# SAVVY WOMAN'S
## PRACTICAL GUIDE
# TO ONLINE BUSINESS

## A WOMAN'S GUIDE TO BUSINESS SUCCESS

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## Introduction

The Savvy Woman's Practical Guide to Online Business has been 15 years in the making. My journey into the online business world began with my first venture into ecommerce, with an online clothing store called 2Roads Design.

Back then, websites were relatively primitive, so our online store was way ahead of its time.

After managing the website for 2 years, my business partner and I decided we really weren't cut out for the clothing industry and sold the business to a savvy marketing company.

Although that chapter closed, my fascination with the online world continued. It was at that time that I decided I would get into website design full time.

As the internet changed, so did my business. I learnt many lessons along the way – not only about technology, but also about running a small business and in many instances about myself.

One of the things I realised is that I can't possibly know everything there is to know about running an online business and so I reached out to women who are experts in their field to share their knowledge and experience. Thus, this book is a compilation not only of what I have learnt about the internet, but also what others have.

I hope you find The Savvy Woman's Practical Guide to Online Business useful and I wish you much success in your own venture.
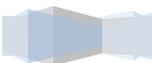
# Turn your hobby or special skill into a profitable business.
by [Ivana Katz](#)

Have you ever wondered whether your hobby or special skill could turn into a profitable business?  If the answer is yes, then what has stopped you from giving it a go?

Many successful businesses have started as weekend hobbies and have become successful part time and even full time businesses for their owners.  The only difference between where they are now and where you are at the moment is that they took the first step.

So if you've ever thought of starting your own business, why not just go for it.  What have you got to lose?

Here are some ideas of hobbies which could potentially turn into a successful business venture:

Baking cookies / cakes for local cafes and restaurants or markets
Chocolate making
Flower arranging
Teaching kids how to play soccer / netball / tennis / surfing / skateboarding
Jewellery making or teaching
Cake decorating
Candle making
Renovating or decorating houses
Designing stationery
Book writing
Plants / flower / herb growing and selling
Teaching photography / dancing / sailing / knitting / pottery / computer skills
Running fitness classes
Babysitting
Event planning and organising
Writing for online publications
Being a tour guide
Film making
Fixing things
Restoring furniture
Creating gift hampers
Personal training
Collecting and selling antiques / art
Hairdressing
House organising
Event planning
Pet sitting or grooming
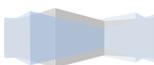
## The 'uh-oh' moment!

By [Sarah Cannata](#)

If you're a budding entrepreneur, you're likely to understand where I'm coming from.

In the lead-up to your 'bite the bullet' moment, you do everything you can to immerse yourself in everything (books, videos, podcasts) and anything that'll give you that drive to *just do it*. **Quit your job!**

The stable, 9am to 5pm job that leaves you feeling completely hollow inside. But hey, it pays the bills.

Finally, your gusto leads you to that defining moment where you hand in your resignation and the rest is a blur. In between dealing with your actions, other people's reactions and the fact you don't really have a plan, your notice period is all but done and dusted.

And then there's just *you.*

Staring at a laptop… Waiting for the blank screen to 'show you the way.'

Then reality hits you. It's what I call the 'uh-oh' moment.

If you're anything like me, you've never really had to worry about running your own business. All you've ever really done is show up, work away for a set amount of hours and wait for your pay to come in every week, fortnight or month.

That's it.

Now, you have to run the show yourself. Where do you even begin?

"Surround yourself with the right people and stand-up for what you believe in."

Everything I've learnt up to now tells me this single piece of advice from Anoushka Gungadin, CEO for the Duke of Edinburgh's International Award in Victoria, is priceless.

I honestly don't think anything else matters more. Having the right people around you will give you the energy to keep on going through the tough times.

And believe me, there will be tough times.

Times when you think this is all a big mistake and taking that plunge into the unknown was a horrible disaster.

That's when you need to think about why you made the move to begin with. Chances are, it'll all come back to you standing up for what you believe in. Every now and again, you meet people in your life who have the potential to drive you further than anyone ever has before.

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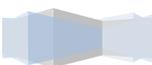
There's no doubt that for me, the five people you surround yourself with the most (in a business sense), are incredibly important to your mindset and achieving your goals.

So here's my question to you: ***What are you going to ask for?***

## Discovering your *why?*

By [Sarah Cannata]

First-up, let's be clear here, I am by no means the first person to talk about finding your 'why?' and its importance.

My 'aha' moment came after someone sent me a link to a Simon Sinek TED video called: *Why: How Great Leaders Inspire Action.*

In this video, he uses Apple as an example, explaining how they don't use the 'what?' (their phones and other products) to sell their brand. Instead, they speak of their dedication to innovation (that's the 'why?').

And that's when it hit me: It's by telling people your 'why?' that you'll truly connect with others.

From there, once you've captured people's interest, potential customers will immediately be interested in what you have to offer.

After watching the video featuring Sinek, I knew exactly what I had to do. Sure, I'm a freelance writer capable of adapting my words to suit whatever client but really, who cares?

So now, when people visit my website, they read about my story that reveals why I do what I do.

Forget about what I do and what I have to offer, my vision and belief in the fact that people should get the chance to live out their dreams takes centre stage.

And that's just it – People are not interested in being sold 'something' you believe they need but people are interested in human stories.

I've had an incredible response to my own story about how I've put it all on the line to follow my dream. People are captivated by the story of someone seeking out their dream.

So, going back to you, look at your website and any other communication clearly and ask yourself: Is my 'why?' clear enough for people to see and understand?

If it's not, watch that Simon Sinek video (a quick Google search will do the trick) to get a general idea and trust me, you won't look back.
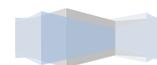
# Own Your Structure

by [Jacqui Brauman](#)

Take control of your business from the outset and have the right structure. The right structure for you could depend on a lot of different factors: your goals, your current business size, the size of business that you want to have, how many owners there are, and what stage of business you are at.

As a small business, there are tax concessions that can be used to change your business structure later. So you could start with a simple structure to begin with, and move the business into a more complex one for growth and bringing in new owners later.

These are the main structures under which you can run a business in Australia:

**Sole Trader**

A sole trader is when you own and run the business by yourself. You have an ABN personally, and there is no legal distinction between you personally and your business. You receive all the profits, and are personally liable for all losses, debts and taxes incurred by the business.

You can have a business name in the form of a trading name registered with ASIC.

Advantages:

This is cheap to set up and run. You have total control, you don't have to answer to anyone, or share with anyone, and you have access to capital gains tax concessions.

Disadvantages:

Once your business grows and earns a reasonable profit, your income tax is at marginal rates, so you get taxed at a maximum of 46.5%. You have no asset protection, except by insurance, so your creditors can sell anything you own to recover money owed to them, whether it's a business asset or not. The business also dies with you, and your family will only be able to recoup the equipment and stock value.

**Partnership**

A partnership is usually formed by an agreement between two people to run a business together - so you and your friend decide to go into business. You register for an ABN as partners. You both share the profits and losses of the partnership. There is no legal distinction between the business and the individual partners, so together and individually you would be liable for the debts and taxes of the partnership. The partnership does not pay income tax directly. The profits are divided between partners and the income tax is paid in your personal income tax return.

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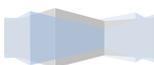
Again, you can register a business name for your partnership.

You should have a formal partnership agreement between you both, and the partnership agreement should include a buy/sell component to determine what happens if one of you wants to leave, or if one of you has to leave due to injury or illness.

Advantages:

A partnership can be nearly as cheap as a sole trader arrangement to set up, but the running costs are slightly higher because an extra tax return needs to be done every year. The beauty of a partnership is that it can be as flexible as the partners, and a good partnership agreement can solve most problems and be altered when things change as the business grows.

Disadvantages

Similar to a sole trader arrangement, in a partnership you are taxed on the income in your own tax return, so you are taxed at marginal rates at a maximum of 46.5%. Again, there is no asset protection except insurance, and creditors can target either or both partners' personal assets to recover debts. The partnership also ceases on the death of one of the partners, so a partnership agreement that provides for the spouse or family of a dead partner is crucial.

**Limited partnership**

This is an interesting form of partnership that could be used for investment, for example. One partner has full control and the other partner is limited and passive. The limited partner's liability for the business debts is also limited up to the amount of their investment.

These can be registered with your relevant State government authority, such as Consumer Affairs.

**Joint Ventures**

A joint venture is like a partnership between companies. Separate companies come together under an agreement to work towards a single goal or project. The partnership can be unincorporated, or a new company can be formed to incorporate the partnership, and each of the parties to the joint venture own shares in the new joint venture company.

**Company**

You could form a company for your business. Companies in Australia can be public (shares are traded on the stock market) or proprietary (private). A proprietary company is the type you would consider for a small business, and it would include "Pty" in its name for "proprietary".
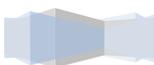
A proprietary company can have one shareholder and a single director, or it can have multiple shareholders and directors. It will have a constitution that controls the governance of the company, and you should have a shareholder agreement between any shareholders.

Most proprietary companies are also limited, so they have "Ltd" in their name. This means that the shareholders' liability to creditors of the company is limited to the shareholder's original investment (which is often a $2 share!).

A registered company is given an ACN (Australia company number) and will also needs its own ABN. A company is a separate entity or legal personality from its owners and managers.

Advantages

A company is taxed at a flat rate of 30% on profits. Profits can stay in the company, or they can be paid out to shareholders, and the shareholders get the benefit of receiving money with tax partially paid (franked credit). Shareholders and directors have their personal assets protected because the company is a separate entity and liability is limited - to make sure directors liability doesn't increase, be careful not to give personal guarantees or trade while insolvent! The company also doesn't die when the directors or shareholders die, but these can be transferred in a Will to the next generation, or to someone buying the business from you.

Disadvantages

The set up and running costs are more than the previous structures. A company doesn't get some of the capital gains tax concessions that sole traders and partnerships get, but they still get some, particularly if a small business.

**Trusts**

A trust is a complex legal relationship which arises when a person (trustee) holds property for the benefits of someone else, or a group of people (beneficiaries). A business can be carried on by a trust where a trustee (which is often a company rather than an individual) owns asset and carries on the trading activities of the business on behalf of the beneficiaries of the trust. This is often in the form of a family trust; so the family trustee would run the business for the benefit of the parents and children of the family.

There are various types of trusts, and the way the trust works is all determined by the trust deed. Here are the most common forms of trust:

Unit Trust

A unit trust is a good way of business partners coming together to own a flexible business structure. The share or each partner in the unit trust is determined by the units that each person owns (like shares in a company).

The unit trust is not as regulated as a company, and the whole governance is dictated by the unit trust deed that the individuals set up and agree to themselves, and can alter at any time. Business losses are also trapped in the trust, which is usually a good thing. The trust can offer good asset protection, depending on the wording in the trust deed. A trust is usually limited to 80 years, which should be sufficient for most businesses, and the succession of the business is all determined through the trust deed.

The main downside is the set up and running costs, particularly if you want a company as the trustee, so you might be looking at a couple of thousand dollars a year to do all the tax returns, financial statements and other compliance issues.

Discretionary (family) Trust

Unlike a unit trust, where the unitholders' interest in the trust is determined by their units, the interests of the beneficiaries in this trust are all at the complete discretion of the trustee. (So the family will want to also control the trustee!)

This is the most flexible way to split income between multiple family members. It has good asset protection, if the trust deed is drawn up right. If your business is a family business, and you can afford the extra running costs, a structure that includes a family discretionary trust is one of the best structures you can choose.
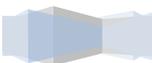
## 3 Ways To Get Honest Feedback Before You Launch Your Product
By [Andrea Martins](#)

Starting a business is exciting. It's fun to brainstorm your concept, design your product, build your website, and talk about the difference you are going to make in the world.

But how do you know if your business idea will work? And how can you be sure that people will actually buy your product?

Believe it or not...

Aside from consulting friends and family, most people seek very little customer feedback before launching their product. Sounds crazy, but it's true. (I'm guilty of it myself!)

Caught up in the thrill of the ride, most people don't talk to customers until after they have spent thousands of dollars on developing their ideal product and/or website, which means that by the time they launch their product, they're too far down the road to pivot, turn around or start again.

To help you avoid this common pitfall, here are three simple ways to get customer feedback before you launch your product:

### 1. Go talk to customers

Let's say you want to create a physical product. Rather than manufacture it immediately, think about how you can talk to users of a similar or competitive product to ask their feedback about what they would improve on that product, and how much they would pay for that improvement. If it's a sports product, can you talk to parents standing around watching their children at the local sports fields? If it's for a niche global market, is there an online forum you could participate in to ask others for feedback in the initial stages?

Or let's say you want to set up a home services company for cleaning, ironing, pool maintenance, or in my case, lawn mowing services. As a first step, why don't you knock on some doors and just ask a friendly neighbourly question such as:

"Hello. I'm living here in [insert suburb] and looking for a reliable [insert type of service]. Can you recommend anyone please?"

If you find that all of your potential customers can recommend someone they trust, then maybe you need to start your business in another suburb. Alternatively, if you find that no one has found someone they trust enough to recommend to you, it could be your lucky day - you may have found yourself a profitable gap to fill in the market!

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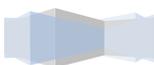
### 2. Go talk to stockists

Most store assistants are only too happy to give you their feedback on a product idea you might have, and tell you honestly if it's something they might consider stocking in the future. (That is of course if you are respectful enough to avoid approaching them when their store is full of potentially paying customers.)

But even better than that, if you develop rapport with store assistants, given that you're not pressuring them with a ready-to-go product that you want them to commit to right now, they might even help you improve your idea further (based on real customer feedback at their store). And for this reason alone, you should definitely pluck up the courage to go talk to stockists!

### 3. Survey Strangers

Another way to seek feedback that is not sugarcoated by friends and family is to commission a low-cost [Google Consumer Survey](). At just 10 cents per reply, you only need to pay $25 to find out the opinions of 250 strangers! Or for a more in-depth data set, you could survey 2,000 people for just $200 - both of which would be much more informative for your business than the silence that can come after a 2,000 home letterbox drop.

On the Google surveys, you can ask anything from "Which of these brand names do you like the most?" (to test out your brand name ideas), to "Which website would you go to first if you were looking for [insert product or service]?" (to test out who your competitors are and/or where to sell your products), to "If you needed [insert product or service], how much would you pay?" (to gauge your ideal price point). It's a brilliant, easy-to-use tool that could save you making expensive product mistakes.

Get out of the building...

There's a famous saying in business startup communities that you need to "get out of the building" to talk to customers *before* (not after) you launch your product.* And with at least three simple ways to do this, there's really no excuse.

So, go talk to your customers sooner rather than later.

Chances are, you'll be very glad you did!

* The phrase was coined by authors Steve Blank and Bob Dorf in The Startup Owner's Manual.
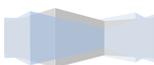
## Branding Your Business

By [Kim McNeil](#)

Branding is one of the most difficult marketing concepts for small business owners to understand. The term itself can be extremely vague, with a myriad of different definitions, depending on where you look or who you ask.

### So, What Is Small Business Branding?

Simply put, your business' brand is your customer, or potential customer's perception of your organisation. A strong brand is more than a logo, a tagline or a product; it is a promise you will deliver something that will add value to your customers' current situation.

Branding is about creating an identity that sets your company apart from the competition, signalling to customers and potential customers what they can expect from your company.

### Branding: A Single-Minded Vision

Jim Collins talks about the 'hedgehog principle' his book 'Good to Great'. Using a well-known Greek parable, Collins explains why great companies have a single-minded vision. This single-minded vision is integral in shaping and forming your organisation's brand.

In the parable "the fox knows many things, but the hedgehog knows one big thing" … The cunning fox is clever and able to devise a number of complex strategies for sneak attacks upon the hedgehog. Compared to the cumbersome hedgehog, the fox looks like the sure winner. However, while the fox tries everything he can think of to catch the hedgehog, it does not succeed as the hedgehog senses danger and rolls up into a perfect little ball; a sphere of sharp spikes. Despite the greater cunning of the fox, the hedgehog always wins.

Collins extrapolates this parable to highlight that what makes a great company is not what we expect. The Hedgehog demonstrates that success comes from simplifying something complex into a single idea, or vision of what it does. This is what a brand does for your company.

