

From the desk of Cle[✓]erLink

CLEVERnews

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Celebration Gala Dinner, Friday 22nd July, Wollongong Golf Club

CAMTU'S welcome

What's new at CleverLink

Welcome to our new look Clever News. CleverLink has recently been involved in several memorable events and activities. We would like to give you, our valued contact, an insight into what our clever team has been doing over the past few months.

CleverLink is delighted to have successfully delivered its CleverLink Connect 700 in 70 e-Business training program to over 700 businesses across NSW and ACT. We were able to highlight the importance of having an online presence for your business and to guide small businesses through some of the many tools and techniques to getting there. On page three we give a heart-felt THANK YOU to all those who participated and found success and to those who helped us deliver a successful program.

Don't worry if you missed out on these free courses though. We're delivering our popular "Tools & techniques to grow your business online and offline" course on 28th September as part of Small Business Month September. If you'd like to join us hurry and register as our coveted free spots are limited and getting booked out quickly.

Our team has also been busy working on some great client projects and we have showcased just some of the great websites CleverLink has designed and launched this month.

Having lots of exciting projects to work on has meant we need extra talented hands and we're pleased to welcome graphic designer, Rachele Dirou to our clever team.

Camtu Pham
CleverLink Managing Director

UPCOMING events

For more events and details see:
www.cleverlink.com.au/events

8th November 2011

'10 Clever Ways to Accelerate Your Business Growth: How to focus your vision, attract your target clients and automate your business success', breakfast business coaching with Andrew Robertson (10X) & Camtu Pham (CleverLink).



Susan Kennedy & Camtu Pham



www.shellharbourbb.com.au



www.fishermenswharfseafoods.com.au



www.bibbookkeeping.com.au

CLEVER work

Recently Launched Websites

Here is an example of some of the great websites that CleverLink has designed and launched this month.

Shellharbour B&B – The proud owner of her new business venture, Gail Chessell, is extremely happy with her new website which features great images and information about her newly built B&B, an online booking system and links to Shellharbour visitor information.

Gail was the lucky recipient of the “Win a brand new website competition” at the CleverLink Connect EXPO back in March.

www.shellharbourbb.com.au

Karen Boyle from Back In Black Bookkeeping has had a close association with CleverLink for a number of years and turned to CleverLink when she was ready to grow her business and establish a new online presence. The new website showcases her business services and accreditations, including being an MYOB Certified Consultant and a Reckon Professional Partner.

www.bibbookkeeping.com.au

Fishermen's Wharf Seafoods – Josie, and her team, in Ulladulla are now the proud owners of their first website which features information about Ulladulla Fish Traders products and the Fish Cafe, an online booking and enquiry form and great images of their tantalising food!

www.fishermenswharfseafoods.com.au



CLEVER events: Workshops

Fast track your business growth with the help of our business experts

Our FREE workshops, including two during Small Business Month September 2011, are specifically tailored to suit small and medium sized businesses by providing effective strategies to consider when growing a business online and offline. Don't miss our power packed sessions which will save you both time and money.

Register today to avoid disappointment:

Email: training@cleverlink.com.au
 Web: www.cleverlink.com.au/training
 Phone: 02 4284 3600

Planning for a successful 2012: Preparing your Business Growth Through Budgeting and Sales Forecasting Run by Accounting Professionals and CleverLink.

8:45am - 12:30pm, 21st Sept 2011
 Wollongong Golf Club
 Corrimal St Wollongong

Essential Tools & Techniques: How to grow your business Online and Offline, Run by CleverLink and Accounting Professionals.

8:45am - 12:30pm, 21st Sept 2011
 Wollongong Golf Club
 Corrimal St Wollongong

Training for both of the above seminars is FREE, with networking opportunities and a light lunch provided.

10 Clever Ways to Accelerate Your Business Growth: How to focus your vision, attract your target clients and automate your business success

Breakfast business coaching with Andrew Robertson (10X) & Camtu Pham (CleverLink). This seminar is valued at \$500 but offered FREE, together with networking opportunities and a hot breakfast.

7:00am - 9:00am, 8th Nov 2011
 Wollongong Golf Club
 Corrimal St Wollongong

CLEVER feature

Small Businesses Online

Thank You – We did it!

CleverLink is pleased to announce that our aim to help 700 businesses through our CleverLink Connect 700 in 70 Program has been successfully completed.



The CleverLink Team

We would like to thank and congratulate the 700 + businesses who participated in the program and also send our gratitude to the many organisations and individuals who have supported us in reaching this outstanding goal. With your help, we have reached over 800 participants, delivered more than 70 events, produced 5 DVDs, online training and a Business EXPO!

A Gala Dinner to celebrate and appreciate this program was held on 22 July at Wollongong Golf Club. Here are a few photo highlights from the night. More photos, videos and information about the Gala Dinner is on our website www.cleverlink.com.au



Rob Salisbury, MC for the Gala Dinner
MD of Strategic Resources International

"It's amazing! In three short hours it became clear to me where I need to be heading with my website and the areas that require work. I can now formulate an action plan, know where to go to get more information when I need it and I have an understanding of the resources that are available to me – I have a recipe for success!"

Kellie Granger

Norman Street Natural Health Centre

"After the first course, I utilized some of the information and dramatically increased the traffic flow to my website, primarily through Google AdWords. These courses are all about providing the small business owner with tangible tips and information, and practical online solutions."

