



CANON CONSULTING

Virtual Assistant & Business Support

Reliable support for entrepreneurs and small businesses — saving you time by handling the administrative, research, and data work that keeps getting pushed to next week.

Online research

Competitor research

Data entry & spreadsheets

Excel / Sheets cleanup

General admin support

Document formatting

PowerPoint presentations

Meeting notes & summaries

Email drafting

Content & document creation

CANONCONSULTATIONS@GMAIL.COM

SUPPORT · ORGANIZE · GROW

A small support practice, not a labour pool.

Canon Consulting provides reliable virtual assistant and business support to entrepreneurs and small businesses — helping them save time, stay organized, and improve productivity.

There's no shortage of places to buy administrative help. Most compete on being cheap, and the hidden cost lands on the client: work that has to be checked, instructions that have to be written twice, and output that arrives as a bare file with no explanation. Canon Consulting is built the other way around — a narrow set of services, done to a standard where you don't have to inspect the result.

What you get on every project

- ✓ **A written scope before work starts** — deliverable, dates, price, and what's excluded
- ✓ **Two rounds of revisions** included at any price point
- ✓ **Every figure verified** against an original source — no fabricated statistics or citations
- ✓ **Ambiguity flagged, not guessed** — uncertain rows come back highlighted for your decision
- ✓ **A delivery summary** explaining what was done — never a bare attachment
- ✓ **Replies within four business hours**, and your original files left untouched

On AI tools: I use them for research gathering and first drafts — it's part of why turnaround is fast and pricing is fair. Everything is reviewed and verified by me before it reaches you, and the analysis is written by hand. You're paying for accurate, organized output, not raw AI text.

Competitor research report

Typical scope: 5–8 competitors · Typical price: \$75–\$150 · Typical turnaround: 3–4 days

ⓘ **Sample project — created by Canon Consulting.** Companies and figures are fictional and shown only to demonstrate report structure. In client work every price and rating is verified against its original source.

COMPANY	SERVICES	STARTING PRICE	RATING	KEY STRENGTH
Northside Home Care	Residential, deep clean, move-out	\$140 / visit	4.8 (212)	Online booking, same-week availability
Bright & Co.	Residential only	\$115 / visit	4.6 (89)	Lowest price in the set
Meridian Clean	Residential, commercial, post-construction	Quote only	4.9 (341)	Commercial contracts, strongest reviews
Willow Domestic	Residential, laundry add-on	\$130 / visit	4.4 (56)	Recurring plans, locked-in pricing
Harbourview Services	Commercial only	Quote only	4.7 (128)	Office and retail niche

Key findings

- **Two of five publish no pricing at all** — both are the ones chasing commercial contracts. Publishing a starting price wins the customers comparing quickly, and loses only the ones who were going to negotiate anyway.
- **The price spread is narrow (\$115–\$140); the review counts are not.** Review volume, not price, separates the top of this set from the bottom.
- **Only one offers a recurring plan with locked pricing.** That's the clearest open gap in the set, and the cheapest one to test.

Full reports also include a **Method** section (what was searched, when, and what was excluded) and a **Sources** list with a live link for every figure in the table.

Spreadsheet cleanup — before and after

Typical scope: 500–5,000 rows · Typical price: \$50–\$100 · Typical turnaround: 1–2 days

📌 **Sample project — created by Canon Consulting.** A deliberately messy fictional customer list, cleaned to demonstrate the process. No real customer data appears in this document.

BEFORE — AS RECEIVED			AFTER — AS DELIVERED		
NAME	PHONE	SIGNED UP	NAME	PHONE	SIGNED UP
james ODELL	(416) 555-0182	3/7/24	James Odell	+1 416 555 0182	2024-03-07
MARIA SANTOS	416.555.0119	2024-11-02	Maria Santos	+1 416 555 0119	2024-11-02
James Odell	4165550182	07/03/2024	P. Nguyen	+1 416 555 0143	2025-01-09
p. nguyen	+1 416 555 0143	Jan 9 2025			
MARIA santos	416-555-0119	11/2/24			

The cleanup checklist, run in order

Trim whitespace → standardize capitalisation → normalize phone format → normalize dates → deduplicate on a reliable key → flag ambiguous rows → freeze headers → apply consistent formatting.

The delivery note that comes with it

"Attached is the cleaned file. Summary: removed 47 duplicate records (matched on phone number, not name — two people share a name in your list), standardised 312 phone numbers and all dates to YYYY-MM-DD, corrected capitalisation across name and address fields, and trimmed trailing whitespace throughout. **Six rows are highlighted in yellow** where the source data was ambiguous and I didn't want to guess — those need your call. Your original file is untouched; this is a copy."

Note that ambiguous rows are flagged rather than fixed. Guessing at data that can't be verified is how a cleanup job quietly becomes a data-loss job.

Weekly task tracker

Built once, maintained monthly · Usually included within a package

📌 **Sample project — created by Canon Consulting.** Fictional tasks, shown to demonstrate structure.

TASK	PRIORITY	DUE	STATUS	NOTES
Q3 supplier pricing comparison	High	2026-08-12	In progress	Waiting on two quotes
CRM duplicate cleanup	Medium	2026-08-15	Not started	Export scheduled Monday
Board deck — format & charts	High	2026-08-09	Ready for review	Draft sent for comment
Vendor contact list consolidation	Low	2026-08-28	Not started	Four source files

The live version adds conditional formatting (overdue rows turn red automatically), a status summary at the top, and dropdown validation so the status column can't drift into six different spellings of "done."

Standard report format

Every research deliverable follows the same five-part structure, so the output is consistent from project to project and from client to client:

1. **Summary** — the answer, in three sentences or fewer
2. **Method** — what was searched, when, and what was deliberately excluded
3. **Findings** — the structured table
4. **Key observations** — written by hand; the part worth paying for
5. **Sources** — a live link behind every figure

Pricing

MONTHLY PACKAGE	PRICE	HOURS	INCLUDED
Starter	\$150/mo	Up to 5	Research, data entry, spreadsheet organization, document formatting
Growth	\$300/mo	Up to 12	Everything in Starter + presentations, meeting notes, email drafting, recurring admin
Pro	\$500/mo	Up to 20	Everything in Growth + priority support, weekly recurring tasks, complex research

ONE-TIME PROJECT	TYPICAL RANGE
Spreadsheet cleanup	\$50 – \$100+
Data organization	\$50 – \$150+
Competitor research	\$75 – \$150+
Presentation creation	\$75 – \$200+
Customer / prospect research	\$100 – \$200+

Hourly rate \$25/hour. All project prices include two rounds of revisions. Rush turnaround under 48 hours is +25%. Final quotes are confirmed after seeing a sample of the material.

Let's talk.

Fifteen minutes, no pitch. You describe where your week goes; I'll tell you what I'd take on first — or that I'm not the right fit for it.

Email canonconsultations@gmail.com

Book a call calendly.com/canonconsultations/15min

Website canon-consulting.netlify.app

LinkedIn linkedin.com/company/canon-consultants