

I am happy to sign an NDA if required.

Work Environment

All work is done **remotely**.

In rare cases where in-person work is agreed to in advance, **travel time is billed at my standard hourly rate**.