Robert Kennedy

Robrock Productions

"Your Seminars are providing value packed training and I am happy that I found out about your courses. Just after attending my first training seminar, I took your advice and have now made many connections via LinkedIn. Just one week after I attended your course, I increased my online sales by \$5,000!"

John Washbrooke

FreeBird Aviation

CLEVER toolbox

Fusion Connect:
Deliver e-Business training direct to your contacts

Is your organisation keen to provide your clients or networks direct access to this valuable e-Business training?

CleverLink can work with you to tailor a specific course for your contacts and we can help with marketing and picking up the cost of delivering it to your clients too!

To find out more, please contact:
Jo Halios-Lewis, Coordinator
Phone 02 4284 3600 or
Email training@cleverlink.com.au

FOOD FOR my brain

"It is not the strongest of the species that survive, or the most intelligent, but those most responsive to change."

- Charles Robert Darwin

CLEVER competition

Tell us in 25 words or less what you like about our newsletter or CleverLink in general and go into a draw to win one of 3 commemorative CleverLink laptop bags!

Email your answer, along with your name, business name, email address to win@cleverlink.com.au. Winners will be drawn Monday 14th November, notified by email and published on our website.



WIN a
Limited Edition
CleverLink
Laptop Bag

CLEVER services

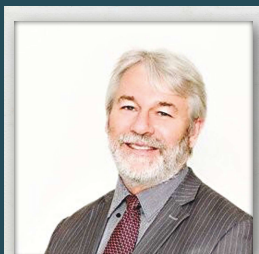
Web & Graphic Design
E-Commerce
E-Marketing
IT Consulting
Copywriting
Databases
Hosting & Support
Project Management
Speaking & Training

Phone: 02 4284 3600

Email: service@cleverlink.com.au

To Engage With Our Friendly Team

CLEVER connect



Garry Pinch, Director

Accounting Professionals

A closer look at one the companies listed in CleverLink's client market place

Accounting Professionals is an energetic, flourishing accounting firm located in Shellharbour City, Illawarra. They offer a range of services including business advice, taxation, MYOB and QuickBooks consulting and Self Managed Superannuation Funds (SMSF) Management. Their young, professional team of accountants has strong technical skills and undergo training and development.

Accounting Professionals are running a FREE half day seminar entitled "Planning for a successful 2012" on 21st September in collaboration with CleverLink and as part of Small Business Month September. To register and find out more information go to <http://smallbusinessmonth.nsw.gov.au/Events.aspx?eventid=4276>

Level 1, 1 Burra Place
Shellharbour City Centre NSW 2529

www.accpro.com.au

6 Top Reasons Why Your Website Should Be Updated Regularly

1. To get top spots on major search engines

Search engines favour those websites with fresh content. Google and other major search engines may index your site several times a month if your content changes regularly. At CleverLink, we update our website at least once a week to take advantage of this.

2. To increase links to your site

Did you know that the more links you have to your website - the more popular your website will become? Search engines give popular sites a much better position than those that have no links. Getting quality sites to link to you is difficult if you don't keep your website up to date.

3. To attract return visitors

Have a "sticky" website that your visitors want to "bookmark" and come back to. Fresh content and layout will retain their interest. A long list of benefits can be generated by having more people looking at your website.

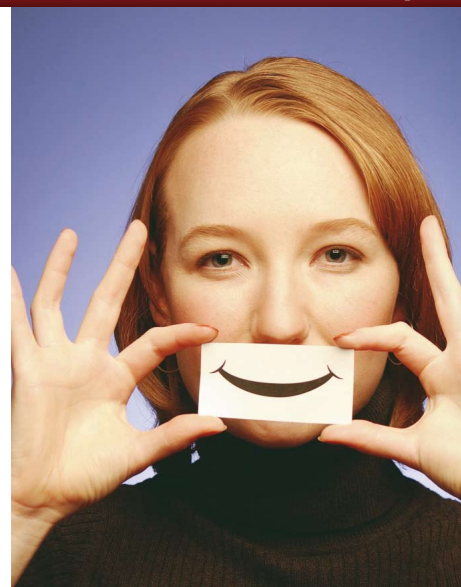
4. To make you and your company look good

Face it, there is nothing worse than telling your potential clients that your website is out of date! A good website with up to date content can increase your confidence and help you to sell more.

5. To maximise your opportunities

There are many ways you can impress a potential client when you meet them face to face. You just never know who is looking at your website and professional content and presentation are the most effective selling tools.

CLEVER tips



6. To claim your competitive advantage

When you and your company are not at your best, you are giving away that "POWER" and "COMPETITIVE ADVANTAGE" to your competitors. Do you want this to happen?

Action Exercise:

- Review your website and see if it is still up to date.
- Use tools (such as CleverLink CMS) to update your website inhouse.
- Contact CleverLink and let us help you to keep your content fresh, and to check out our professional writing service.

Good Luck! -Camtu Pham

More CleverTips are available from CleverLinks's website under the Resources section.

CLEVER people

Rachelle is a joy to work with and has experience and skills in design and natural ability to liaise with clients to effectively develop branding and communication strategies. In addition, her fresh approach to design and keen eye for detail means she consistently delivers high quality work that hits its intended mark.



Rachelle Dirou
Graphic Designer, CleverLink

Rachelle has a Bachelor of Graphic Design with Honours and a Minor in Advertising and Marketing Communications, from the University of Canberra.