In order to define your single-minded vision and small business brand, three key elements should be carefully considered:

### The Positioning Statement

Identifying where your brand should be positioned in the marketplace is the first step to marketing success. Your positioning statement should address the following:

- **Who is Your Target Market?** Consider the businesses or consumers that you want your brand to reach. What are their interests? How do they make decisions? What influences them and why?

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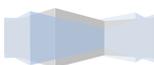
- **What Value do You Add?** What value does your company provide your customers that no one else can offer?  The value proposition should articulate your product or service's unique value to your customers

While the positioning statement can appear to be quite simple, considerable thought and effort should be dedicated to creating it.  First and foremost, the statement should be memorable and focused on the core consumer.

## The Unique Selling Proposition

Unless you can pinpoint what makes your business unique in a world of homogeneous competitors, you cannot target your marketing successfully. That's where the Unique Selling Proposition comes in.  The USP is the reason that one product or service is different from and better than that of the competition. Identifying your USP requires contemplation and creativity, but a few things to consider are:

- **Your Customer's Point of View:** Look at your business from your customer's point of view. Remember it's their needs that you should satisfy, so step back from your daily operations and carefully consider what they really want so that they keep coming back and ignore the competition.
- **Customer Motivations and Buying Decisions:** In order to effectively market your product or service, you need to know what drives and motivates your customers beyond traditional demographics of age, gender, income and location.  By looking deeper in to your customer's psychological motives for purchase, you can better align your brand with their wants and needs.

This process will be clear of preconceived ideas about your product or service and lets you consider your product or service from the customer's point of view.  By doing this, your brand is more likely to stand out, even in a market filled with similar items.

## The Value Proposition

Your value proposition articulates the way your whole business operates – from sales to production to service and beyond. It is a promise you make to your prospects and clients, where you clearly state how your products and services will be an asset to them.

A strong value proposition is the key reason why a buyer decides to purchase products and services from you and not others. It can enable you to communicate more effectively and gain a customer's attention and approval to help build sales faster and more profitably.

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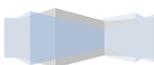
In order to engage your prospects and customers, your value proposition should explain how your products solve their problems and improve their situation.  It's important to:

- **Use the Right Language:** Create a value proposition that highlights the benefits your customer would enjoy if they select your products or services, and communicate in a way that appeals to your leads and customers.
- **Raise the Proposition:** Create a value proposition that stands out. Be clear and avoid hype under all circumstances.

**And Finally…**

Remember that branding isn't just for large corporations.  While big brands like Coca-Cola, Starbucks, Apple, and Microsoft may be more recognisable to the general public, the idea behind branding stays true for smaller companies.

A brand is fundamentally the perception that others have of your company; so creating that one meaningful brand image through a strong Positioning Statement, USP and Value Proposition can give your smaller businesses that crucial competitive edge.

## Ten Powerful Tips to Copywriting Prowess.

By Aisha Hillary

Struggling to write high-quality, compelling copy?

The devil is in the detail. Small tweaks create big wins.

Are you inundated with sales pitches screaming buy this, try that, click here, register… and don't know how to stand out?

Don't panic, here are ten easy, sure-fire tips to add some punch to your prose.

### 1. Play the game

Seduce your reader from the very first line.

Write about their problems. Quickly grab their attention and use the power of mirror neurons and emotion to fuel their curiosity.

Engage your reader's senses. Make them feel something; cringe, jump, tingle. Create vivid mental images and take them on a journey of wanting to read more.

### 2. What's in it for me?

We know the customer is always right.

They aren't interested in our products, our business, or us. They just want to know what's in it for them.

Research. What problems do you solve for your reader? Know what they want, get them excited and drive them to want to buy.

Personalisation is also your friend. Using your customer's name where appropriate and build trust and credibility, makes content much more engaging.

### 3. Ask questions

Writers, are you listening? What are you concerned about?

Don't be afraid to put it out there. Make it relevant. Grab their attention. Create the nodding effect and have him or her agreeing, or at least thinking you have the answers.

Having a succinct and challenging opening sentence will instantly make your copy more engaging. Let them know you will solve their problems quickly and they'll be more likely to read on.
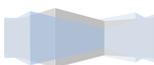
### 4. Own the short and sharp

Don't waste precious pixels. With our screens getting smaller and multitasking and multiscreening empowering digital generations, we have to grab attention fast.

We must minimise distractions. Cut out the crap. No salesy words or phrases. If you have to say you are innovative or market leading then you most probably are not.

Be specific and don't generalise where possible. We have reached 2683 followers, has more credibility than 'we have thousands of followers'.

Keep it simple and direct. Tell readers exactly what you want them to do. Don't waste their time.

### 5. Learn to love the power words… and verbs.

Don't rely on adjectives to add colour to your copy. Go active on the verbs to add pace and punch.

Keep them glued with the use of *you, free, because, straight away, instantly and new*. People block out sales pitches so remember to use the words effectively.

Also, everybody loves a story and emotive transportation leads to conversion.

Power words allow your reader to become more engaged, trusting and evoke a sense of fast reward.

### 6. It is about the benefits… not the features.

Talk benefits not features. Create a benefit-driven headline and introduction to encourage him or her to read on.

Speak to what really matters. How are you solving their problem and points of pain?

You must prove your value. Face any reader's concerns front on. Acknowledge them. Say why they will benefit from buying your product or service. People are willing to pay for exceptional experiences.

If you can't persuade your customer to buy then you've not addressed their problem.

### 7. You want action don't you?

Once you have stirred interest and built their desire with your undeniable benefits, it is time for the slam-dunk. Invite them, very clearly, to take action.

This is not always easy. You have to give them a reason to sign up or take action. What are you offering for their time and details?
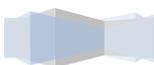
Focus on a benefit for your reader. Do not give false benefits. It will only have negative ramifications in the long run.

## 8. Some avoids

Exclamation marks – don't be lazy

Unwanted adjectives – less is more

Thumping your chest – people are tired of sales pitches

Surgical testimonials – people know your company wrote them

Superlatives – speak their language

Long sentences – more than14 words makes it difficult to digest

Redundant sentences – does it really add any value

Passive voice – sounds very formal and unengaging.

## 9. Cull and cull again

There is no excuse. You must take the time to read, reread, cull, improve and track the success of your craft. Read it out loud. Test your work. Sweat the small stuff. And always keep tabs on what works and what is an obvious fail. This is the only way to success.

## 10. Most importantly

Leave them wanting more. Have open loops. Lack of completion makes your reader feel curious and more invested in your copy. Strengthen their curiosity and increase your chance of conversion.

Aroused your interest?

Follow the above tips and you will craft copy that evokes emotion, sparks conversation and ultimately conversion.
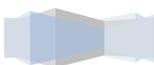
## How To Design a Logo

By [Ivana Katz](#)

Statistics show that in Australia over 148,000 people search Google each month wanting to find out "how to design a logo".  Presumably they are starting a new business and are needing an identity for their venture.

### What exactly is a logo?

A logo is a visual identity of your business.  In many instances, a logo is the first thing that a potential client thinks of when they hear your business name.  For example, if you think of brands such as Nike, St George Bank, Sony etc, what comes to your mind?

### Why does your business need a logo?

A good logo is important for a successful business, especially if you are in a competitive industry.  And let's face it who isn't these days.  You are not only competing with local businesses but often with overseas ones as well.

Some of the reasons your business needs a logo include:

1.  Make a great first impression

2.  Attract new customers

3. Stand out from your competition

4. Portray a professional image

5. Let your customers know what your business is about

6. Help customers to remember you

### Can I design a logo myself?

Over the years, I have seen many new entrepreneurs trying to save money by creating their logos using software such as Word or Paint.  And the results were quite awful.

Your logo needs to be individual, have a meaning and convey a feeling or a direct message. A cute clipart you found online is not going to do that – not to mention there are probably hundreds of others using the same free image.

So to answer the question whether you can design a logo yourself, the answer is yes, of course you can, providing you have the right tools and knowledge about what makes a good business logo.  The truth is though that 95% of business owners do not have the skills to create a professional logo.
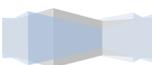
You may be great at plumbing, styling people's hair or produce the most beautiful jewellery, but unless you portray a professional image, customers may never find out how good you are at your profession because they will be influenced by how unprofessional your brand image is.

Examples of bad logos

### Do I really need to get a graphic designer to create my logo?

YES, totally, absolutely, without a question.

Imagine you are going on a date with someone you really like, so naturally you want to look your best.  Are you likely to give yourself a haircut in front of the mirror to save a few dollars or are you likely to pay a professional hairdresser to cut and style your hair?

Going out into the business world is similar.  You want to attract the right customers and so you need to make sure your business image is the best it can be.

A professional graphic designer  will ensure that your logo represents your business well and breaks through the clutter of logos that appear everywhere.  They will make sure the logo

-   looks good not only in colour, but also in black and white
-   works well online and in print
-   is able to be scaled without losing quality

And if you can't afford a proper business logo right now, then it's best you wait until you can.
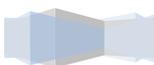
## Getting Your Business Online – Are You Ready?

By [Ivana Katz](#)

It seems that many first time entrepreneurs' idea of starting a business is getting a website.  And that's it!  They have no intentions of doing any marketing and if they do have a marketing plan it consists of telling their friends about it and possibly distributing a few brochures in the neighbourhood.  Some people go as far as planning to advertise their business/website in the local newspaper.  More often than not, they expect that as soon as they have a website, the money will start rolling in.  They believe a magic internet fairy will appear and announce the arrival of their website to the world.

The truth is, it doesn't work that way.  With millions of websites popping up on the internet every month, you are competing against a lot of businesses … not only locally, but globally.  So please please, before you think about getting a website, decide how you are going to promote it.

If you are about to declare bankrupt in your business and thinking of putting your last few dollars into getting a website designed, hoping that it will bring you instant cash, don't do it!  A website will not solve your problems unless you are willing to put in some money (and it doesn't have to be much) or time to promote it.

When I meet potential clients my first two questions are:

"Why do you want a website?" and "How are you going to promote it?"

Depending on their answer I guide them to the best solution.  On a few occasions, I've had to tell them they were not ready to get their business on the internet.

In fact one client, who was desperate to make money from her website told me that she didn't have time for marketing, because she needed to start earning money quickly.

On the other hand there have been many successful entrepreneurs who have made their website work for them because they had realistic expectations and were willing to put in time and money to promote it.

Having a website has many advantages:

**1. Make money**

Set up an on-line store or get paid for advertising from other companies.

**2. Save money on advertising**

Instead of paying for large ads, simply advertise your website – you can include as many details about your products and services as you wish.
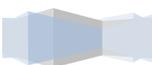
### 3. Be flexible in your message

Change the content as your business changes. No need to re-print expensive brochures.

### 4. Exposure to new customers

You will reach more local clients as well as interstate and global markets.

### 5. Having more professional image

Let's face it, if you don't have a website these days, people won't take your business seriously.

### 6. Save time

Don't spend hours on the phone explaining what you do and how you do it, direct customers to your website.

### 7. Keep your business open 24/7

Provide customers information when THEY need it. If you don't, someone else will.

If you decide to have a website, it is extremely important you take the time to plan it and work out how it will fit in with the rest of your business. The website needs to be functional, rather than just "pretty". It needs to provide your visitors the information THEY need. And most importantly, you need to prove the credibility of your business and products.

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## How To Overcome Frustrations With Your Website Developer

By Ivana Katz

Creating your first business website can be not only overwhelming, but also frustrating. Having been at both ends of the process – as a website designer and a client of a web developer, I understand the process is not always easy. Here are some issues you may come across and suggestions on how to overcome them.

**1. Your developer not being able to create your website EXACTLY as you imagine.**

This is probably one of the biggest frustrations many first time online entrepreneurs experience. They have a picture in their mind of how they want the website to look and function, but do not understand the web development process. Many people think that website design equals graphic design, but nothing could be further from the truth.

When creating a website, web developers have to take a number of things into consideration to ensure the website not only looks good, but also functions properly.

Some of these considerations include:

- Making sure the website displays correctly on as many different browsers as possible (Internet Explorer, Chrome, Mozilla Firefox, Safari and others) and not only the current version of the browser but older ones as well .

**-** The website needs to scale, which means it should look good and work well not only on desktop computers with large monitors, but also on laptops, tablets and smart phones. For example, did you know flash animations do not work on iPads and iPhones?

- Navigation structure is properly set up, so that search engines can index the website and visitors can find what they are looking for.

The key to overcoming this frustration is to provide your designer with examples of websites that you like and more specifically what components you really want included on your site, eg. a specific type of background, special effects, graphic & image layout, number of columns, navigation type, etc. It is also helpful to show websites you do not like and clarify why.

Simply saying to your designer "I want a blue corporate website" is probably not going to get you exactly what you want. Design is very subjective and what your designer perceives as being corporate is most likely different to what your idea is.

**2. The time it takes to get the website completed**

Website creation process can take time … in the initial design stages, the developer needs to choose from hundreds of fonts and thousands of colour combinations. There are also many possible layout combinations, graphic components etc.

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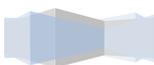
In most cases, the initial process to get draft layouts completed takes several days. Then depending on the amount of changes required to those layouts, it can take a couple of weeks.

Once the layout is finalised, the designer needs to code the website (do all the behind-the-scenes technical stuff) in order for the website to function properly. This can take a few days, weeks or even months, particularly if your website requires advanced functionality such as database management, shopping cart installation etc.

In many cases, what slows down the website development process is the client's request to make "minor" changes. Sometimes what appears as a "minor" change, is in fact quite complex, as it can impact the look and/or function of the whole website. With each change the developer makes, he/she also needs to test it and fix any problems the change may cause.

To ensure your website is up and running as quickly as possible, talk to your designer and work out a schedule of what is going to happen and when. Agree on dates when:

- You are going to provide a brief to your designer about the functionality and layout you require.
- The web developer is going to supply the initial layouts.
- How long are changes going to take to those layouts.
- When are you going to provide text / images to be included on your site.
- How long is coding and testing going to take.

It is also important to advise the designer if you are going to be away during the website development time or if you have any specific deadlines, such as the launch of a new product etc.

Have a schedule in writing and adjust it if need be. Just like building a house, things occasionally crop up and delays happen, so be somewhat flexible and keep the communication open.

### 3. Time it takes to get updates done

Once your website has been live for a while and you have got some feedback or things have changed in your business or industry, you may find you need changes done. If you have content management, then you should be able to make most of the changes yourself, however, if you rely on your website designer to update your website, how long the changes take will depend on their complexity and the designer's workload.

If the changes are minor and you are not fussed when they are done, then it's no problem, but if you do need specific updates completed, it may be worthwhile to contact your developer ahead of time and alert them to expect those changes on

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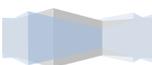
a particular day.  Let them know when you need them finalised, so he/she can work them into their schedule.

## 4. Having to pay more for the website than what is initially quoted

Most website designers will provide you with a service agreement, which outlines exactly what you will get for your money, so make sure you read it before you sign it and ask your developer to clarify anything you do not understand.  If you decide half way through the project that you want to have extra functionality added or the design changed completely, expect to pay extra.  As I mentioned earlier, what may seem like a minor update to you, may in fact have impact on the whole website, which means a lot of extra work for the developer.

Your website designer cannot read your mind and if you want something included as part of the design or functionality, it is important that you tell your developer upfront.  Once your website is completed, saying "but I thought I could update the website myself" is not going to help you.  Sure the designer can add extra features, but you will have to pay more.

## 6. Not ranking highly in Search Engines

A common request I get from first time entrepreneurs is to have their website come up on the first page of search engine results as soon as their site is launched.

The only way to do this is to run Pay Per Click marketing campaigns, such as Google Adwords, but there is almost no way that your website can rank highly in organic search results a week after it goes live.

Your website designer can include certain elements such as titles, headings, page names with your keywords in them, but those will only help slightly with how well you rank in search engines.

Please understand that search engines such as Google ask over 200 questions of each page before they deliver it to someone doing a search.  Questions such as:

- Does the search term appear in the title of the page
- Is it in the heading and content of the website
- Does it appear in the image alt tags
- How many relevant websites link to this page

And many more.

