

e-Business experts **CleverLink** present their December Events Program

**2 x powerful 'e-Business Writing' workshops**

Words have the power to make or break confidence, build long term relationships and generate sales - or stop your prospects from taking the action. Whether it's your web content or your company profile, as a small business operator, good writing can give you great leverage and visibility.

DATE & VENUE	SEMINAR / WORKSHOP NAME
<p><b>9:30am – 1pm</b> <b>Wednesday</b> <b>1st</b> <b>December</b> <b>2010</b></p> <p><b>VENUE</b> Wollongong Golf Club 151-161 Corrimal Street, <b>Wollongong</b> NSW 2500</p> <p>CODE M6W1N1 <input type="checkbox"/></p>	<p><b>How to write copy that converts browsers into buyers</b> (valued at \$500 but offered FREE)</p> <p><i>Every website, advert, brochure or marketing campaign requires words! .... THE POWER OF WORDS is ENORMOUS!</i></p> <p>Words have the power to make or break confidence, build long term relationships and generate sales - or stop your prospects from taking the action.</p> <p>As a small business operator, good writing can give you great leverage and visibility!</p> <p>What have you written lately for your business? <i>Let us help you with your copywriting so that you can:</i></p> <ul style="list-style-type: none"> <li>- <b>Improve your search engine ranking</b></li> <li>- <b>Convert more sales for your business</b></li> <li>- <b>Increase your visibility, success and satisfaction</b></li> </ul>
<p><b>5:30pm – 8pm</b> <b>Thursday</b> <b>9th</b> <b>December</b> <b>2010</b></p> <p><b>VENUE</b> Quality Suites Pioneer Sands 19 Carters Lane, <b>Towradgi</b> NSW 2518</p> <p>CODE M6W2N1 <input type="checkbox"/></p>	<p><b>The 5 critical factors of compiling a winning company profile</b> (valued at \$500 but offered FREE)</p> <p>Your personal and company profile are your two best marketing documents. Use them to build rapport and credibility with your clients and associates.</p> <p>A winning profile can create interest, trust and confidence with its readers. It will also help you win contacts, <i>contracts</i> and boost the reputation of your company and your revenue!</p> <p><i>The old saying, 'a drop of ink makes millions think' rings true! Let us help you with your profile so that your contacts are thinking positively about your business.</i></p>



**CleverLink**  
**CONNECT 700 IN70**

Helping small business succeed online!

**Are you a small or home based business?**

**Would you like to:**

- ✓ INCREASE customer base
- ✓ REDUCE marketing costs
- ✓ OPTIMISE website effectiveness
- ✓ SIMPLIFY administrative processes
- ✓ IMPROVE ordering processes
- ✓ SELL on a global NETWORK
- ✓ ACCEPT secure payments ONLINE

If you answered "YES" to any of the above then the new FREE CleverLink Connect 700 in 70 training program is for YOU!

Eligibility: To be eligible to attend our FREE seminars & workshops, your business must have an ABN and be a small or home based business (20 people or less).

**Our Services**

Website Design – Marketing & Branding – Professional Writing  
Speaking & Training – E-payment – Online Solutions  
Printing - Consulting

Visit us: <http://www.cleverlink.com.au/>

Email us: [training@cleverlink.com.au](mailto:training@cleverlink.com.au)

Phone: 1300 721 837 Fax: 02 4284 0632



**About the Trainers: Camtu Pham & Rachel Flannery**

Camtu & Rachel are passionate copywriters. Between them, they have helped to publish 10 books and have provided copywriting services throughout the world for Web sites, professional profiles, company brochures, sales letters and more.

**Camtu** is an established author with her book "Aim High Fly Fast" published in 3 languages. Her keen eye for marketing and business strategy allows her to understand what will compell the reader and overcome objections. She can show you the techniques she has developed that make her writing really go to work on her behalf – and instead of having a fear of writing – you will develop a love for words.

**Rachel** has a Bachelor of Creative Arts in Writing and a Diploma of Journalism; perhaps more importantly though; she truly enjoys helping content achieve its purpose. Many clients have benefited from Rachel's expertise, and together with Camtu, she is looking forward to helping you understand the techniques that will help you achieve the kind of content that gives your customers and clients every faith in what you have to offer.

**REGISTER ONLINE NOW** at [www.cleverlinktraining.com.au](http://www.cleverlinktraining.com.au) or FAX this form back to us on **02 4284 0632**.

Please register me for the following courses.

Please Tick	Course Title	Date & Time	Venue	Code
<input type="checkbox"/>	How to write copy that converts browsers into buyers	9:30am – 1pm Wednesday 1st December 2010	Wollongong Golf Club 151-161 Corrimal Street Wollongong NSW 2500	M6W1N1
<input type="checkbox"/>	The 5 critical factors of compiling a winning company profile	5:30pm – 8pm Thursday 9th December 2010	Quality Suites Pioneer Sands 19 Carters Lane Towradgi NSW 2518	M6W2N1

**Participant Information:**

Firstname: \_\_\_\_\_ Surname: \_\_\_\_\_

Email: \_\_\_\_\_ Web: \_\_\_\_\_

Company: \_\_\_\_\_ ABN: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_

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**Eligibility:** Your business must have an ABN and be a small or home based business. (20 staff or less).

Register online [www.cleverlinktraining.com.au](http://www.cleverlinktraining.com.au),  
Phone on 1300 721 837 or Fax to 02 4284 0632.

This is an Australian Government funded initiative under the Small Business Online Program.

**Our Services**

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