1. About ACS Results

Knowledge Set: Business Overview

- **What is ACS Results?**
"ACS Results provides customized website portfolios for college students, focusing on trades and technology majors. Our services replace traditional resumes with visually compelling and interactive websites, helping students stand out in competitive job markets."

- **Mission Statement**:
"To bridge the gap between traditional resumes and the modern digital world by offering tailored website portfolios that visually showcase students' skills, projects, and achievements."

- **Unique Selling Proposition**:
"ACS Results specializes in affordable, trades-focused, customized website portfolios designed to highlight hands-on skills, certifications, and project accomplishments."

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2. Service Offerings

Knowledge Set: Services

1. **Basic Website Portfolio**:

    o Includes:

        ▪ Custom website design.

        ▪ Display for projects and certifications.

        ▪ A contact page with professional integration for future opportunities.

2. **Recurring Updates Package**:

    o Includes:

        ▪ Monthly or quarterly updates for new projects, certifications, or testimonials.

        ▪ Maintenance of the website to keep it live and secure.

3. **Future Offering (Tease)**:

- o Mention that advanced features such as self-service tools may be offered as ACS Results grows.

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3. Target Audience

Knowledge Set: Clients

- **Who We Serve**:
  "Our services are tailored for college students, especially tradespeople and technology majors, such as electricians, plumbers, mechanics, welders, and similar fields."

- **Why Choose Us?**

  - o Customized for hands-on work.

  - o User-friendly compared to generic DIY platforms.

  - o Professional layout that attracts recruiters and clients.

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4. Client Journey

Knowledge Set: How ACS Results Works

1. **Consultation**:

   - o "We begin by understanding your background, skills, and the purpose of your portfolio. What projects or certifications would you like to feature?"

2. **Creation Process**:

   - o "Once we collect your input, our team designs and develops your website. You can review it at each stage to ensure your satisfaction."

3. **Delivery**:

   - o "After final approval, we publish your site and provide support to make sure everything works seamlessly."

4. **Updates (Optional)**:

   - o "We offer a subscription service to keep your portfolio up-to-date with new content and ensure everything runs smoothly over time."

5. FAQs

Knowledge Set: General FAQs

Q: How long does it take to build a portfolio website?
A: "Most websites are completed within one week, depending on your responsiveness during the input process."

Q: What happens if I need changes later?
A: "You can opt for our updates package for monthly or quarterly maintenance, or request individual updates for a small additional fee."

Q: Can I add my own content to the site?
A: "While our websites are initially built for you, you will also receive simple instructions for adding content or changing details on your own."

Q: Is this only for students at Thaddeus Stevens?
A: "No, we're expanding to other colleges! If you're a student in trades or technology, ACS Results is the right choice for you."

Q: What makes ACS Results better than free website builders like Wix or Squarespace?
A: "We provide a hands-free, fully customized service tailored to tradespeople, making it fast and professional."

6. Contact Information

Knowledge Set: Support and Contact

- **Email**: support@acsresults.com

- **Phone**: (123) 456-7890

- **Hours**: Monday-Friday, 9 AM to 6 PM EST.

- **Social Media Links**: Provide active accounts for Instagram, LinkedIn, or any other relevant platforms.

7. Marketing Strategy

Knowledge Set: Promotion and Referrals

- "ACS Results thrives on referrals! Get a special bonus for every friend you refer who uses our service."

- Sample Posts for Social Media:

   1. "Looking to stand out in the job market? ACS Results crafts stunning, trades-focused website portfolios to showcase your skills and achievements. Contact us today!"

   2. "Your hands-on skills deserve more than a basic resume. Get noticed with a customized website portfolio from ACS Results."

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8. Key Features

Knowledge Set: Portfolio Elements

- **Professional Projects Gallery**:
  "We highlight your key projects with descriptions and high-quality images."

- **Certifications Display**:
  "Easily add industry-recognized certifications to prove your skills."

- **Contact Integration**:
  "A dedicated page that allows potential employers or clients to contact you seamlessly."

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9. Milestones & Growth

Knowledge Set: Achievements

1. Launched at **Thaddeus Stevens College**, supporting dozens of students in trades and technical fields.

2. Positive feedback from initial users highlighted ease of use, affordability, and customization.

3. Scaling to colleges across Pennsylvania, with a goal to expand nationally within 2 years.

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10. Success Stories

Knowledge Set: Testimonials

- "I got hired directly because of the website ACS Results created for me. The design showcased my skills perfectly. – Jane D., Welder"

- "No more resumes for me. This website is so much better for landing gigs. Thanks, ACS Results! – Mike R., Electrician"

What Does ACS Results Stand For?

"ACS stands for Alex Conner Seisler, the founder and driving force behind the vision of ACS Results. Our name reflects the personal dedication and commitment to delivering exceptional results tailored to each client."

What Problem Does ACS Results Solve?

- **For Students**:
  "Traditional resumes often fail to showcase the hands-on projects and skills essential in trades and technical fields. ACS Results fills this gap by offering customized website portfolios, enabling students to highlight their skills in an engaging and professional way."

- **For Employers**:
  "Employers benefit from viewing a curated and professional display of skills, certifications, and accomplishments, reducing uncertainty when assessing potential candidates."

The ACS Results Process (Overview)

1. **Collaboration**:
   - "We work closely with you to understand your career goals and how to best showcase your achievements."

2. **Customization**:
   - "Each portfolio is uniquely designed to align with your personal style and the specific demands of your trade or industry."

3. **Simplified Delivery**:

- o "We handle the technical aspects and deliver a polished, ready-to-use digital portfolio."

How ACS Results Stands Out

1. **Student-Centered Design**:

   - o "ACS Results exclusively focuses on the unique needs of college students in trades and technology, offering practical, career-focused solutions."

2. **Personalized Service**:

   - o "Each website is custom-built to reflect the individual student's skills, projects, and certifications. This hands-on approach ensures quality and professionalism."

3. **Ease of Use**:

   - o "The process is simple for students—just share your details, and we handle the rest!"

Values That Drive ACS Results

- **Empowerment**:
  "We believe in empowering students to take control of their career presentations, providing them the tools to confidently showcase their achievements."

- **Innovation**:
  "Traditional resumes are outdated. Our digital portfolios offer a fresh, modern way to stand out."

- **Affordability**:
  "We are committed to offering high-quality services at a price accessible to students."

Industries and Programs Served

- "ACS Results supports a diverse range of trades and technology programs, such as:

  - o Electrical Technology

- Plumbing and Heating

- Welding and Fabrication

- Automotive Mechanics

- Carpentry and Construction

- Computer-Aided Design (CAD)

- And many more!"

Partnerships and Outreach

- **On-Campus Initiatives**:
  "ACS Results collaborates with faculty, career counselors, and student organizations to raise awareness about the importance of digital portfolios."

- **Workshops and Events**:
  "We host portfolio-building workshops to guide students in understanding what employers look for and how to effectively highlight their skills."

Scaling Vision

- **Local Roots, National Expansion**:
  "ACS Results started at Thaddeus Stevens College of Technology and is poised to expand across Pennsylvania, with a goal of becoming the leading portfolio solution for technical and trade students nationwide."

- **Future Growth Opportunities**:
  - "Adding a SaaS platform for automated portfolio creation."

  - "Developing resources to help students network directly with potential employers."

Vision Statement

"To be the gold standard in personal branding for trades and technical professionals, redefining how skills and achievements are communicated in the digital age."