Search engine optimisation takes time – first you need to research the keywords and then work them into your website as well as organise backlinks.  I recommend you leave this to a specialist search engine optimisation company.  Most web developers will be able to recommend someone reputable.

Unless the contract you sign with your website designer specifically includes search engine optimisation, don't expect it to be included as part of their service.
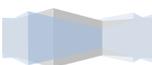
Getting a new website designed can be exciting and fun, but it is critical that you are clear on what want your website to look like and what functionality you want included.

Do your homework prior to hiring someone – look at their previous work and check out what their clients are saying.

Please understand that your website designer has most likely been doing their work for a while and has some knowledge about what works on the internet and what doesn't. So listen to their advice, be flexible with your ideas and you will save yourself a lot of time and frustration.
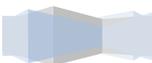
# Understanding Domain Names

By [Ivana Katz](#)

**What is a domain name?**

The purpose of a domain name is similar to that of a street address or telephone number.

The domain name directs customers to you on the Internet.

The domain by itself is not your email or website address.

The domain, however, does form the base from which these addresses are derived.

For example:

Company Name: Websites 4 Small Business
Domain Name: web4business.com.au
Website Address: www.web4business.com.au
Email address: [sales@web4business.com.au](mailto:sales@web4business.com.au)

A domain name normally consists of 2 parts – your company name and the organisation type or region.

With the domain web4business.com.au, web4business is a shortened version of the company name.  The .com.au indicates that Websites 4 Small Business is a commercial organisation in Australia.

There are many endings which you can have at the end of your domain name, including:

.com.au   Commercial Organisations in Australia

.net.au    For network infrastructure and Internet Service Providers in Australia

.gov.au    Australian government and semi-government departments

.org.au    For clubs and various forms of affiliation groups in Australia

.edu.au    Australian educational institutions

.asn.au    Australian associations

.com       Commercial organisations in the United States

.net        For network infrastructure and Internet Service Providers in the United States

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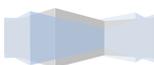
.gov      US government and semi-government departments

.edu      Educational institutions in the United States

And recently new extensions such as these have also been released

.guru, .directory, .club, .tips etc

If your business trades internationally, then it makes sense to register a .com domain name.

However, if your business trades in a particular country, stick with that country's extension.  For example, in Australia, it would be .com.au and in Canada it is simply .ca.

Each week thousands of people register new domain names so it's getting harder to get the perfect domain name for your business and you may need to compromise.

Every country has its own rules as to the requirements you need to meet before you can register a domain name.

In Australia, if you wish to register a .com.au  domain name you need to provide an Australian Business Number or a Business Name Registration Number.

Here are some important tips when it comes to domain names:

- Under NO circumstances should you use your domain name in advertising material and office stationery until it is officially registered and approved.
- Keep the number of letters in your domain name to a minimum. People can remember it easier and search engines prefer it.  Having said that, make sure the domain name is meaningful, eg. sydneyflowerdelivery.com.au is far better than sfd.com.au
- Domain names are not case sensitive. You can use upper and lower case to improve the readability of your domain name. For example CakeDecorating.com
- Where possible use keywords that describe your business, such as FastPlumbing.com rather than JohnSmithAndSon.com
- To check whether your preferred domain name is available, follow this link http://www.web4business.com.au/services/domain-name-registration/
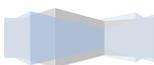
# 8 Tips for Designing a Great Website

by [Ivana Katz](#)

Square buttons, round buttons, flashy buttons, orange, yellow, pink headings … will they match my shoes, my handbag or my tie?  Are you stuck in a maze of buttons, headings, bullets, sub-headings and colour schemes?  Don't worry you are not alone.

STOP!!!!

Take a deep breath and read some practical tips for professional looking websites.

## 1.  Select a colour scheme and stick to it.

If your company has a logo or preferred colours on its stationery that's a good start. For those of you starting from scratch, choose two or three complementary colours and stick with them – don't change colours on every page.

If you're not sure what colour scheme to choose, surf the internet and find a website that you like.  You can then model your colour scheme on what already exists.

## 2.  Use templates.

Can't find a website you really like? Another option is to choose a template or theme.  There are many templates or pre-set designs which you will find online, especially if you are using a platform such as Wordpress to build your website.  Most templates are very reasonably priced or even free.

Templates are great, as they allow you to see what your website will look like before you spend any money and can be customised to suit your business.  One suggestion for using templates – if you are planning to add a lot of your own photos, stick to a neutral, basic website template.  This way your photos will stand out, instead of competing for attention.

## 3.  Provide an easy to use navigation system.

This is one of the most important issues to consider when designing a website.  You need to ensure your visitors can find what they are looking for easily.  Most websites either display their navigation bar on the left or at the top.  And since most people are used to this type of navigation, it's best to stick with it.

Please make sure your navigation bar is on every page, as visitors may not arrive at your website via your homepage.  Since most Search Engines index your webpages by their content, one of your secondary pages may rank higher than your homepage.  And if you don't have a navigation bar, your visitors won't have anywhere else to go.

It also helps to include your navigation bar at the bottom of each page to save your visitors from having to scroll back to the top.
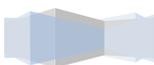
### 4. Don't go overboard on special effects

Whilst it is ok to have one or two special effects to jazz up your website, spinning graphics and logos often distract your visitor from the content, not to mention they can take too long to download. Your visitors may click away even before your spinning logo finishes loading.

If your website contains special effects that require extra software to be downloaded, you can be sure that 99% of people will not bother and will leave your website immediately.

When including pictures and photos, please ensure they are the smallest possible size so that they load quickly.

### 5. Backgrounds

Ensure your visitors can read the text on the background, ie. no black writing on dark blue background or yellow on white. Also be careful that your links are visible before and after being visited. The default for links in most programs is blue (before being visited) and burgundy (after being visited), so if you have a dark background, ensure your links are light.

Stay away from busy backgrounds that distract from the content. White is still the most popular choice for background and it is so for a reason. It looks clean and is easy to read. If you wish to add a little more oomph to your website, add colourful headings or pictures.

### 6. External Links

It is a good idea to open links to other websites in a new window. That way your visitors can easily return to your site when they are finished browsing the external link.

### 7. Site Map & Search Feature

If your website is more than 15 pages long, it is useful to have a site map or a search feature to ensure your visitors can easily find what they're looking for. A site map is simply a text index of your website.

### 8. Content is King

While it is important that your website looks clean and professional, it is far more important that you concentrate your efforts on the content and promotion. Don't spend too much time worrying about whether Betty Jones will like your buttons. She has come to your website for the information, not to criticise your buttons and headings.
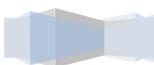
If you want a professional website, things to stay away from include:

- Flash intros, revolving globes, bevelled line separators, animated mail boxes
- Loads of pop up or pop under boxes
- Autoplay music.  Allow your customer to play music only if they choose.
- Hit counters of the free variety, which say "you are 27th visitor"
- Date and time stamps, unless your website is updated daily or weekly
- Busy backgrounds.

Once your website has been designed, it's a good idea to ask your customers or family and friends to go through it and provide you feedback on it.  This will give you a chance to see it with a fresh pair of eyes and fix any problems that may exist.

Most importantly, don't sweat the small stuff.  Focus on website content and providing information your visitors will need to know to make an informed decision whether to buy your products/services.
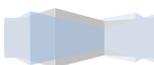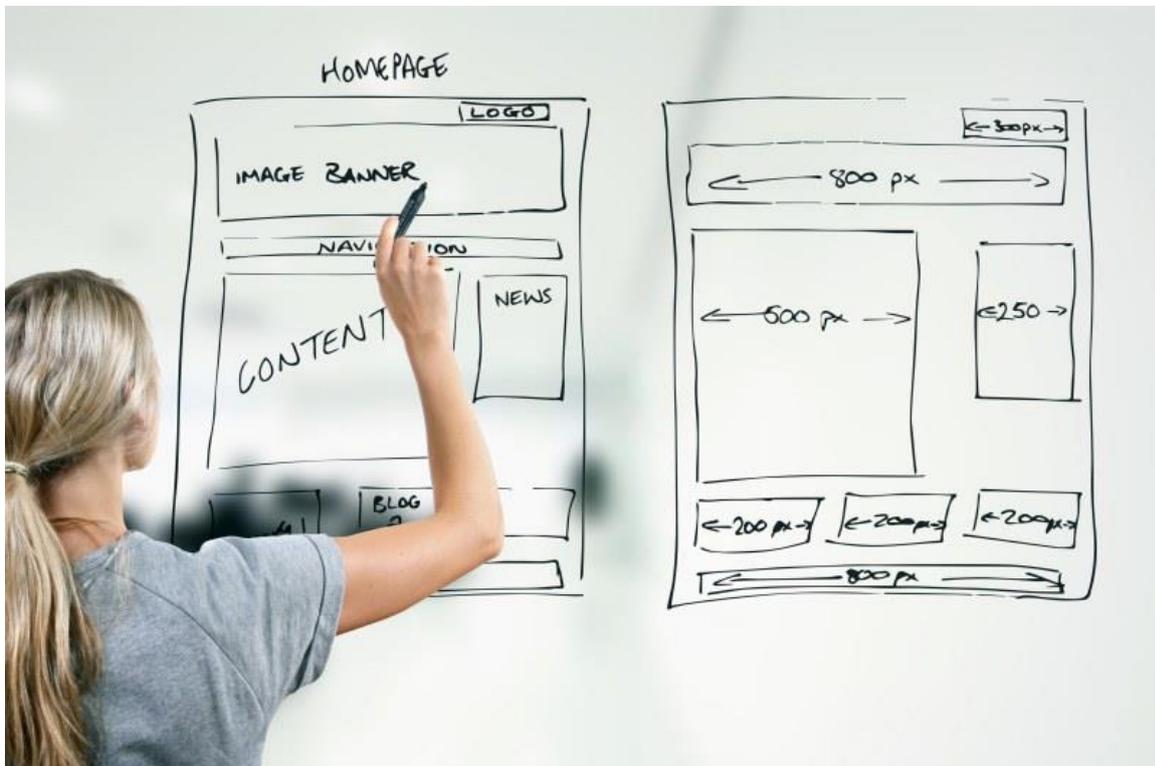
# 24 Essential Pages to include on Your Website

By Ivana Katz

Wondering what pages to include on your website and why?  Here is a list of pages to consider for your site, but before you start thinking about what to write, it is important that you create a plan, which outlines what each page will contain.  That way you won't repeat yourself or forget vital information.  The most common pages on successful websites include:

### 1. Home Page (First Page)

This is your "sales" page and should provide information about what you can do for your customers.  It should also give your visitors a brief overview of what they can find on your site and most importantly call to action.  See next chapter for detailed information about creating a great homepage.

### 2. Products / Services

It is useful to have a separate page for each product/service and write as much detail about each as possible.  Start each page with a brief summary of the product/service, then provide whatever information you can.  If the page appears too long, you can always break it into more pages.  When people are searching for information on the internet, they want to know it NOW.  They don't want to wait until tomorrow when they can speak to you on the phone.  The more information you can provide about your products/services, the better.

### 3. Contact Us

Place contact details in as many places as possible.  Make it easy for your customers to contact you.  Create a special "Contact Us" page, include your details in "About Us" page and also at the bottom of each page.  Information to include: business name, physical address, mailing address, telephone, email, emergency number, website address.

### 4. Pricing

Whenever possible include the price of your products/services.  Even if you can't be specific.  It is helpful to put at least a range of prices, eg. Carpet cleaning ranges between $40 - $60 per room.

### 5. Testimonials / Product Reviews / Before & After

Include testimonials from your current customer to show your potential clients that you are trustworthy, reliable and that you offer great service and/or products.  Make sure the testimonials are real and if possible provide contact details of the person who supplied you with the testimonial.  If you don't have any right now, get them! Simply email your customers and ask for their feedback on your business and service. Most happy customers will gladly provide this.

If relevant, you could also include before and after photos. Show the problem picture and beside it show the picture of resolution, with an explanation of your product's benefits.

### 6. Frequently Asked Questions

This has proven to be a great time saver for many companies. Instead of having to answer the same questions over and over again, place them on your website and keep adding to them. The more information you have on your website, the less time you will need to spend answering questions by email or phone.

Frequently Asked Questions should address your customer's concerns that may otherwise be an obstacle to making a sale.

### 7. Response form such as "Subscribe" or "Enquiry" form

An absolute must if you want to build a mailing list. Most people don't like giving out too much information, so ask only the basics, such as Name and Email Address. Then keep in touch with your customers on a regular basis by sending out information that may be of interest to them.

### 8. On-line Magazine or Newsletter

This is a great marketing tool. Not only does it help you keep in touch with your customers, but provides your website with fresh content. You can set up your Ezine in 2 different ways:

1. Email subscribers on a regular basis or

2. Publish it on your website. Or both.

Include information about your business, industry or anything that may be of interest to your customers.

### 9. Resources/Articles

Add value to your business. Provide information that is complementary to what you do. For example, if you sell wedding dresses include information about reception venues, wedding planners, wedding cakes, flowers. By adding extra information you encourage more hits.

### 10. About Us

This is a very important page as it tells your customer about who you are and why they should buy your products, services and/or trust your organization. It can also feature your business hours (if you have a bricks and mortar store) or when they can speak to someone on the phone. Many companies also include their mission or purpose on this page, details of their staff (photos, biographies, qualifications), recently completed projects. Other information to include: ACN or ABN, directions to

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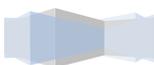
your store/office. It is also useful to include details of trade associations you belong to, trade and insurance certificates and any awards you may have won.

## 11. Guarantee

Offer a money back guarantee. The longer the guarantee, the more effective it will be. It could be 30 days, 60 days, 1 year or lifetime.

## 12. Survey

Find out what customers think about your website, business or product. This can be done via a simple online form or a link to professional survey website such as Google Consumer Surveys or Survey Monkey.

## 13. Events Calendar

This can relate to your business or industry. If you are an artist, you can feature dates where and when your art will be displayed or if you are a singer, where you will be performing.

## 14. Search My Website Feature

If your website has a lot of information, it is a good idea to include a search feature, which allows your visitors to type in a word or phrase and then search for it on your site. It's like having your own mini search engine, only instead of it searching the world wide web, it just searches your website.

## 15. Return/Refund Policy

To make your customers feel more comfortable when making a transaction at your website, you should provide then with your return/refund policy. Ensure it is easy to understand and spelt out step by step.

## 16. Privacy Policy

Privacy continues to be a major issue for customers shopping online. Concerns about how their information is going to be used is a major barrier when making a sale. Internet shopping experience is built on trust and privacy is the number one ingredient in trust.

## 17. Site Map

A site map is similar to a contents table. It shows visitors how the site is laid out and which sections are where. Search engines also love site maps as they can easily index your website.

## 18. Copyright Information

Your website should carry a copyright notice to protect its intellectual property. It is generally in the form of "Copyright © 2024, Your Company Name".

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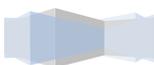
### 19. Links

Here you can place links to the manufacturers of your products, trade associations or complementary services. When you place links to other businesses, you can request they do the same for you.

### 20. Media Information

Include any information, articles, photos of your products, staff etc that have appeared in the media – print, TV, radio or internet.

### 21. News

This can include news about your products/services or about your industry.

### 22. On-line store

An on-line store allows you sell products directly on the internet 24 hours a day/7 days a week. When building an online store it is important to take in a number of key concepts.

- Make sure that when visitors arrive at your store the navigational mechanisms are simple and effective.

- The actual process of placing the order must be simple.

- Make sure you accept common and convenient methods of payment.

- Continually test your store so you understand your customer's shopping experience.

### 23. Blog

A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily or weekly using software that allows people with little or no technical background to update and maintain the blog. You can set up a blog as part of your website or as a separate online presence. Blogs can help your business in many ways including:

(a)  Communicating with your customers.

Blogs provide a way for you to communicate with your customers directly. And it is a two-way communication. You can post a message on your blog and your visitors can easily respond. Staying in touch with your customers regularly means you can build long-lasting relationships and develop their trust.

(b)  Search Engine Marketing

Blogs give you an increased presence on search engines, like Yahoo! and Google.
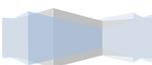
(c)  Media & Public Relations

Blogs are excellent PR tools.  You can post your Media Releases and articles and have them picked up by the media.

