



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 |
|--|---|--|
| <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. | <p><i>guide only list</i></p> <ul style="list-style-type: none"> • Hospitality • Retail • Trade services such as plumber, builders • Creative industries such as artists |
| Zone B | <ul style="list-style-type: none"> • I have just started my business and would like some help to understand, plan and get started. | |

Supported by

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



An Australian Government Initiative

AusIndustry

Our Services

Web site Design – Marketing & Branding – Speaking & Training
E-Commerce – Online Solutions
Professional Writing - Printing - Consulting



| | | |
|--|---|--|
| <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! | <ul style="list-style-type: none"> • Start up professional services, such as • 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 |

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

Supported by



An Australian Government Initiative

AusIndustry

Our Services

Web site Design – Marketing & Branding – Speaking & Training
 E-Commerce – Online Solutions
 Professional Writing - Printing - Consulting

Visit us: <http://www.cleverlink.com.au/>
 Email us: training@cleverlink.com.au
 Call us on: 1300 721 837



| | | |
|---|--|---|
| <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 | <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 |

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

Supported by



An Australian Government Initiative

AusIndustry



| | | |
|---|---|--|
| | <ul style="list-style-type: none"> • 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 | <p>toward technology. Internet is best friend</p> <ul style="list-style-type: none"> • Can be from any industry |
| <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 |

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

Supported by



An Australian Government Initiative

AusIndustry

Our Services

Web site Design – Marketing & Branding – Speaking & Training
E-Commerce – Online Solutions
Professional Writing - Printing - Consulting

Visit us: <http://www.cleverlink.com.au/>
Email us: training@cleverlink.com.au
Call us on: 1300 721 837