

CleverLink Connect 700 in 70 Project: Helping Small Business Succeed Online!

With the support of AusIndustry, CleverLink will provide 70 seminars and practical workshops (8 unique seminars and 16 courses) to small businesses FREE of charge throughout 5 regions (*Illawarra, Southern Highlands, Shoalhaven, Parramatta, Canberra*) from June 2010 – April 2011.

Code	Course / seminar name	Ideal for	Dates & Time	Location	Mark your calendar & register
Module 1: Business Online Awareness Seminars					
Seminar M1S1	Powerful and Profitable Business: Why online is a MUST for small Business	Zone A	5:30 – 8:00 PM Thursday 17 th June 2010	Links Shell Cove Golf Club Shellharbour	<input type="checkbox"/>
		Zone B			
		Zone C			
		Zone F	9:30 AM – 13:30 PM Tues 22 nd June 2010	Southern Highlands	<input type="checkbox"/>
		Zone G			
		(To find out which zone you are in, see page 5)			
Seminar M1S2	Need extra business? 7 easy ways to find more customers through the Internet	All Zones	9:30 AM – 12:30 PM Friday 25 th June 2010	Kiama Leagues Club Kiama	<input type="checkbox"/>
			9:30 AM – 12:30 PM Tues 29 th June 2010	City Beach Function Wollongong	<input type="checkbox"/>
			5:30 – 8:00 PM Weds 30 th June 2010	Thirroul Community Centre Thirroul	<input type="checkbox"/>

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Page 1

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Call us on: 1300 721 837



Seminar M1S3	Your online identity – domain names and how to go about them?	Zone A Zone B Zone F Zone G	5.30pm – 8pm 27 th July 2010	Wollongong	<input type="checkbox"/>
Seminar M1S4	How to choose a right host for your web site and email	All Zones	5.30pm – 8pm 12 th August 2010	Illawarra South	<input type="checkbox"/>
Seminar M1S5	Basic first Website for small business	Zone A Zone B Zone C Zone F Zone G	5.30pm – 8pm 14 th July 2010	Illawarra North	<input type="checkbox"/>
Module 2: Building Successful Online Business					
Workshop M2W1	7 Steps to set up and develop your first website	Zone A Zone B Zone C Zone F Zone G	9.30am – 1pm 22 nd July 2010	Illawarra South	<input type="checkbox"/>
Workshop M2W2	10 things you need to know before making the transition to a new web site	Zone D Zone E Zone G	9.30am – 1pm 1 st September 2010	Illawarra North	<input type="checkbox"/>
Workshop M2W3	How to get top search engine positions by “optimizing” with keywords	All Zones	9.30am – 1pm 4 th August 2010	Illawarra North	<input type="checkbox"/>

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Workshop M2W4	Online database and why every small business should have one	All Zones	9.30am – 1pm 19 th August 2010	Illawarra North	<input type="checkbox"/>
Workshop M2W5	How to build customer confidence through great design and layout	All Zones	5.30pm – 8pm 2 nd September 2010	Illawarra South	<input type="checkbox"/>
Module 3: Online Marketing					
Seminar M3S1	Market your way to win more business with social networks	All Zones	5.30pm – 8pm 9 th September 2010	Wollongong	<input type="checkbox"/>
Workshop M3W2	Email Marketing - essential tools and techniques to boost your business	All Zones	5.30pm – 8pm 15 th September 2010	Illawarra North	<input type="checkbox"/>
Workshop M3W3	Keeping in touch with your customers via e-newsletter: tools and content	Zone D Zone E Zone G	9.30am – 1pm 16 th September 2010	Illawarra South	<input type="checkbox"/>
Module 4: E-Commerce: How to sell and accept payment Online					
Workshop M4W1	How to set up E-commerce facilities for your business	All Zones	5.30pm – 8pm 22 nd September 2010	Wollongong	<input type="checkbox"/>
Workshop M4W2	How to boost your revenue with secure online payment systems	All Zones	5.30pm – 8pm 7 th October 2010	Illawarra South	<input type="checkbox"/>
Workshop M4W3	How to accept money online (including donation) via Paypal and other popular secure payment method	All Zones	9.30am – 1pm 13 th October 2010	Wollongong	<input type="checkbox"/>