(d)  Free or Low Cost

Most blogging tools are free to use.  The two most popular ones are:
Blogger – www.blogger.com
Wordpress – www.wordpress.com

(e)  Easy to Use

If you can type and press a "Publish" button, you can use blogging software.  The software allows you to follow easy step by step set up and user guide.

## 24. Photo Gallery

Even if you do not wish to sell your products on-line, you may wish to showcase your goods or services in a special photo gallery – show how your products or services are being used by your customers.  They say "pictures speak a thousand words" and on your website it is particularly important.

Don't give your customers a reason to visit your competitor's website and provide them with all the information they may possibly need or want.

# How To Create A Killer Home Page
by [Ivana Katz](#)

The front page of your website, also known as the home, welcome or index page is THE MOST IMPORTANT part of your site, as the majority of visitors will enter your website through there.  You have approximately 7 seconds to grab someone's attention and entice them to read more or take particular action.  Unfortunately, most website owners don't realise this and forget to include key elements such as:

### 1. Features and Benefits

Make your welcome page about what you can do for your visitors.  Outline the benefits and features your business can offer them.  Solve their problems.  Don't tell your customers  that you "use the latest equipment and greatest techniques".  It doesn't really mean anything to them.  Instead of using the words "we", use the words "you".   Write your copy as if you were talking to your customer over a cup of coffee.

### 2. Headlines

Most visitors only skim through your website, so use headlines to highlight what your website is about.  Write headlines that will make your visitors want to read more.

### 3. Avoid auto play music or video

Having music on your website is never a good idea, especially if it starts blaring as soon as your website loads.  Remember your potential customer may be looking at your website during work hours and if music or video suddenly starts playing, they will quickly shut your website down and never come back.

### 4. Flash Animations

Keep animations and special effects to a minimum.  Nobody is going to wait around until your flash animation loads and they are certainly not going to sit there and watch it for more than a few seconds.  Instead, create a video, upload it to YouTube and then embed it into your website.  Make sure your video contains useful information and tips, rather than just a sales pitch.

### 5. Keywords

It is very important that you include keywords (words people use to search for your products / services) throughout the copy of the website as well as in the headings, title of your page, in the meta description, website address, page names and image alt tags.  If you are not sure what some of these are, don't worry, your website designer will be able to help you there.

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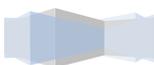
### 6. Call to action

Tell your visitors exactly what you want them to do when they enter your website. Do you want them to contact you via email, phone or an enquiry form or perhaps download a special report, subscribe to your newsletter or Like your Facebook page?  Highlight this on your homepage.

### 7. Dont' try to sell

It is a well known fact that as many as 98% of people won't buy from you on the first go.  Rather than trying to sell them your products or services, provide them with useful information, capture their details, and then stay in touch.  It is only after they get to know you and trust you that they will be comfortable to order from you.

### 8. Search Engine Friendly

Remember your homepage needs to be not only visitor friendly, but also search engine friendly and that means including information and especially keywords that are relevant to your website.  Search engines are not able to index flash animations, so don't create an all flash website.  Instead  make sure you have text on all your pages and if you do include images, add alt tags with the appropriate keywords.

### 9. Easy Navigation

Ensure your visitors can quickly find what they are looking for on your website. Include a simple navigation bar on all your pages – either at the top or on the left handside, as people are used to looking there .

### 10. Credibility

Your website needs to prove to your visitors that you are trustworthy.  You can do this by including testimonials from happy customers, before & after photos, business and personal awards you have won and media articles that have been published about your business .  Although all these don't need to be included on the homepage, it is a good idea to have a prominent link that takes visitors to a page, where they appear.

When people arrive at your first page, you only have a few seconds to get their attention and show them what your website is all about.  Include all the important elements  and your visitors will stay for long enough to find out what you do and eventually buy your products or services.

# 18 ways to prove credibility of your business online
by [Ivana Katz](#)

Most first time entrepreneurs make a huge mistake by concentrating all their efforts on driving visitors to their website, but fail to prove credibility of their business. Think about your own online experience and what you look for in a business whose services/products you wish to order.

Unfortunately, many people are still afraid to shop on the internet because they've heard horror stories from their friends and colleagues who have lost money in various online scams. And we know how fast news of bad service travels!

In order to convert visitors into paying customers, you need to prove your credibility… you need to show your potential customers that you are trustworthy, reliable and that you will deliver what you promise.

These are some of the EXTREMELY important issues your website needs to cover:

## 1.  Professional Design

Ensure your website is clean, easy to read and navigate. You need to make sure your visitors can find what they are looking for.

## 2. Testimonials

Include testimonials from your current customers to show your potential clients that you are trustworthy, reliable and that you offer great service and/or products. Make sure the testimonials are real and if possible provide contact details of the person who supplied you with the testimonial. If you don't have any right now, get them! Simply email your customers and ask for their feedback on your business and service. Most happy customers will gladly provide this.

If you are starting out and don't have any customers yet, volunteer your services or give away some of your products. Then ask your customers to provide you with feedback – if you've done a good job or your product is useful, they will be more than happy to do so.

## 3. Before & After Shots

If appropriate, show your customers problem pictures and beside them show the picture of resolution, with an explanation of your service/product's benefits.

## 4. Photo Gallery / Portfolio

Even if you do not wish to sell your products on-line, you may wish to showcase your goods or services in a special photo gallery. They say "pictures speak a thousand words" and on your website it is particularly important. Some examples of photo galleries & portfolios include:

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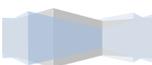
- photographers - photos they have taken,
- marriage celebrants - ceremonies they've performed,
- entertainers - photos from their performances,
- dress designers – garments they've designed
- web designers – websites they've created
- cake decorators – special cakes they've made and decorated
- and the list goes on.

## 5. Money Back Guarantee

The longer the guarantee, the more effective it will be.  It could be 30 days, 60 days, 1 year or lifetime.  Remember you are trying to take the risk out of doing business with you.

## 6. Privacy Policy

Privacy continues to be a major issue for customers shopping online.  Concerns about how their information is going to be used is a major barrier when making a sale.  Internet shopping experience is built on trust and privacy is the number one ingredient in trust.  So let your customers know you will not sell or rent their details to third parties.

## 7. Contact Details

Place contact details in as many places as possible.  Make it easy for your customers to contact you.  Create a special "Contact Us" page, include your details in "About Us" page and also at the bottom of each page.  Information to include: business name, physical address, mailing address, telephone, fax, email, emergency number, website address.

## 8. Trade Association Memberships

If you belong to trade associations or professional business organizations, societies or clubs, ensure you include all the details so that potential clients can verify your reputation.

## 9. Resources/Articles

You can easily source free information on the internet. This will ensure that customers will keep coming back to your website, even if it is just to get information.  The more they visit, the more you will stick in their mind as an expert and the next time they are ready to order your products/services, you will be their first choice.

## 10. Provide fresh content

Content is still the king.  You should include as much information as possible about all your products and services.  Ensure your content gets updated regularly and that all your information is truthful.  Don't exaggerate your products' benefits and features – your customers will quickly see through any dishonest claims.

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## 11. Media

Include any information, photos of your products, staff etc that have appeared in the media – print, TV, radio or internet.  If you have written articles that have been published, ensure you also include them.

## 12. Product Reviews

If your products have been positively reviewed on other websites, ensure you place a link to them.  What someone else says about your product carries far more weight than what you say.

## 13. Return/Refund Policy

To make your customers feel more comfortable when making a transaction at your website, you should provide then with your return/refund policy.  Ensure it is easy to understand and spelt out step by step.  Let them know what the order process involves and how they can be refunded if problems arise.

## 14.  About Us Info

This is a very important page as it tells your customer about who you are and why they should buy your products, services and/or trust your organization.  It can also feature your business hours (if you have a bricks and mortar store) or when they can speak to a real person.  Many companies also include their mission or purpose on this page, details of their staff (photos, biographies, qualifications), recently completed projects. Other information to include: ACN or ABN, directions to your store/office.

## 15.  Security Information

If you sell products online or allow people to pay you via your website, ensure you include your website security details, such as the encryption that is used when they enter confidential information into your forms or shopping cart.  Spell it out in simple terms to ensure your customers understand it.

## 16.  Awards

Ensure you include details of any awards that you or your business has won.

## 17.  Spell Check

Spell Check your website to make sure there are no spelling or grammatical errors.  Check that all links are working and graphics display correctly.  If your website has a lot of mistakes, people will wonder about the quality of your products and services.
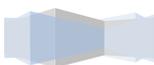
## 18.  Be active in your community

This can be your local community or on-line community.  You can sponsor events, teach classes or simply post useful information on message boards and in newsgroups.

Remember, if you lack credibility, customers will not buy from you, so it is extremely important that you do all you can to show them that you are trustworthy.  Put yourself in their shoes and try to think like them – what obstacles might there be in their mind which prevent them ordering from you?
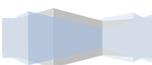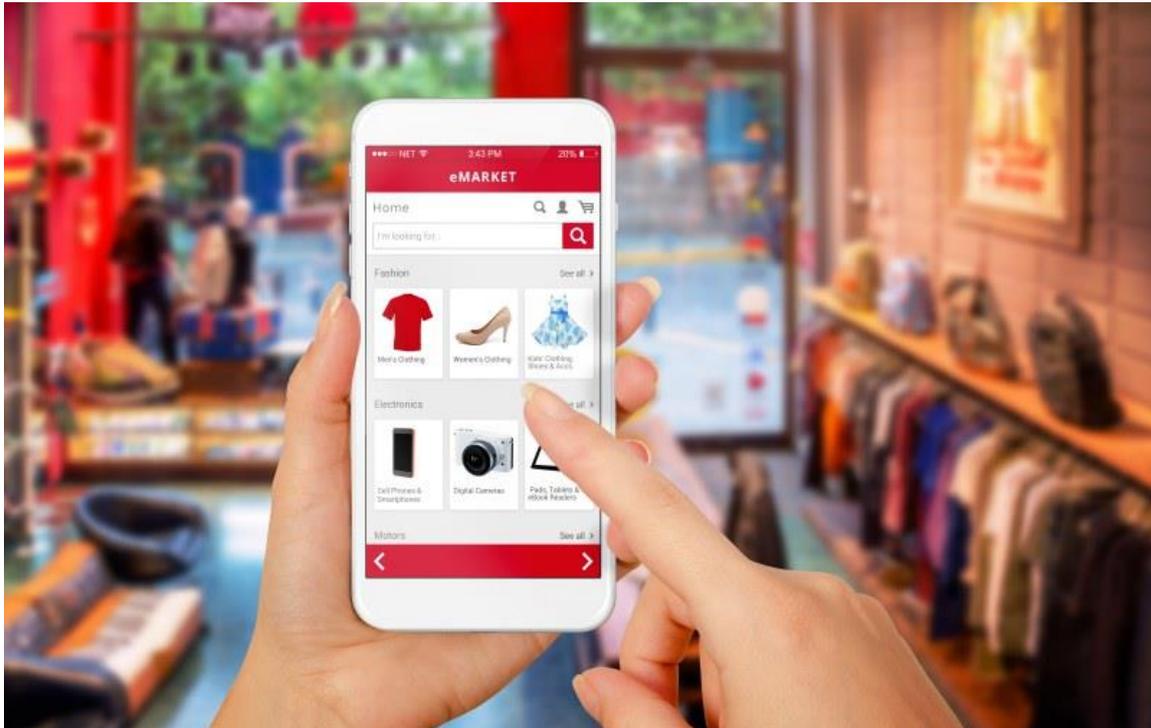
# The Incredible Importance of Testimonials

By [Ivana Katz](#)

Testimonials are product/service reviews and comments from happy customers and are one of the best ways to build your credibility and to show potential customers that you are trustworthy, reliable and an expert in your field.

Your website visitors are not stupid and majority will leave your site as soon as they feel you are trying to do the 'hard sell'. No matter what promises YOU make, your customers will believe others far more than you (unless you have already established yourself as an authority on a subject or have a solid relationship with them.)

If you don't have any testimonials right now, get them! Simply email your customers and ask for their feedback on your business and service. If you are starting out and don't have any customers yet, volunteer your services or give away some of your products. Then ask your customers for feedback – if you've done a good job or your product is useful, they will be more than happy to do so.

Derek Gehl, CEO of Internet Marketing Centre says:

"There are a few key ingredients to look for that make the difference between an ineffective testimonial and one that sells.

A good testimonial is filled with benefits. A comment like, "This product is great!" is nice to hear, but it doesn't tell visitors what your product can actually do for them.

You want the benefits of what you offer to be front and center in every testimonial: "This product doubled our profits in a month!" or "This product made the pain in my back disappear completely--and did it fast!" or "We've never seen any product that could get the rust off our car without damaging the paint--until now."

A good testimonial substantiates your claims. If you say your product can do something, your testimonials should back up your promises, complete with actual facts and figures. How much money did your customers save by using your product? How much time did they save by using your service? How did it solve their problems or improve their lives?

A good testimonial is from someone your audience can relate to. You want your visitors to see that your product helped someone just like them. Make sure your testimonials come from someone with whom your target market can identify.

If you sell primarily to seniors, for example, ask your customers if you can include their age along with the testimonial. If you're selling to moms with children, ask if you can mention how many kids they have or include a photo of their family.

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A good testimonial is credible. Accompany each testimonial with the first name, last name and hometown of each testimonial-giver to show that your endorsements come from real people. Always try to include a photo as well.
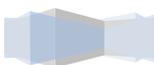
And if you can, take it to the next level by including audio or video testimonials for maximum effect. Do anything you can to help your visitors connect with your testimonial-givers on a personal level.

A good testimonial endorses the key benefits of your product. It's fun to hear that your super-duper floor cleaner smells nice or that the bottle doesn't drip--both things that matter to people who would consider using your product. But have you established that it cleans their floors well?

A good testimonial is comparative. Did your customers try another product that didn't work before they found yours? You want your visitors to know what your product can do that other products can't. Choose testimonials that set your product apart from your competition."

When people read testimonials they gain confidence in your products and services and are far more likely to buy from you. In fact, one of my clients recently told me her conversion rate from visitors to paying customers almost doubled when she added testimonials to her website!

Think about your own experiences – are you more likely to hire a plumber or a builder when you read their brochure or when a friend recommends them?

Make sure the testimonials are real and if possible provide contact details of the person who supplied you with the testimonial.
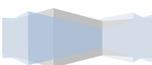
# Website Marketing on a Shoestring Budget

By [Ivana Katz](#)

You are very excited!! You have finally created your own website!! But the trouble is customers aren't knocking on your website door. Why? What should you do?

The most probable answer is that your customers don't know about your website. Creating a website is like building a house. If you don't tell your friends they won't know you've built a house. Even if they do know you've been building it, if you don't tell them your address they'll never find you.

And the same goes for your website. There is no magic internet fairy who will knock on people's door to announce your website's arrival. The task is up to you. To get your website marketing off the ground you either need to spend time learning and doing it or spend money and get somebody else to do it.

There are hundreds of ways to promote your business. You can do it on line or off line or a combination of both. Much will depend on your budget and the time you have available. Choose as many options below as your time and budget allows. Test as many methods of marketing as you can and see what brings you best results. Website marketing is not a one off exercise. You need to constantly work on it, fine-tune it, discard methods that are not working and implement new ones.

## 1. Leads

There are many companies who will provide leads or prospects for your business. For a fee, they will display your advertisement (similar to a classified ad) and when someone clicks on it, they will be taken to your website. The great thing about these targeted leads is that you are only paying for the people who want to know about your business and products. If you work out the cost of a lead versus regular advertising, you will no doubt come out on top. Generally the cost per lead is between $0.50 - $1.00. If on the other hand you advertise in a newspaper or a magazine and pay $200 for the advertisement from which you get 20 enquiries, the cost per lead is $10.

## 2. Search Engines & Directories

A search engine is a searchable database of websites collected by a computer program (called a crawler, robot or spider). When you enter a keyword, the search engine looks for keywords in its database, and any relevant records are displayed. Currently there are thousands of search engines and directories on the internet.

Some of the main ones include Google, Bing, Yahoo! Search, Ask, AOL Search, Wow and WebCrawler.

