

Free workshops teach on-line success tools

INTERNET expert Camtu Pham is returning to North Parramatta in March to provide entrepreneurs with innovative free E-business workshops, following the success of her original Business



Camtu Pham

Online Awareness seminars in November last year.

The workshops will give Parramatta small businesses a second chance to learn for free how important the design and wording of web sites are in attracting new customers.

She will highlight how to write effective web copy and create eye catching Web site design, using low cost or free tools, as the CleverLink Connect 700 in 70 e-Business training program returns to the region.

The CleverLink Connect 700 in 70 Program is the brainchild of successful entrepreneur and Internet technology adviser Camtu Pham, who has been advising businesses on how to use effective and low cost Internet technology for over 17 years.

CleverLink Connect 700 in 70 is a Government funded initiative under the Small Business Online Program. The CleverLink program aims to assist 700 small and home based businesses, through the delivery of 70 courses across NSW and ACT.

As holder of the 2005 Sydney Business Woman of the Year title, Camtu identified that small business owners were looking for effective e-Business training that was flexible, affordable (or even free) and provided realistic low cost solutions that worked to attract new customers to their online business.

"I wanted to create a series of worthwhile training courses both in workshop format and available online, that were a pathway for people so they could learn about all the significant aspects of creating and running a successful business over the Internet," Camtu Pham said. "With the help of federal Government funding the CleverLink Connect program was born."

"During my years assisting small business with their Internet operations, I have repeatedly seen entrepreneurs surprised at the low cost and free tools actually available for them to use online – they just didn't know they were there or how to find them and constructively use them.

"I was also surprised not to find courses that address the vital issue of copywriting, which is fundamental to a sites success. With the right copywriting, a Web site's SEO is greatly enhanced and allows for it to be found easily. The words on the



page have the power to make a sale and attract repeat business or repel people from the site.

"I strongly encourage small businesses to take advantage of this opportunity because this is the final time our courses are scheduled to be in Parramatta. The training is free, refreshments and networking opportunities are available and our trainers are experts in the field. Course materials are well researched, concise, easy to understand and you will reap the benefits following participation."

Kamal Chandra of Herbs & Spices Pty Ltd attended some of the previous courses delivered in Parramatta.

"I was really happy with this training. There was lots of content delivered in a simple manner and it has given me a lot of ideas and information to improve my online business. I'm confident this will bring in more sales and profit," said Kamal.

Small business owners and managers are welcome to register to participate in the CleverLink Connect 700 in 70 e-Business program on March 15 at North Parramatta.

All you need is an ABN and fewer than 20 staff to register. Contact CleverLink on 1300 721 837 or for information about all the courses available and to register for either an offline or online course visit www.cleverlinktraining.com.au

About Cleverlink

CLEVERLINK is a technology and Internet services provider based in the Camtu Pham Illawarra, servicing clients from start-ups through to listed companies in Australia and beyond. Their core services include consulting, training (e-Business strategies, knowledge management and motivation/communications), Web related technologies, graphic design and database management. The CleverLink team is made up of highly qualified personnel, who hold Masters Degrees in areas such as Computer Science, e-Commerce, and Management; and Bachelor degrees in Business, Marketing and Arts. CleverLink has been assisting businesses with Web site development and e-Business consulting since 1998. Camtu Pham, founder and MD of CleverLink is an e-Business consultant with 17 years of experience and as a university lecturer in Management and e-Business. She received her Master of Commerce in 1999 and her Bachelor of Computing Science in 1993. Ms Pham has trained and provided services to many small and home based businesses, as well as larger organisations such as the Department of Defence, Australian University Halls and Colleges, TAFE, and CPA Australia.