

# EA Time Freedom Report

Ryan Brazzell

Agency

December 8, 2025

REVENUE POTENTIAL UNLOCKED

Ryan, You Could Unlock

**\$109,200**

annually by delegating just 21 hours per week

21 hrs/week ! 84 hrs/month ! \$100/hr activities

## ROI Analysis



Annual Revenue Unlocked

**+\$109,200**



EA Investment (annual)

**-\$33,000**



**NET RETURN**

**\$76,200**

ROI MULTIPLIER

**3.3x**

What other investments are giving you a 3.3x return right now?

## Daily Tasks

10 tasks

### 1. Priority Inbox Zero Maintenance

EA

\$6,500/yr

Processing and organizing Ryan's email inbox, filtering client inquiries, flagging urgent items, and drafting

### 2. Client Discovery Call Scheduling

EA

\$8,580/yr

Coordinating and booking Buy Back Your Time consultation calls, managing calendar conflicts, sending

### 3. Strategic EA Matching Decisions

\$13,000/yr

Reviewing client profiles from onboarding and making final decisions on which Executive Assistant would be the

### 4. 4-Week Accelerator Progress Reviews

\$25,350/yr

Analyzing weekly outcomes from current EA partnerships, identifying bottlenecks in the program, and adjusting

### 5. Lead Qualification and CRM Updates

EA

\$6,500/yr

Following up on website inquiries, qualifying potential founder prospects, updating engagement levels in the

### 6. Key Partnership Development Calls

\$8,580/yr

Conducting strategic conversations with potential referral partners, other founder communities, and industry

### 7. EA Team Performance Monitoring

\$13,000/yr

Reviewing daily reports from Executive Assistants in the field, addressing any client concerns, and ensuring

### 8. Social Media Content Posting

EA

\$19,500/yr

Publishing pre-approved founder productivity tips, success stories, and Assistant Launch updates across

### 9. Client Onboarding Document Preparation

EA

\$6,500/yr

Creating personalized Partnership Playbooks, gathering client preferences and priorities, and organizing all

### 10. Revenue Pipeline Analysis

\$8,580/yr

Reviewing daily conversion metrics from discovery calls to signed clients, analyzing bottlenecks in the sales

## Weekly Tasks

10 tasks

### 1. EA Recruitment and Screening

\$2,600/yr

Interviewing potential Executive Assistant candidates, assessing their AI-training readiness, problem-solving

### 2. Client Success Story Documentation

EA

\$3,900/yr

<b>3. Weekly Revenue and KPI Reports</b>	EA	\$6,760/yr
Compiling weekly performance data including new client acquisitions, EA placement success rates, client		
<b>4. Strategic Business Development Planning</b>		\$11,700/yr
Analyzing market opportunities, planning new service offerings, evaluating competitive landscape, and making		
<b>5. Client Check-in and Feedback Calls</b>		\$2,600/yr
Conducting scheduled follow-ups with current clients to ensure EA partnerships are working effectively, gathering		
<b>6. Website Analytics and Lead Tracking</b>	EA	\$3,900/yr
Analyzing website traffic, conversion rates from different sources, tracking lead quality and engagement levels,		
<b>7. EA Training Program Development</b>		\$5,200/yr
Creating and refining training materials for new Executive Assistants, updating AI tool methodologies, and		
<b>8. Vendor and Tool Management</b>	EA	\$7,800/yr
Managing relationships with software providers, AI tool subscriptions, communication platforms, and other		
<b>9. Content Strategy and Blog Planning</b>		\$3,900/yr
Planning weekly content themes around founder productivity, EA best practices, and time management		
<b>10. Meeting Notes and Action Items</b>	EA	\$3,900/yr
Organizing and distributing notes from client calls, team meetings, and strategy sessions, tracking action items,		
<b>Monthly Tasks</b>	10 tasks	
<b>1. Business Model and Pricing Strategy</b>		\$1,800/yr
Evaluating current pricing structure, analyzing competitor offerings, assessing market demand, and making		
<b>2. Monthly Financial Reconciliation</b>	EA	\$1,800/yr
Processing expense reports, reconciling business accounts, organizing receipts and financial documents, and		
<b>3. EA Performance and Retention Reviews</b>		\$3,120/yr
Conducting monthly evaluations of Executive Assistant performance, client satisfaction scores, identifying top		
<b>4. Marketing Campaign Planning and Execution</b>	EA	\$5,400/yr
<b>5. Strategic Partnership Negotiations</b>		\$1,200/yr

## 6. Client Contract and Agreement Updates

EA

\$1,800/yr

Updating service agreements, processing contract renewals, managing client billing cycles, and ensuring all

## 7. Industry Research and Competitive Analysis

EA

\$2,400/yr

Researching trends in the EA and virtual assistant industry, analyzing competitor strategies, gathering market

## 8. Team Culture and Vision Alignment

\$3,600/yr

Conducting monthly team meetings, reinforcing company values, addressing team morale and culture, and

## 9. Personal Schedule and Life Management

EA

\$1,200/yr

Coordinating Ryan's personal appointments, managing family commitments, booking travel arrangements,

## 10. Long-term Growth Strategy Planning

\$2,700/yr

Evaluating Assistant Launch's growth trajectory, planning expansion into new markets, considering additional

## Next Steps

Ready to reclaim your time? Focus on delegating the 15 EA tasks identified above. Start with email and calendar management for immediate impact, then gradually expand to include personal life coordination and business process management.

**Ready to get started? Schedule your consultation:**

[calendly.com/assistantlaunch/discovery-call](https://calendly.com/assistantlaunch/discovery-call)