When submitting your website to search engines, you can either do it manually by going to the search engine website and adding your URL (website address) or you
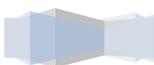
can employ the services of a Search Engine Submission company, who will do it for you.

Search engines try to list sites that contain good content, so you need keywords and phrases on your pages that best describe your service and products. For example, if you are a florist, use the words such as florist, online florist, virtual florist, wedding florist, florist in Sydney, florist on line, flowers, floral, bouquets, floral arrangement.

To find out what keywords your customers may be searching check out Wordtracker or Google Keyword Suggestion Tool.

Once you decide on the keywords, use them in

(a) Your website's domain name
(b) The title of your page - This is displayed in the top bar of your browser window
(c) The heading of your home page
(d) The first paragraph of your home page
(e) Meta tags - Keywords, page title, description
(f) Titles of your graphics

Whilst it is important to use keywords as much as possible, it is also important you use them only if they are relevant and do not sound awkward. If you spam your keywords you may be penalised or even banned by some search engines.

If this all seems too overwhelming, you can employ the services of a Search engine optimization company, who will make your website's content more search engine friendly to make it rank higher.

### 3. Link Exchanges

Find websites whose business complements yours and add their website to your links/resource page. Then contact the company and ask for a reciprocal link. For example if you are a wedding dress designer, you could contact businesses that sell wedding cakes, jewellery, flowers and also venues, celebrants etc.

By doing this your website will become a valuable resource for your visitors, as it will provide information they need. They may return to your site over and over to find more information.

On the other hand, you will have visitors coming to your website when they following a link from your link partners.

### 4. Banners

Banners are graphics, which are linked to a website.

You can create your own banner and either exchange it with someone, so that you display their banner on your site and in return they display your banner on their site.
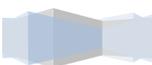
Whenever someone clicks on the banner, they are taken directly to the advertised website.

To save time, you can join a Banner Exchange programs.

### 5. Email Signature

Every email you send should have an email "signature." This is text that is automatically attached to the bottom of your email message. This text can be used to publicise your business. You can include your name, business name, email address, street or postal address, website details, phone number, fax number, company slogan, description of your company and its products/services. You can set up different signatures for different purposes.

If you are not sure how to do it, check out your email program's help files.

### 6. Feedback and Testimonials

When you come across a great product or service on or off the internet, send an email to the business owner telling him/her how the product/service helped you. Like you, most business owners appreciate receiving positive feedback and they will most likely feature your testimonial on their website and place a link back to your site! You may even suggest it to the owner by saying something like "you have my permission to feature this testimonial in your promotional material and/or on your website".

### 7. Giveaways

Offering free giveaways to prospects and clients is a powerful business building strategy that can result in a flood of new and repeat customers. If your business is service orientated, you can "give away" a free consultation. Your prospects will get to test your business risk-free. Hopefully they will get hooked on your service and won't be able to live without it.

By providing someone with a favour, people generally feel a natural obligation to return the favour by giving you repeat business.

For product based businesses, you may consider a "buy 1 get 1 free" or "buy one and get second one at a discount" or give something totally unrelated, for example "Buy a pair of children's shoes and receive a colouring book for free".

Think about what you can offer free-of-charge that your prospects would consider valuable and that you can give at a low cost to you.

### 8. Trade shows

Trade shows are a very powerful marketing medium because they generally take place at a single location, have short runs (usually one to three days), and bring together thousands of exhibitors and potential customers.
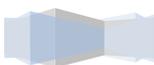
Common reasons for exhibiting include: Generating sales leads and actual sales at the show, enhancing your image and visibility, reaching a specific audience, personally meeting your customers, competitors and suppliers, prospecting for new customers, introducing new products and services, demonstrating your product in ways not possible using other marketing channels, recruiting distributors or dealers, educating your target audience.

There are probably several trade shows in your industry worth visiting, and a select few worthy of a company booth. Start by researching which shows to attend. Identify the locations and dates of all the trade shows related to your industry. Request media kits on each show, which should tell you about its size, target market and typical exhibitors. If your direct competitors are likely to exhibit, your company may be conspicuous if absent.

It's a good idea to exhibit at least once a year just to get your name out there, especially if you're an early stage startup looking for publicity — or funding.

Once the show space specifics have been established, then you can move on to deciding what to take and how you can display your products and services.

The following are just a few ideas to help you get ready for that all important trade show.

a) If the trade show display table you have does not include a tablecloth, be sure to get one that complements your display and represents your company's image and colour.

b) Erect a stand-alone presentation board. On the board, you can show how clients can benefit by using your products/services. Be creative and make it stand out. Include pictures, if possible, and be sure your company name and logo are more than obvious.

c) Arrange your trade show display table in levels. Put the larger items at the rear, shorter items in front of those, and even shorter items in front of those.

d) Develop a PowerPoint presentation to display on your table. You can make it on your desktop computer and transfer it to a laptop, which you can rent or borrow if you don't already have one. Your visitors will find this visually appealing and it will draw in their attention.

e) Have plenty of trade show giveaways, such as business cards, brochures, pens, magnets, and anything else that has your company name and/or logo on it.

f) Offer something a little different as a trade show giveaway… FOOD. Package your food in a way that will allow you to have your company contact information on it.

g) Offer Gift Certificates for some of your services as a trade show giveaway.

h) Have a draw for a prize. Offer a prize that in some way complements your business if possible, and appeals to anyone. Have visitors and entrants sign a guestbook, fill in a ticket, or drop their business cards into a fish bowl or gift

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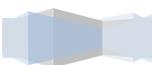
bag. The great thing about this trade show giveaway is that you can then use this information at a later date to make a follow up contact.

i)  Have a portfolio of your work available as part of your trade show display. Print off some of your best projects, put them into plastic sheet protectors, and arrange them in a binder.

## 9. Affiliate programs

Affiliate programs also known as reseller programs are an agreement in which a website owner displays an ad for another company in exchange for a commission on the resulting sales and/or leads.

There are two ways you can start your own affiliate program.

a)  You can have a service bureau take care of nearly everything for you. They'll handle the recruiting and administrative functions like sending out payments, tracking, reporting etc. A good example of a service bureau is Commission Factory or Clix Galore

b)  Set up an affiliate program yourself, using on-line services.

Tips for setting up successful affiliate programs:

a)  Should be free to join.

b)  Offer real time statistics so that affiliates can check their sales and commission without having to contact you.

c)  You should provide your affiliates with proven tools they can use to sell your products (eg. Sales letters, endorsement letters, banners, ezine articles, ezine ads)

d)  Technical support 24/7

e)  Stay in touch with your affiliates to keep them motivated

f)  Give your affiliates the highest commission you can.

## 10. Autoresponders

An autoresponder is a service which allows you to automatically send out emails to a group, or to several different groups, of people.  Once you set up your email messages, everything gets done automatically. Not only are you able to send HTML messages with graphics, but you can set up a whole sequence of autoresponder messages going out on any day or at any time you choose.

Because the vast majority of customers will not buy from you on their first visit to your website, it is extremely important that you have an automated way to follow up with them several times to entice them back. You can use autoresponders to cross-promote various products and services your business offers.

You will need to sign up for an autoresponder/newsletter service such as GetResponse, Aweber or Mailchimp and then follow these tips on setting up your automated messages:
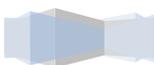
a) Make time sensitive offers in your email follow up.
b) Build extra incentives into each follow up, until your prospect can't resist any more. Offer free reports, free ebooks, freeware programs, mini-courses etc
c) Include a survey as part of your autoresponder sequence, so you can find out what your customers like about your messages, what they dislike and what other information they want.

## 11. Bonuses

We all love freebies and your customers are no exception. Ideally you should pile on the bonuses to get people excited. Sometimes they will buy the main product only to get the bonuses. The easiest and least expensive are informational products – reports, articles, ebooks. You can find literally thousands of these on the internet. Simply go to your search engine and find one that would appeal to your target audience. For example, if you sell wedding cakes, you may wish to give away ebooks or reports on planning a wedding. If you sell children's clothing, you may wish to give away tips on parenting or ebook which features activities to do with your children.

## 12. Office Stationery & Merchandising Materials

It is extremely important that your website and email address is included on ALL your office stationery so that customers can see it over and over again. That way they are more likely to remember it.

Consider adding your details to:
- Letterheads
- Business Cards
- Flyers
- Brochures
- Labels
- Packaging
- Merchandise bags
- Catalogs
- Invoices
- Display units

## 13. Pay per click (PPC)

Pay per click advertising is when an advertiser (you) pays for each qualified click that sends a search engine user to the advertiser's web page. PPC requires you to bid on keywords or phrases that relate to your business. The best known pay per click services are Google AdWords and Bing Ads.

Generally you can bid from as little as a few cents per visitor. However, the more you bid the higher up in the search engine your advertisement will appear. Pay per click
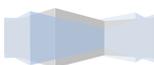
is a great way to deliver targeted and qualified visitors to your website at a very reasonable price.

It is a good idea to experiment with different PPC search engines to find the one that works best for you. In addition, you will need spend time testing your keywords and ads.

If this is all too hard, you can employ the services of a Search Engine Marketing company.

## 14. Visitor Exchanges

Traffic Exchanges, Click Exchanges, Visitor Exchanges or Surf For Hits are programs whereby you  visit another member's website and in exchange someone visits the website of your choice.

The great thing about these programs is that you will receive all of this traffic to your website, without having to spend a dime.

## 15. Articles

Writing articles is an excellent way for you to get free publicity. Getting an article published is free. The publicity you receive by having your article published in a newspaper, magazine or website can be worth thousands of dollars in equivalent advertising space. Well written articles yield better results than advertisements and earn you respect from customers, who see you as an expert in your field.

The best articles are "tips" or expert pieces. People are looking for guidance and will purchase from the experts who show them how to solve their problems.

Your article should include the following elements:

a) The Headline
This should be attention grabbing and use power words and phrases, such as "How to …" "10 Ways that …", "Do you want to …"
b) Lead Paragraph
The first couple of sentences should tell your readers why they should read the whole articles. Show them the benefits they will gain or the pain that they will avoid by reading the article.
c) Body Copy
This is where you inform the reader how to do something that will enrich their business or personal lives. Use short sentences and provide step-by-step directions that they can easily follow.
d) Conclusion
At the end you will want to summarise the topics you covered and briefly review the main points. Since you have helped your readers they will most likely want to know more. This is your chance to make your sell by making

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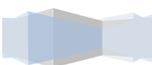
them an offer with a call to action.

   e) Resource Box
      The resource box should supply the reader with the following information:
      - Your name
      - Company name
      - Contact information
      - Website details
      - How to order your product, etc

If writing an article seems too daunting for you initially, you can hire a ghost writer to do this for you – generally at a very reasonable price.

Once your article is written you will need to submit it to various online and offline publications and blogs.

For a listing of on-line magazines (e-zines), visit: www.ezine-dir.com. You can then contact the editor of each magazine and offer them your article.

## 16. Ezine Advertising

One of the best, cheapest and most targeted way to promote your product or service is through ezines (electronic magazines). Ezine ads reach people who want what you have to offer. As Ezines are generally based on a theme or particular interest and their subscribers have requested to receive them, you can be sure that they are going to be read.

Prices for advertisements vary depending on the popularity of the ezine and the actual location of your ad. Top position ads generally cost more than those found mid-way or at the bottom. Most ezine publishers will also send solo ads (advertisements about your product/service) to their subscribers. However, this is generally more costly.

To get the most of your ad, ensure you develop a killer title or headline and that the ad is straight to the point.

The best way to get started advertising in ezines would be to contact the editors of various ezines and check their rates, publication dates and number of subscribers – go to www.ezine-dir.com for a comprehensive listing of ezines.

## 17. Publishing a Newsletter

Whether you are the CEO of a multi-national corporate network or a stay-in-your-pyjamas entrepreneur, one of your primary business objectives should be to develop long-term relationships with everyone you communicate with – website visitors, prospects, customers, employees, suppliers, service providers etc. And one of the best methods of building strong relationships is through your own Newsletter.
If you've been marketing on the Internet, then you know it may take several
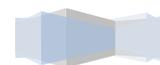
contacts with a prospective customer before closing a sale. What better way to make those contacts, without spamming. In addition, you can eventually make a nice income selling sponsor advertising and classified ads.

There are many online services which will help you with this. Check out GetResponse, Mailchimp, AWeber, Campaign Monitor, Constant Contact and others.

Here are some tips to get you started with newsletter publishing.

a) Give your readers quality content - not rehashed or well-worn articles that have been published hundreds of times already.
b) Write your own articles whenever possible or hire a ghost writer to help you. Talk to your readers as you would normally talk. Be yourself and let your sense of humour and uniqueness show through in your writing.
c) Ensure the ezine has been properly edited, you have checked your spelling, grammar and formatting. Ensure all the links are working
d) Personalise each issue for your subscriber. If your email software allows it, include a field so that your ezine is addressed to your subscriber by their firstname.
e) Don't publish too many ads or too many affiliate links
f) Ask for feedback to help you improve your ezine
g) Stick to publishing a text ezine rather than HTML.
h) Publish your ezine regularly and on time.

## 18. Media Releases

Having a story written about you and your business will not only bring you lots of new customers (at no cost to you), but will also provide you massive credibility. Stories about you in the media are far more believable, powerful and attractive than any ads you could possibly run.

A media release (also called press or news releases) should provide enough details to be informative, but it should leave out just enough information to be tantalizing that the media person calls you to find out more.

Your media release should feature the following:

a) The Headline - This is 90% of your release. Your headline will do almost all of the work in attracting attention to you.
b) The Summary - This is the first part of the media release and should tell your story briefly.
c) Credentials & Quotations - Insert quotes from other people and include the person's credentials
d) Call to Action - What do you want the person reading this release to do? You want them to call you for an interview. So provide your contact details and write a brief outline of why you would be an interesting person to interview.
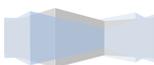
There are many companies who can write a media release for you and also submit it – simply search for "press release services".

## 19. Word of Mouth / Testimonials

Word-of-mouth marketing truly is one of the best ways to promote your business. The three most important things you can do to start the process of increasing your business through word-of-mouth include:

(a) Diversify your networks by becoming visible and active in the community. Participate in various networking groups and/or professional associations.
(b) Set up a contact list of businesses that are complementary and non-competitive to you. For example: a lawyer, an accountant, a financial planner and a banker. All of them have clients with overlapping similar needs. They can all work with and refer each other easily. Another good example is a florist, a photographer, a travel agent and a jeweler. A referral for one of them becomes a referral for all of them.
(c) Building your business through word-of-mouth is about cultivating relationships with people who get to know you and trust you. People do business with people they have confidence in. It's not what you know, or whom you know, it's how well you know them that counts. If you go into this process understanding this one key point, you will have a better opportunity to build your business through word-of-mouth.

## 20. eBay

If you sell products (as opposed to services) in your business, one of the best marketing tools you can use is eBay. eBay is a community where individuals and businesses can buy and sell a vast range of new and used items at fair market prices.

The main reasons why you should sell on eBay include:
- You can sell little or lot of practically anything from antiques to cars.
- Gain access to the millions of eBay buyers worldwide.
- Feel safe with policies and protections of the Community.
- Sell as an individual, small business, enterprise, and more!

## 21. Upwork & Freelancer

If you offer services, such as graphic design, programming, copywriting or anything else that can be done on a computer, then you should list your portfolio on websites such as Upwork and Freelancer.  Both platforms are global outsourcing marketplaces which connect service providers with businesses or individuals that need work done.  They have state of the art communication portals, rating systems and security for financial transactions, making them safe for both the service providers and customers.

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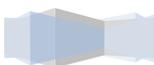
## 22. AirTasker

If you offer services such as house cleaning, pickup and delivery, furniture assembly, garden maintenance, house sitting and everything else in between, join Airtasker.com. It is a community marketplace for people and businesses to outsource tasks, find local services or hire flexible staff. As a service provider, you are able to bid on jobs in your area of skill and expertise. When you are awarded a job, you can communicate via the Airtasker website and upon completion also get paid.

## 23. Joint Ventures

A joint venture is an agreement in which two or more businesses work on a project for a set period of time. Joint ventures can be long-term or short-term. With joint venture you can:

(a) Build long lasting business relationships.
(b) Increase your credibility by teaming up with other reputable, branded businesses.
(c) Get free or discounted products and services.
(d) Set up most joint venture deals with little or no money.
(e) Gain new leads and customers.
(f) Offer your customers new products and services.
(g) Get rid of your extra inventory.
(h) Find and create new distribution channels for your products.