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Module 5: Tools & techniques to maintain your Online business					
Seminar M5S1	How to update and manage your own website the easy way (CMS)	Zone D Zone E Zone G	9.30am – 1pm 6 th October 2010	Illawarra North	<input type="checkbox"/>
Workshop M5W2	Build & manage your own website using existing templates	Zone A Zone B Zone C Zone F Zone G	5.30pm – 8pm 20 th October	Illawarra North	<input type="checkbox"/>
Seminar M5S3	How to manage your online reputation and why it is important to you and your business	All Zones	9.30am – 1pm 3 rd November 2010	Illawarra South	<input type="checkbox"/>
Workshop M5W4	Your super “virtual” PA – How to automate your business online using information systems to auto update databases, inventories, orders, send confirmation and invoices and more!	All Zones	5.30pm – 8pm 10 th November 2010	Wollongong	<input type="checkbox"/>
Workshop M5W5	Online survey – a cheap, easy and effective tool for SME	All Zones	9.30am – 1pm 18 th November 2010	Illawarra North	<input type="checkbox"/>
Workshop M5W6	Online customer service: How to provide successful and instant support to ensure satisfaction and repeat business	All Zones	5.30pm – 8pm 24 th November 2010	Illawarra South	<input type="checkbox"/>
Workshop M6W1	How to write copy that converts browsers into buyers	All Zones	9.30am – 1pm 1 st December 2010	Wollongong	<input type="checkbox"/>
Workshop M6W2	The 5 critical factors of compiling a winning company profile	All Zones	5.30pm – 8pm 9 th December 2010	Illawarra North	<input type="checkbox"/>

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CleverLink understands that people in small business have limited time for training and want to choose a course that will give them the best value. Therefore, we make it easy for you to choose which course is best suited to your needs. Below is a chart to help you to identify yourself with a particular 'Zone'. You should find a Zone that best describes your situation – this Zone will then correspond to a short-list of seminars/courses that will suit your specific requirements.

For example: Courses under Zone A describe people who are new to the internet, where Zone D & E describes people in business who already take advantage of the internet. Of course, you can attend all courses and seminars if you wish but we have made it easy for you to pin point the courses that will be of most value to you,

* Illawarra, Southern Highlands, Shoalhaven, Parramatta, Canberra

So let's first find out what zone(s) you are in

Zones	I am in this zone if some of of the following situations are TRUE for me	Industry that you may be in <i>guide only list</i>
<p>Zone A</p> <p>Online is a new world to me!</p> <p>I need to know everything from step one.</p>	<ul style="list-style-type: none"> • I've never had Website before • Have never had a dedicated email address (ie: name@yourcompanyname.com.au) • Never used a computer before or haven't had much experience • Have used the Internet for searching but not much else • I would like to know 'why' and 'how' • I'm not sure what I would have on a Website • I have no idea how much going online costs, what's involved or what kind of a website is best for my business. 	<ul style="list-style-type: none"> • Hospitality • Retail • Trade services such as plumber, builders • Creative industries such as artists
<p>Zone B</p>	<ul style="list-style-type: none"> • I have just started my business and would like some help to understand, plan and get started. 	<ul style="list-style-type: none"> • Start up professional