The truth is there are hundreds of ways to promote your website. The trick is for you to test as many of them as your time and budget allows. Then choose the marketing strategies that work for you and discard the ones that don't. Website marketing is not a one off exercise and you will need to keep testing it and tweaking it as new technologies become available. What worked last year, may not be working this year. And the sooner you accept that, the better off you will be.

In the following chapters you will find detailed information about email marketing, social media, PR, search engine optimisation, pay per click and video marketing.
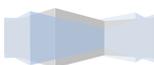
# Email Marketing

by [Kim McNeil](#)

A staggering 69.7% of Internet users state email to be the preferred method of communication from businesses (eMarketer, 2015). It's clear that email is where your customers want to be reached. And the customer is always right.

Email marketing is one of the most direct ways of contacting customers, and building and sustaining strong relationships with them. Despite the overwhelming argument for email, small business owners still tend to shy away from the channel in favour of simpler, more familiar methods of communication such as Social Media and their website.

With 4,300% ROI – for ever $1 spent on email, businesses receive $4300 in return (ExactTarget, 2014) – email is significantly more effective than SEO, Direct Marketing and Social Marketing.

If you're starting out with email, follow our easy steps to email success.

**Step 1: Do Your Research**

**Define Your Strategy**
Before you embark on this new marketing initiative, take a step back and work out what you're trying to achieve from it. Are you looking for leads, sales, regular communication with your customers? Once you've got a clear direction in mind, you can use it to plan your overall email strategy.

**What's In it For Customers?**

You're going to get in touch with your customers more regularly, which can only be positive for your business. But what's in it for them? Why should they hand over their personal details to you? It's important to define this right from the beginning. If you don't have anything valuable to offer, who's going to bother to read it, let alone sign up.

**Know your Competition**

In order to plan your own email strategy, it can be useful to consider what competitors in your space are doing. Don't be shy about signing up to their emails and look to them for guidance on timing, frequency and even the type of products they promote. After all, their customers are your customers – or at least fit the same profile. With a good understanding of what they are doing, you can use their experience and actions to help form your strategies.

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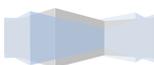
**Step 2: Define your Content**

**Design Your Email**

Ensure your email looks well presented and professional.  Use your brand colours and logo in the header so that there is an immediate sense of familiarity with the customer upon opening. You have just 3-4 seconds to grab your readers' attention and interest them enough to open and read your email (Source: Litmus, 2013) so make it stand out.  Content should be scannable and broken into short paragraphs, with the most important messages clear upon opening.

**Make it Mobile**

After reporting on one of our clients, we have found that 61% of all email opens are on a mobile device. Mobile email use is taking over desktop, so everything you send should be mobile friendly.  Ensure your email design is mobile responsive and looks as good on the desktop screen as it does on mobile, otherwise you're losing almost half of your potential market straight away.

**Create a Content Calendar**

Sending one email out and then forgetting about it, can be worse than not having an email at all.  You've captured the interest of your subscribers, and they want to hear from you.  Ensure you send regular emails by creating a publishing calendar that defines future content, topics and designs.  Have a few emails ready to go before you send your first one so that you're not scrambling at the last minute for content.

**Step 3: Grow Your List**

**Create a Subscription Form**

Make it as easy as possible to subscribe.  Create a subscription form that gathers minimum amount of data that you need (ie. name and email address).  Put it on every page of your website, and even consider a pop-up to draw attention to it.  Remember to include 'What's in it for Them' on every form.

**Use Social Media**

If your business is active on Social Media, you already have a group of followers that want to hear from you.  Promote your email across Facebook, Twitter, Google+ and any other sites you're active on.   Ask your followers to register, but also explain the benefits of doing so

**Make it Sharable**

The best way to grow your email list is to create content that people want to share with others.  If your subscribers share your email with their online networks, it will significantly expand your organic reach.  Emails with social sharing buttons increase

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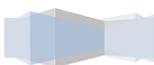
click through rates by 158%. (Nonprofit Hub), so be sure to include these in your design.

### Don't Take Shortcuts

Growing a list organically can be tedious and time consuming, but it's worth it when you create a list of subscribers that truly want to hear from you.  If you take the easy road and buy an email list, you're likely to regret it in the long run – shortcuts don't bring results.

### Step 4: Evaluate Your Efforts

### Look at Your Statistics

Every time you send an email, you should monitor its performance so that you can learn from it for next time.  Even the most basic email platforms offer statistics.  Always look at your open rate and click through rate, and pay more attention to specific details such as the parts of your email that are being clicked.  This can help inform what information your customers are interested in and what to do more if in future emails.

### Test Everything

When it comes to email, don't just monitor, but test continuously.  Timing, content, subject line and use of images can all be tested in order to give you the best idea what works for you and your customers.  Remember that there's always room for improvement, so even if you think you've found the perfect structure, there are always things that can be tested.  Furthermore, results can be used to inform other marketing initiatives such as the content you post, and the best call to action to use, so devote enough time to get the most out of your reports.

Email is one of the best lead generation tools for small and medium sized businesses.  But, before you go down the email route, remember the golden rule: only send an email if you have something to say!
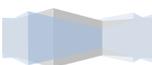
# 5 Steps that'll make you a PR Guru
By [Mituri Pradip Sharma](#)

My dad's awesome.

I know every daddy's little girl probably thinks so but my dad really is.

Okay, so you're probably wondering what this has to do with PR but let me assure you right now that it has a whole heap to do with it.

My mum and dad eloped and when one of my mum's three uncles asked her what was so special about him but his "gift of the gab", my mum just shrugged her shoulders noncommittally and said "that's all it took".

In reality, my father will often tell us how his gab closed the biggest deal of his life when he hooked my mum but the point of this story is that PR can often be summed up as the gift of the gab. Your business either has it or it doesn't but the good news is we can all be taught how to hook customers even if we're not naturals like my father.

Want to know how?

**Make your customers your online friends**

Gone are the days when you created a worn out, boring press release outlining your business, your objectives and whatever you were hoping to sell/promote like crazy. Though I suspect it was never as easy as digging up a list of potential journalists and spamming them like crazy, if you had some success in the past with a similar methodology or were hoping to do the same now, you can forget it.

The Internet has allowed for a gazillion sites vying for the same customer you are to mushroom around you every day (and though that isn't a real statistic, deep down we all feel that way).

Don't believe me?

Head over to [http://www.worldometers.info/blogs/](http://www.worldometers.info/blogs/) to see how many blog posts are published daily (remember though blog posts aren't always selling a tangible product, they are often pushing a service or the author themselves). Not far off from my gazillion number, right? Just looking at that number sprinting upwards is enough to do my head in.

What does this mean for us? Shut shop and bury our head in the sand because viable PR is impossible?

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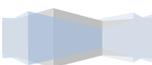
No way. We're not quitters.

PR stands for public + relations. What people who are starting out as entrepreneurs (and some experienced, successful managers as well) often forget is that customers aren't just numbers. Sounds simple enough I know, but you'll be surprised at how many people just use the line "customers are humans too" as nothing more than lip service.

You need to get to know your potential customers by building a solid relationship with them. Don't look at them as currency; look at them as learning curves. Even if you don't convert each and every one, you can certainly learn something useful from them to implement (or not to do) in the future to improve your success rate of garnering potential leads and the big gold mine - conversions.

Building good, solid relationships with customers also doesn't happen overnight, they take time. Think about it, you don't plant a rose seedling the day before and expect it to be in full bloom today, do you?

You have to water it, feed it, clear the surroundings; basically you have to nurture it before you can reap the benefits of a blossoming rose bush. The same holds true for profitable customers, you have to nurture your relationships for them to become profitable.

Good PR starts from your first impression. If you have an online presence, make sure you have an Opt-In form in the shape of a contest or a free gift or a coupon run (anything you can think of basically) where your visitors need to input their email addresses and your first battle is won. Now take the time to introduce yourself, let them know a little more about you, give them a blueprint of where you want to take them and how you're thrilled to be traveling this journey together.

Remember, the best PR is when the customer doesn't even realise you're doing it, leave the soft sell for a little later, maybe in the third time you correspond with them. MailChimp and Sumo Me are great resources for Opt in Forms. You should definitely check them out.

Find the right journalists to connect with.

Face it guys, you know when mum says that nothing comes easy; it's just one more time she's right.

Effective PR takes time and effort. Particularly research effort. Find the right journalists to connect with when sending out PR material or you're going to be shooting blanks. You need to source journalists (and even reviewers) who write in your niche or at the very least, display an interest in your area of specialisation. My suggestion would be to call them before you email them because chances are that your email is going to
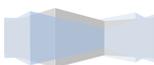
go straight to their spam folder and even if it does make their inbox (through some miracle because the email gods are clearly smiling on you), chances are your letter is one of many other names they don't recognise. Personally, I don't like the odds of my email getting a glance, let alone an open, especially on a normal journalistic busy day.

If you call them beforehand, at least they know who you are so they'll recognise your name when they see it in their list. Don't be disappointed if you don't get a response though, unless you're a big brand, as harsh as it sounds, you're still a nobody trying to get a foot in the door. Don't worry though - we'll get there one day!

Give them a call in three or four days to see if they've had a chance to look over the material you sent over. If they haven't, display how you understand how busy they must be and let them know you'll call them again in a few days at a time convenient for both of you. If they say they're not interested, leave the histrionics for your allowed personal five minute a day self-pity segment and ask them (politely) for the reasons of their refusal and whether they have any pointers for you so you can improve the next time round. As vain as it sounds, everyone likes to be praised and made to feel like an expert, most journalists are going to be willing to share some suggestions and if they're not, don't worry! Just take it on the chin and move on, you will have your day.

### Use negative reviews to your advantage

Don't cringe, I swear I'm sober. Most people are on the verge of a nervous breakdown when they come face to face with their first negative review. I know because I'm talking from experience.

Negative reviews, like two sides of the same coin can actually be wonderful PR opportunities.

I can hear you all snickering in doubt but trust me; the value is in how you *handle* the less than pleasant feedback.

Instead of shying away from your unhappy customer, take the fight head on. Now, I use the word "fight" cautiously and completely metaphorically because the absolute best PR happens when you're professional and ethical. If the feedback is a result of an error on your part, don't try and iron out the kinks by making up some lame excuse. This is only going to irritate your customer more. Instead, accept your mistake and offer a *viable* solution. I've put the word viable in italics because you shouldn't bend over backwards to make a customer unreasonably happy as this may open up a can of worms and a flood of many more negative reviews because customers can see a big dart on your forehead to point and shoot at.

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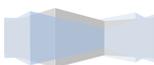
Answer your negative review with a positive outcome for the customer because guess what? Many more potential customers are reading that negative review and sussing out whether they want to go with you or not. If they see you handling negative feedback well, they're going to feel a lot more comfortable buying your products or using your services and if you're really lucky, they're going to share the information with their friends and family. The best PR ever, word of mouth from those your new customers trust.

**Believe in the Power of Karma**

PR is about sharing and caring. Spread the love people! Find other likeminded companies that *complement* your vision and mission and talk with them about the possibility of contributing as a guest on their blog (if they have one).

Maybe consider running a joint contest/venture to both of your customer bases to increase your fan following by offering both of your products/services range. Make sure you find co-firms that are complementary to both of your requirements and not those who can easily replace you. Remember that karma and brains go hand in hand!

**What if I have Writers Block?**

It's bound to happen sooner or later but it doesn't mean it has to cripple your PR endeavours. No nipping the PR bud, thank you very much.

[Neil Patel](#) and [Ramit Sethi](#) have wonderful resources on how to conquer those gloomy mornings when putting pen on paper feels like the Battle of Hastings (amongst a lot of other nifty pointers like how to create wicked copyright).

Writers Block strikes the best of us, even experienced journalists and PR representatives. Websites like [HubSpot's Blog Topic Generator](#) and [Buzzsumo](#)  are great ways to shock your creative side into action. Stuck for ideas on blog posts (another great PR resource by the way), give these sites a whiz to whip you into action by typing in a relevant keyword to find some killer ideas.

There you have it, 5 easy-ish steps to make you a PR Guru that's sure to make those around you green with envy.

Remember to be ethical and professional in all of your Public Relations activities because in the long run, a good reputation is what matters the most. I have found that honesty is truly the best policy.

Make a product or run a service you *truly* believe in and then singing its praises comes naturally. If you believe in something from the bottom of your heart, your customers will too.

## Search Engine Optimisation - Getting Back to Basics

By Ivana Katz

Search Engine Optimisation (SEO) is a mystery for most website owners and although thousands of articles and posts have been written on the subject, there is often conflicting information about what is an effective SEO strategy.

In an easy to understand video "How Search Works" Matt Cutts, Google Quality Engineer explains how Google indexes pages and then delivers results when someone does a search. The main point Matt makes is that Google asks over 200 questions of each page and then delivers pages that are most relevant.

When deciding which pages to show for each search term, some of the questions Google asks include:

- Do the search words appear in the title?
- Do they appear in the URL (website address)?
- Does the page include synonyms for those keywords?
- Is the page from a good quality website or low quality?
- What is the page's "Page Rank"?
- How many pages link to this page?

Then Google combines all the answers, gives each page a score and delivers the results, which it feels is the most appropriate to what the visitor is searching for.

Over the years Google's and other search engines algorithms have changed and whilst the exact formula for delivering results is not known, there are basic principles that you should stick to if you wish to rank high for your chosen keywords.

- Include keywords in the title of your pages, in the headings of your pages, in the page description and in meta keywords as well as in alt tags of your images.
- Provide quality, original content in the website
- Update your website regularly with fresh information
- Get as many links as possible from relevant websites back to yours

Search Engine Optimisation is not a one off exercise … you need to keep working at it. Whilst many people try to trick the search engines, it is never a good idea, as they ultimately end up being dropped from the search engines and even banned.

Your first priority should be to find keywords which have a reasonable amount of searches each month, but for which not a lot of other websites have been optimised. There are two main tools you can use for this – Google Adwords Keyword Suggestion Tool or Wordtracker. Each works slightly differently, but both will give you an idea on the right keywords to use.

It's never a good idea to optimise your website for generic keywords, such as "travel" or "cars" for example. You want to optimise your website for keywords that
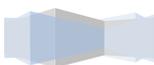
people are searching for, when they are ready to buy, not for keywords that they are searching for when they are doing research.

Ultimately, Google and other search engines, such as Bing and Yahoo want to display content that is as relevant to their visitors as possible, so the more relevant content you have on your website, the better.

Remember, when one of your potential customers searches for a product/service you offer, only two outcomes are possible:

a) They find your website
b) They find your competitor's website

So the more you do, the more chances you have of your website ranking higher than your competitors.

You can certainly hire a Search Engine Optimisation company to do the work for you, but the truth is there is a lot you can do yourself. Just take one step at a time. Research your keywords, then add them to your website and build backlinks from other website to yours.

# 5 Search Engine Optimisation Myths

by [Ivana Katz](#)

Search Engines regularly update the way they present search results (algorithms) to their visitors and with each change, Search Engine Optimisation companies grow a few more grey hairs.  It's almost impossible to keep up with the updates, especially since search engines, such as Google keep most of their ranking methods secret.

Since the exact algorithms are not known, there has been much speculation as to what the search engines want.

### Myth # 1: Keyword density plays a major role in Search Engine ranking

One of the things many SEO experts focus on is keyword density, ie. how many times a specific keyword or key phrase appears on a page.  It is a misconception that there is a magic number which will secure a top position for a particular keyword.  Matt Cutts, Google's Quality Engineer dispels this myth by explaining how Google looks at keywords.

When a search engine sees a keyword mentioned for the first time, it gives it some weight.  If it appears again, the search engine takes notice and says, 'ok this page is about that particular subject'.  But if you keep mentioning the keyword over and over, the benefits are really incremental.  In fact, if you repeat it too much, you may be accused of keyword stuffing or spamming and this could hurt your ranking.

The trick here is to include the keywords, but make sure the copy flows naturally and doesn't sound awkward or artificial.  There is no hard or fast rule for keyword density … it varies by area/subject and by what other sites rank for it.

### Myth # 2: Using article marketing for link building

A very popular way of building backlinks has been publishing articles with the website URL link at the bottom of the article.  Some believe that if an article gets published  on many website, the links from the resource box count each time.  Matt Cutts, however, warns against this belief.  He says that lots of people produce low quality articles, which are stuffed with keywords and get them published on article directories and low quality websites.   Since those sites generally have a low PR rank and have duplicate content, this is not a good way to build links.  Instead, Cutts suggests publishing great original content and letting people link to it naturally.

### Myth #3: Meta keywords are used by Google

Many people still believe that Google uses Meta keywords in their ranking.  Cutts has confirmed that Google no longer uses meta keywords.  It does, however, use Meta description and title.
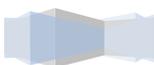
**Myth # 4: Adwords customers get special treatment in Google organic search results**

Another common misconception amongst webmasters has been that if you run Adword campaigns, this will improve your organic search results. The truth is they are two separate things and one does not affect the other. If you do experience better organic ranking after running Google Adwords, it may be that there is more traffic flowing to your website as a result of the advertising campaign and more people are linking to your content or talking about it on Social Media. However, Google does not rank your website better simply because you are using their paid Adwords service.

**Myth # 5: Google is only interested in quantity of backlinks**

When it became common knowledge that Google ranked websites higher if they had more incoming links, many webmasters focussed on getting as many backlinks as they could. Many link farms were created and the quantity of backlinks became the main aim of many people. However, Google has put a stop to that and announced that yes backlinks are important in rankings, however, they need to be from high quality websites and they must be relevant. If you have a website about shoes, getting a link from a website that sells cars is virtually useless. So it is far more important to focus on quality than quantity.

Whether you are an SEO professional or a site owner wanting to rank higher in search engines, it's important to remember two things have remained constant over the years. Search engines favour websites that have:

a) Relevant and original content that is regularly updated
b) Quality backlinks pointing to the website

So if you focus on these key points, you should be fine going forward. Don't sweat the small stuff such as keyword density and instead, provide useful information for the readers and the rest will fall into place.
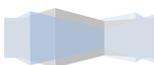
# Getting to the Top of Search Engines with Pay Per Click Marketing

By [Ivana Katz](#)

For most small businesses, getting to the top of the Search Engines, such as Google, and Yahoo is next to impossible without using the services of a Search Engine Optimization company. Although a very worthwhile exercise, Search Engine Optimisation can be quite costly and take time to show results.

The GREAT news is that you can get your website to the top of search engines, using Pay Per Click advertising.

Pay per click (PPC) advertising is when an advertiser (you) pays for each qualified click that sends a search engine user to the advertiser's web page. PPC requires you to bid on keywords or phrases that relate to your business.

Generally you can bid from as little as a few cents per visitor. However, the more you bid the higher up in the search engine your advertisement is likely to appear. Pay per click is a great way to deliver targeted and qualified visitors to your website at a very reasonable price.

It is a good idea to experiment with different PPC search engines to find the one that works best for you. In addition, you will need to spend time testing your keywords and ads.

The largest and most popular of all the pay per click search engines is Google Adwords. Like all PPC search engines, your Google AdWords ads are ranked by the bid price you are willing to pay, but Google also takes into account the relevance of your ad and will give precedence to ads with higher click-through rates. Therefore you could be paying $0.01 more per click than the advertiser ranked above you, but he has a better clickthrough rate, giving him greater "value", according to Google.

The great advantage of using Pay Per Click advertising is that you can set daily budgets, target your ads by location, eg. Sydney or Melbourne or by country. You can easily change ads and keyword selection and even choose the times your ads will show.

Google Adwords has a number of excellent tools available to make the most of your campaign.

As soon as your sign up for a Google Adwords account, you are guided through a series of steps to help you through the ad set up process:

**Step 1**

Target a geographic region – here you can select the countries, regions or cities where you would like your ad to appear – you can also exclude certain regions

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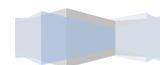
**Step 2**

Set your daily budget – decide how much you're willing to pay per day. You then only pay when someone clicks on your advertisement.

**Step 3**

Control how much you spend per click on your ad – you can either set an automatic bidding option, whereby AdWords automatically adjusts your bids to try to bring you the most clicks possible or you can set a CPC (cost per click) bid limit.

**Step 4**

Create your ad – the great thing is you can make adjustments to your ad at any time.  Google recommends your ad explains how you are different than your competitors, includes a call to action, uses the most important keywords and test advertisement variations.

**Step 5**

Select keywords and key phrases for which your ad will appear when a user searches for them.  Initially start off with just 10-20 keywords and add to them once you see how your ads perform.  Use Google's keyword tool to find the most relevant keywords for your business.

**Step 6**

Enter billing information – you will need to do this before your ads will start running. You can pay by a credit card or voucher.  Remember you can pause your ads at any time.

Running a successful pay per click marketing takes time – you will need to rest different keywords and advertisements to make sure you are getting the best return on your investment.  But if this is all too hard, you can employ the services of a Search Engine Marketing company and they will organise the campaign for you.
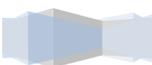
## Making The Most of Social Media For Your Business
By [Ivana Katz](#)

Much has been written about using social media to get the most out of it for your business, but it seems that many people still do not understand the fundamentals of what social media is all about. There are many definitions of what social media is – my favourites include:

SEO Zodiac's description, which says "social media is simply people having conversations online" and Health Social's take on it "social media is the meeting place between people and technology".

In other words, social media is NOT a one way street, where you talk at your audience. Rather it is a way for you to communicate with them, to help them and to listen to them.

Facebook, Twitter, Flickr, YouTube, etc are the most popular websites on the internet because they allow people to connect on a very personal level, whether it is through posts, pictures or videos.

With so many people working from home, we have become somewhat isolated and so we crave the human interaction we've lost. As much as the internet and smart phones make connecting to others easier, these tools have also made us hide behind our monitors.

If you take nothing else from this article, the main point you need to remember is that if you want to succeed through social media, you need to touch people's hearts. Find out what is important to them, what problems they are facing, what makes them laugh, what upsets them. Then interact with them in a way so they can relate to you. Don't talk at them, don't try to sell them anything, have a conversation with them … be interested in their problems and guide them to solutions.

I recently had the privilege of being part of a social media campaign run by the Australian Capital Territory Tourism, called "The Human Brochure". A brilliant strategy put together by one of Sydney's great creative agencies The Works.

The concept was to show people around Australia and the world what Canberra (Australia's capital city) is all about through the eyes of people who visit it. ACT Tourism brought 500 people on two different occasions from all walks of life for a weekend of fun and discovery. There were 4 different streams to accommodate every type of traveller – Adventure, Family Fun, Food & Wine, Arts & Culture.

As we visited each venue, whether it was Questacon Science Museum, the Australian War Memorial or local restaurants, we got to share our adventures by posting photos, comments and videos on our social networks. Family members, friends, colleagues, business partners and acquaintances got to see all the exciting

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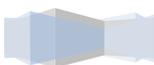
places there are in Canberra through our experiences.  And since trust is such a big part of what social media is about, the added bonus to ACT Tourism was that we reached people on a very personal level and often with a humorous twist.

The human brochure is a social media campaign on a grand scale and not possible for every business to execute.  However, there are many other ways you can use the concept of human interaction, which demonstrate how the little things are really the big things.

One of the "big" stories circulating around while we were travelling through Canberra was that of a little girl who was part of the Family Fun adventure stream.  The young lady had left her bunny behind and couldn't remember where.  So the search for bunny began … the bus drivers were alerted, as was the hotel staff.  To the parents' relief the bunny was found in the hotel, so all ended well.  As a bonus the hotel staff member who found the stuffed animal had left a cupcake for the bunny to enjoy until the little girl returned.

People talked and wrote about it and you can imagine what a great credibility booster this was for the hotel involved.  The simple gesture of leaving a cupcake for a bunny who meant so much to a little girl, cost the hotel $1, but will remain with those of us who have children for a very long time.

On a smaller scale, I saw a local ice creamery use social media to boost their sales.  The Chill Bar partnered up with Schibello coffee and Sydney Football club and organised an afternoon, where members of the soccer club would serve ice cream and coffee to those who stopped by.

As a bonus, if you took a photo holding the coffee and posted it on Facebook, you got a chance to play a friendly game with the popular football players.

Needless to say lots of parents gladly brought their budding soccer players to meet their heros, get their autograph, enjoy great coffee and gelato and as a bonus, play a game with Sydney's great soccer players.

Both the Human Brochure and Chill Bar demonstrated their understanding of what social media is about – taking what is important to people, making it fun and encouraging them to share it.  Not once did I hear a sales pitch – both campaigns were geared towards people enjoying what they were doing and giving them opportunities they wouldn't otherwise have.
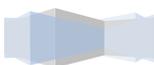
# Do's and Don'ts of Social Media Marketing

by [Ivana Katz](#)

If you've been using social media for some time, you may have seen some posts made by your friends, which made you cringe.  Yes I am talking about people sharing intimate details or airing their dirty laundry.   What many don't realise is that if their privacy settings are not set up properly, it's not only their friends, who are seeing their messages, but also friends of friends and possibly the whole world.

In many respects, social media has replaced newspapers and magazines and people believe "if it's in print, it must be true".  Things get taken out of context, misunderstandings happen, friendships get broken and businesses suffer, all because of a single post.  So give your updates some thought, because you never know who is reading your messages, especially if you use social media for business.

**Dos**

1. People come to Facebook and other social media networks to connect with their family and friends so fit your business into that experience.  Be helpful and courteous instead of trying to sell your products and services at every opportunity.   Your visitors didn't log onto Facebook or Twitter to be bombarded with marketing messages.  Focus on building relationships.  By posting great content, you build credibility, which will in time lead to more sales.

2. Do create a plan instead of posting random messages and don't be afraid to try out new things.  Encourage interaction by asking questions, post funny pictures, inspirational quotes, link to videos and see what your audience responds to the most.

3. Keep up with current events and sprinkle those into your newsfeed.  People react quickly to what is going on around them and especially if they have a strong opinion on it.

4. Encourage two way communication.  When people respond to your posts, use their name, pay them compliments and engage in fun discussions.  Remember social media is not a one way street, where you bombard your audience with messages about your business and then ignore their comments or concerns.  Search engines such as Google watch the interaction on your social media networks and may award you with higher ranking if there is good interaction on your social pages.

5.  The profile picture on Facebook and Google+ should be your logo, so that whenever you post anything, your logo shows up next to that message. The large cover photo should be used for branding.  You can post several key points about your business, products and services.

6. If you want people to follow you, become interested in them first.  Like their Facebook business page, connect with them on LinkedIn or follow them on Twitter.
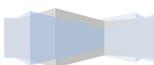
And go one step further, comment on their posts or retweet their messages, where appropriate.

**Don'ts**

1.  Don't accept friendship requests from business acquaintances.  Suggest they join your business page instead.

2. Don't talk about yourself all the time.  Make your posts about what your visitors are interested in.   That way you are likely to increase interaction, which can lead to more followers.

3. Do not give your social media passwords to anyone – not even your close business associates. You can add your staff as administrators of your page(s) and set up their accounts to have access to specific areas of your social media networks.

4. Don't allow just anyone to post on your wall or you may find spammers and competitors plugging their products and services.  You can do this by adjusting your Page Posting settings.

5. Don't ignore negative comments.   Address people's concerns, criticism and feedback.  This can go a long way to show others you offer excellent customer service. Naturally you can delete comments which are vulgar, racist or inappropriate.

6. Don't forget to investigate what information any third party services, apps and widgets will have access to and be selective with what you install.   Remember many services will automatically tag your status updates with GPS information, so if you don't want everyone to know where you are, make sure that feature is turned off in your settings.

The more you interact with your audience, the more of your posts will show in your followers' newsfeeds and reach other potential customers.  Search engines also watch the activity on your social networks and the more interaction there is, the better chances you have of ranking higher in organic searches.
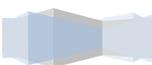
# Facebook for Business – Secret Tips Only The Experts Know About

By [Ivana Katz](#)

So you've created a Facebook page for your business because your friend told you everyone was doing it and you didn't want to be left behind.  You've uploaded the "big picture", the profile picture and have made a couple of posts and now you are waiting for people to come and start liking your page and interacting.  You check every day … and still only 2 likes – one from your aunt Mary and one from your best friend John.

You decide to get really proactive and post a message on your personal Facebook profile and beg your friends to Like your page, so that your business page seems more popular.  Yaay … 3 more likes from friends who feel sorry for you.

Now you have a total of 5 Likes from people who are only interested in seeing your family pictures and personal status updates.  They are busy enough with their own lives and not really interested in promoting your new venture.

OK, so now what?

It's simple - get interested in others!

That's a lesson I learnt from my 11 year old, who joined Instagram (a social photo sharing mobile application).  He started "Liking" everyone else's photos and commenting on their pictures and within a few days he had over 150 followers.  How he figured out this is the best way to get more people to "Like" you, I'll never know, but I am guessing he followed his instinct and did what others were doing.  It's human nature … if someone is interested in what we do, we want to know more about them.

So the first step you should take is to join Facebook Groups, where your potential clients may be hanging out.  For example, if you sell kids clothes, do a search on Groups which have the words "kids", "child", "mom", "mum" etc.  Then visit those Groups and see how others are interacting.  Many groups will allow you to post comments or questions, so go ahead and give it a go.  Make sure that you share useful tips and information.  Never, and I repeat NEVER try to sell anything … all you are trying to do is to get people interested in who you are.

Make sure you are posting in those groups as your business page, not from you personally.  To change how you post, simply click on the down arrow in the top right hand corner of your Facebook page.  You will be presented with an option that says "Post on Facebook as…" then choose your business page.

While you are being interested in others, post new comments and photos on your own page, so there is fresh content as people come to visit.  Here are some ideas to get you started:
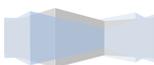
- Post photos with your comments
- Ask questions
- Put in 'blank' statements, eg. This weekend I am going to _____
- Post news from your industry
- Share "how to" tips
- Funny stories and pictures
- Give away free gifts such as ebooks and reports

I should probably backtrack a little bit first. Before you start getting interested in others and posting on your page, make sure your page is set up properly.

The large photo, also known as cover photo should be used as a branding opportunity. You can show off your products and also include branding statement and benefits of using your products / services.

The small profile photo should be your logo.

Fill out all the information about your business under "Edit Page".

Once you've done that, you are ready to start bringing in new visitors.

It is important to understand that interaction on your Facebook page is critical to your success. The more people interact, the more your posts show in their Newsfeed. Their comments may also show up in their friends' Newsfeeds, thus slowly spreading virally.

Search Engines also take note of your social activity and interactivity, so the more people Like, Share, Comment on your page, the higher it will rank.

If you own a restaurant, for example, or a camel riding business, make sure you take photos of your customers (with their permission, of course). Let them know you are planning to put their picture on your Facebook page and where possible tag them in the picture. Most people like their 15 minutes of fame and will give you permission. By tagging your customers, their friends will also see the picture and may become curious enough to click through to your page.

When you have been on Facebook for a while and understand how it works, you may consider running Facebook ads. Again, make sure you don't try to sell anything in your ads, simply ask people to "Like" your page if they agree with a certain statement, for example. One successful ad, which has brought in several hundred new likes in a short time and for very little investment, was one for Kids Universe (a business dedicated to places to go with kids). The advertisement showed a picture of an Oreo cookie and simply said "Click LIKE if you agree that cleaning the house while the kids are awake is like brushing your teeth while eating an Oreo."

One of the key things to keep in mind, Facebook is a social medium … people are there to have fun and share information. It is not a shopping cart or a sales page. Your Facebook page should be used to build brand and credibility.

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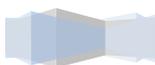
## The Incredible Promotional Power of Video Marketing
by [Ivana Katz](#)

If pictures speak a thousand words, imagine what a video could say about your business.

Over the last couple of years video has become a popular marketing strategy, as it can quickly generate traffic and interest. Unfortunately many people are still afraid to use it and think it's difficult to do.  So now is the perfect time for you to get ahead of your competition.

One of the major advantages of videos to traditional written marketing is that it saves your visitors a lot of time understanding what is being offered and there isn't much effort required on their part. Start the video and everything is explained to them right there and then.  Hearing and seeing you tell them about your products or services has more credibility and allows you to connect to your visitors on an emotional level.