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<p>I know the benefits and some of the steps involved but haven't taken action yet</p>	<ul style="list-style-type: none"> • I was unemployed and received training to become a business owner. Now I need help planning my website and making it work for me. • I came from a large organisation & now have my own small business, so I've used technology before but don't know some of the finer points. How do I get my online business up and running? • I have done courses and know how to use some of the tools. Take me through the next steps! 	<p>services, such as</p> <ul style="list-style-type: none"> • Accountants • Solicitors • Lenders • Consultants • ... any industry
<p>Zone C</p> <p>I know the benefits, took some action but would like help to get to the next stage</p>	<ul style="list-style-type: none"> • I have been in business for five years or more • I have been too busy to put time into the website • I have a domain name but no Website yet • I use Big pond & Hotmail email addresses but realise I should use a dedicated email service – where do I start? • I want to set up a Website but what are the steps? How much will it cost? Who will host my Website? • I have a template website but it I am not happy with it. What should I do? • Do I begin with a simple site and build on from there - or should I go for a professional, fully functional & E-commerce site? • I know the 'why' but still need help with the 'how' • I'm confused by the amount of information on technology out there and would like to know the quickest, most effective way to take the business online. • I have one or more staff to help • I have other marketing materials like letterhead and business cards but no website 	<ul style="list-style-type: none"> • Creative industry • Manufacturing • Trade services • Hospitality such as cafe, restaurant

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<p>Zone D</p> <p>I have a Website but it's been the same for years</p>	<ul style="list-style-type: none"> • The business has a Website but hasn't updated it for years • I don't know if someone in our organisation is monitoring the site or who to call when we need help with the website and emails • I'd like to use it to send bulk emails • I'm ready to move toward more automation in my website • I'm not really sure if we fully utilise our online presence • We don't have systems to keep track of enquiries coming through the website. It would be great to be able to track our enquiries and track if they've been followed up • The website doesn't rank well on search engines and I'd like to know how to improve that • I want to find out about e-commerce, secure payment and how to increase sales and improve cash flow • We need to centralise our information so all members of the team can access and update information from anywhere at any time we like. We understand the web is one of the best tools for this and want to learn more. 	<ul style="list-style-type: none"> • Professional services • Manufacturing • Hospitality and tourism • (Those with staff, office and well established)
<p>Zone E</p> <p>I constantly update my site but there must be a better way than what I am using</p>	<ul style="list-style-type: none"> • I have a Website and update it myself on regular basis • I would like to be able to update my own website, easily • I need better tools to update my Website and would like to learn what's available and what's best for me and my Website • I use email every day and send bulk emails to my contacts but still use basic systems that cannot be tracked easily – I would like to learn about the tools available to improve my email communication • I'd like to be able to access my business information through my website from anywhere • I want to learn what's new to online businesses and how I can use that to my advantage • I want to improve my ranking on search engines • I want to embrace advanced technology to sell and accept payment online • I want to learn more about database to streamline my information and run my business more effectively 	<ul style="list-style-type: none"> • Home or Office based • Sole trader working with a team. • May have time to update Website or outsource • Know the benefits and willing to learn. Very motivated and lean toward technology. Internet is best friend • Can be from any industry

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<p>Zone F Home based and Website is my interface to the world!</p>	<ul style="list-style-type: none"> • I work from home so rely on the Internet as it is my way to connect to the world • I understand the benefits and am keen to get online now • I am keen to become really successful online • I have low budget but have time to add content and update my Website myself • I use email & do some marketing via email • I don't know why people can't find me online 	<ul style="list-style-type: none"> • Home based • Cottage industries • Can be any industry
<p>Zone G Non profit organisations</p>	<ul style="list-style-type: none"> • We need to consolidate our information • We need to promote our image better to attract funding and support from the community • We need to streamline our processes to save costs and increase efficiency • We have products to sell and need a smooth system to sell online and accept payment from our customers • We also want to accept donations online! This will be great! • We need to centralise our information so all staff (in-house & remote) can access and update information from anywhere at any time they like. We understand the web is one of the best tools for this and want to learn more. 	<ul style="list-style-type: none"> • Community groups • Health • Children services • Aged Care • Less advantaged groups

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