Another great advantage of video marketing is that if you use the right keywords in your video's tags, you have a much better chance of reaching high rankings in many search engines.

According to [www.masternewmedia.org](http://www.masternewmedia.org) "Video search engines - just like Google - index specifically all videos available online, independently from the source. On the other hand, video directories differentiate themselves from video search engines because they list videos according to specific categories (such as "entertainment", "sport", "fun", etc.)

Some video search engines and video directories automatically detect and index the videos published online, while others also allow you to directly inform them of the existence of a video. There are also several video search engines that let you upload your videos, just like you can do on video sharing sites.

However, it is important to distinguish between video search engines and video sharing sites, since they might appear very similar at first glance. All video sharing site feature a search box on their homepage, but they allow users to search only within the video sharing site directory, and not elsewhere. On the other hand, video search engines collect material from multiple sources, included the above mentioned video sharing sites.

Several video search engines and video directories let users review, rate, recommend, categorize, and " tag" the videos that they watch. These functions facilitate the cataloguing and organization of content so that users can easily discover new videos based on other users' recommendations. "

Another great advantage of using videos is their ability to go "viral" and spread your message quickly.
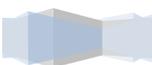
David Ogden of www.theviralsanctuary.com says "A viral video is a video clip that becomes extremely popular and is spread across the Internet through users sharing it in email messages or through an IM service. A lot of these videos are funny and are often shot by amateurs who happen to catch something funny on their camera phones. There have been many viral videos that have caught fire in the cyber world."

Did you know you can have a simple video designed for under $300? You can either feature it on your website or post it to Video Search Engines and Directories.

Video marketing is so popular due to its ability to engage directly with your audience and it adds a new dimension to other forms of online marketing. So don't be afraid to try it … you have nothing to lose … except a lot of traffic to your website, if you don't do it!
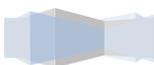
# 8 Legal Essential for Business Online
*By Jeanette Jifkins*

## Part 1 – Copyright & Trademarks Online

Just because you can find it online, doesn't mean it's free! Protect your business by having the right permissions for use of content on your website. If you create it yourself, you have less problems.

Software for the internet is so sophisticated and quick today that it is easy to find copied content. Companies that are in the business of selling copyright, like Getty Images, automate their whole system so that they find the image you are using without permission, send you a letter demanding payment of a licence fee and follow up without necessarily needing human interaction.

Top 10 things you need to know about copyright:

- Things like writing, video, music and images are able to be protected by copyright
- Copyright is a bundle of different rights and can have different licence terms for use
- Ideas are not protected by copyright
- Names, titles, phrases etc are generally too short to attract copyright protection
- Copyright automatically exists upon creation of the original work
- Copyright does not need to be registered and you don't need a © for protection
- Copyright law is different in each country, but mostly consistent
- Copyright usually belongs to the person who created the work, unless they are an employee
- Copyright can only be transferred in writing
- Copyright does eventually expire and then work becomes "public domain" and can be used by anyone

Case study: We had a client who received a letter of demand from solicitors on behalf of an overseas photographic artist. The same artist had initiated nine other court cases in Australian courts, so this wasn't a demand to ignore. The client wrote back admitting guilt and apologising and was then surprised to get a demand for payment of $15,000 in licence fees. Your immediate response to a letter like this should be – "*I am getting advice and will get back to you by xx date.*" Then get legal advice. Because the client had already admitted guilt we were able to get the licence fee down to $1000 and resolve it without going to court.

If your logo has a creative element rather than a standard font, then it will attract copyright protection, and can also be protected by registering a trademark.

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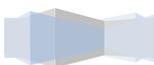
Top 10 things you need to know about trademarks:

- Letters, words, phrases, numbers, logos, images, smells and sounds can be protected as trademarks
- Protection under trademark law requires registration
- Registration bodies are government or semi-government bodies
- Not everything can be registered as a trademark, generic words or phrases will usually be excluded
- You don't have to register a trademark, but it's easier to protect if you do
- When you register your trademark it is only protected in your country of registration
- It is easy to check for existing trademarks through IP Australia before settling on a company name
- There are 45 categories for trademark registration, your only protected within the categories you register and every category attracts a fee
- Trademark registration is valid for 10 years, then requires renewal
- Trademark registration can be challenged and overturned if you don't actually use the trademark

It is always advisable to assess your risk position before deciding whether or not to register a trademark. For start-ups, you may choose to delay an application for registration until your business is generating a cash flow to support it. If you are concerned a foreign company may bring in the same or a similarly branded product or service, check the trademark register to see whether or not it has already been registered, and if not, consider registering without delay.

Case study: Our client had been importing and marketing a particular brand of product for about four years before a foreign supplier decided they also wanted to sell to the Australian market. The foreign supplier registered the trademark then sent threatening letters to our client. We negotiated to continue the client's business without interruption during a reasonable change-over period, rebrand and sell the client's domain name to the registrant rather than participate in court proceedings. Our client didn't lose any business and paid minimum costs.

Get support rather than operating blind in this area. You will have greater peace of mind if you are confident that you are using your own and other people's intellectual property appropriately.
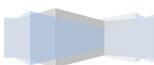
## Part 2 – Privacy Online

What is the big deal about privacy? Everyone gives all their personal information to companies like Facebook and Google, so why not give it to your business? Data privacy is a big deal, particularly in Europe and Cyber-crime is on the increase, or at least awareness of it is. If you collect information, then you are obliged to provide at least minimum protection against disclosure.

So who is covered? If you collect the contact details of your customers, you are collecting personal information which is protected under privacy laws.  If you are a small business, you may not have to comply with privacy laws, but if you want your customers to feel secure in giving you their information, it is advisable to comply.

Even as a small business you will have to comply with privacy laws if you operate in the health industry (this can include life coaching where an element of mental health or wellbeing is involved) or you offer potential customers something in exchange for their information, like a sample or free report.

What you need is a privacy policy that applies across your whole business, a person who understands and knows how to apply it, and procedures to back up the handling of privacy enquiries or disputes.

The Australian Privacy Principals can be summarised as follows:

- Manage personal information in an open and transparent way
- Give people the chance to remain anonymous
- Only collect the information that is necessary to provide your product or service
- There are categories of sensitive information that have higher standards of protection, like health information or information protected under anti-discrimination laws
- If you collect information other than from the person it is about, let people know
- Let people know what you do with the information you collect and whether or not you share it with others
- Tell people if you use their information for direct marketing
- If you store information in the Cloud and it is overseas, or you use outsource workers overseas who have access to that information, let people know
- Don't use government allocated identifiers for storing personal information eg. Medicare number
- Take reasonable steps to ensure that personal information remains accurate, up to date and complete
- Take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification or disclosure
- Give people access to their personal information
- Correct personal information if it is inaccurate
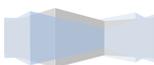
Your privacy policy should cover all of the above and the easiest place to keep a copy is on your website where anyone can access it. There are additional requirements imposed by search engines if you wish to advertise online, and if you are selling other company's products, they may ask you to demonstrate compliance with their privacy protection expectations.

Privacy protection doesn't have to be complicated; just understood. Make sure you review your policy and procedures annually to ensure that you are meeting you privacy obligations and feel confident that the processes you have in place work.

If you don't already have a privacy policy, there is a free plugin available for WordPress websites at http://lawforwebsites.info if you want basic protection without having to draft something yourself. If you would rather have something specifically tailored to match your business, contact the author.

## Part 3 – Online comments

For some reason a lot of people say things on social media and blog posts that they would never say in a letter to the editor in the traditional newspaper format. It's an interesting phenomenon and one that will no doubt fuel all sorts of legal disputes for years to come. With the fast pace of online interactions you might forget that your comments remain accessible online indefinitely for those who want to look, and if legal proceedings are involved, someone will be looking!

Did you hear the one about the woman in Western Australia who posted some unflattering comments about her ex-husband on Facebook? The comments were posted in December 2012 and taken down in January 2013. In the meantime a bunch of mutual acquaintances, including the man's brother, saw the post. Court proceedings were filed and it wasn't heard by a judge until 2015. Don't assume that because you've forgotten about it, everyone else has too! The Judge decided in favour of the ex-husband and the woman was ordered to pay $12,500 in compensation as well as legal costs.

In that case it was very easy to identify the offender, and you might think you are safe because whatever you posted was under an alias or made up name like 'ChrisMastry99'. Using a made up name doesn't protect you. The website providing the forum, including Facebook, can be issued a subpoena or non-party discovery notice requiring them to disclose the identity of the person behind the alias. This happened early in 2015 when the producers of 'Dallas Buyers Club' got permission from the Court to have access to the names and contact details for every account identified as downloading the movie illegally via torrent. You will be found.

If you're allowing people to make comments on your online platform, whether that is a blog, forum, closed or open group, you could be also be found responsible for what they say. Your level of responsibility depends on the law applicable to your website, where the participants are and what your 'rules of engagement' include. If you have no rules (terms and conditions), you have no control!

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The key to protecting your business is to have terms and conditions that let the user know they are responsible for any repercussions arising from what they say, and that allow you to take down posts that you consider risky. You need an objective procedure to deal with complaints – you can get upset people and prompt unreasonable behaviour (like claims of discrimination) if you take down comments without justification.  So have a process that:

- allows you to get feedback from the person who makes the post
- doesn't oblige you to investigate
- does allow you to review the information you get from both parties and make a call
- allows you to exercise your sole discretion
- gives a reasonable explanation for removing the post

A reasonable explanation can be '*contradictory information was received from both parties without any objective evidence upon which to base an opinion one way or the other*'. This explanation can justify either of leaving up the post, or taking it down.

Contact the author if you need assistance in preparing terms and conditions or creating an easy and reliable procedure to follow in the event of a dispute. In the meantime, be careful what you say online and what comments you let appear on your website!

## Part 4 - Consumer Protection Online

First rule of online business: Do Not Piss Customers Off - They Will Tell the Whole World!

Ok, so some people agree with the idea that any publicity is good publicity and if you're in that camp, do what you will! For those of you who are concerned about the viability of your business and would rather see no comments on social media rather than negative comments, listen up.

Consumer law (trade practices/ fair trading) was consolidated and made consistent around Australia in 2012 and is now overseen by the ACCC rather than your local consumer affairs or fair trading office. Those offices still exist and continue to manage a raft of local legislation as well as investigating consumer complaints. This consolidation saw an increase in what was covered by consumer laws.

Disputes are no longer limited to what you can buy for 'domestic or household use'. If any person or business buys a product or service for $40,000 or less, even if that purchase was for 'commercial use', the transaction is governed by consumer laws. Purchases for more than $40,000 made for domestic or household use are also covered. So even though your business might have been clear of compliance concerns in the past, it may not be any more and you need to know where your risks are in doing business.

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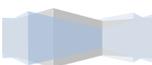
You need to have an understanding of consumer guarantees for products and the different consumer guarantees for services, as well as restrictions on what you can and can't do around cooling off periods, refunds and returns.

To all business owners: You Cannot Advertise a 'No Refunds' Policy. The fines you risk are up to $300,000 for a person and $1.1m for a business. Scary, huh?  You can say 'No refunds if you simply change your mind' but that won't cover you if the packet is open and the item is faulty or returned within a cooling off period. Look at your business and the number of times you get asked for refunds and make sure you have procedures, the staff understand the rules and are trained on those procedures. If that sounds all too hard, give refunds!

Even before consumer law was consolidated, the relevant government departments had created long and involved questionnaires for unhappy customers to complete. The forms did require persistence and that does put some people off, but with greater bandwidth and download speed they are now easier to complete.  There is no cost to your customer to fill in a consumer complaint and if it is accepted, your business is suddenly on the regulators radar and they will ask you to explain your position. I've worked with quite a few businesses that have received 'please explain' letters from the regulator and then helped them to identify or implement appropriate policies and procedures, respond to the regulator and avoid prosecution.

If you successfully respond and the regulator decides not to pursue the claim, most customers will then give up their complaint. They might go on to social media and whinge, but you are then in a position to respond politely and comment that '*this complaint was heard by the regulator on … and they decision was …*'. That way you are seen to be objective and fair and have 'official' support for your position; tends to take the wind out of online discussions.

If you need a hand responding to a letter from the regulator, or reviewing your current business procedures to ensure you've reduced your risk of massive fines, contact the author.
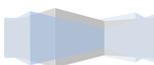
## Part 5 – Website Terms and Conditions

If you've been following this series of articles you'll be aware that terms and conditions have been mentioned a couple of times in different contexts, and there is good reason for that. Creating an online business allows you to interact with people all over the world. You no longer have the relative security of watching someone walk through the front door of your store and being able to make a judgment about how you want to behave with them, and how you might expect them to behave.

In an online environment the space is open and accessible 24/7 and you don't necessarily get to check out your customers before they go to buy. The beauty of being online is that you get to set your own rules, within the context of the laws you chose to apply to your website.  How does this work in practice?

If your business is here in Australia you don't really want to get involved in a dispute somewhere the other side of the world. You particularly don't want to get dragged into a court proceeding that is in America, where ridiculous damages claims appear to be the norm. As an aside, did you know that New South Wales is the second most litigious state in the World, behind California?

To give yourself the best chance of avoiding being dragged overseas, the first thing you can do in your terms and conditions is identify which law will apply to your website and any transactions or interactions using your website. Usually this would be the law of the state or territory where your main business headquarters are situated.

Other benefits of writing your own terms and conditions are that you create the rules around removing people from your site. Facebook does this very well. Right now they are in the process of requiring every account holder to prove that they really are who they call themselves on their profile. So you if you call yourself 'Santa Claus', expect to be contacted and have to provide a copy of your driver's licence or passport. In a business where fraud is a high risk (like banking), it's handy to be able to make those rules.  Online, unless your terms and conditions offend local laws (eg. unfair terms under consumer law), customers have one choice, comply or don't visit your website.

You can use terms and conditions to communicate a wide variety of things relevant to your online business, like how you do comply with consumer laws and what licences you make available for use of your website content.  You can also incorporate disclaimers, compliance statements relevant to your industry and provide a privacy policy consistent with the way you operate your business.  This is particularly important for small businesses who offer products (free report/ebook/competition entry) in exchange for personal information and those businesses that fall within the category of 'health' services.

Warning: Don't just copy and paste terms and conditions. Overseas versions have provisions that don't fit with Australian law and you can be completely exposing your business instead of protecting it.  If you don't already have basic terms of use

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for your website, there is a free plugin available for WordPress websites at http://lawforwebsites.info.

If you do have current terms and conditions, congratulations! There aren't many SMEs that do. The laws change, so be sure to get them reviewed at least every two years to remain up to date and protected.  For an audit of your existing website and terms, or to have something specifically tailored to match your business, contact the author.

## Part 6 – Anti-Spam Compliance

Anti-spam rules apply to telephone messaging as well as emails. Anti-spam is not just about bulk messaging. It only takes one text message or one email to be found liable for breaches of anti-spam legislation.

If you have a new business and you don't use one of the common auto-responder or CRM services like Aweber or SalesForce then you might not be complying with anti-spam laws. If you are non-compliant and there are enough complaints made against you, your text or email system can be blocked or cancelled and your whole method of communication disrupted.  Do you want to be blacklisted and lose the trust of your newest customers before you even get a chance to show them what you've got?

Being anti-spam compliant is so EASY I am constantly surprised at the businesses that don't get it right.

Three Simple Steps to be anti-spam compliant!

1. Get consent from the people on your database to send them messages on an ongoing basis.
2. Include clear and accurate information about the sender, and on email include a valid physical postal address.
3. Provide an accurate and functioning unsubscribe facility on every single message you send out.

If you want customers from all over the world then you have to choose the highest common level of anti-spam compliance. The highest level of compliance is express consent. That means that whoever you have on your database has to have opted in rather than just having the option to opt out of your list. The elements of the highest level of compliance are:

- clear request and
- conspicuous request for consent
- response of the own initiative of the recipient

If your target market is Australian, you can use implied. This is a soft opt-in and occurs when someone enquires about a product or buys a product from you and you choose to send them marketing material about a similar product, including an unsubscribe feature, and they don't unsubscribe. The person you are sending to
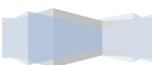
might reasonably expect to receive promotional emails about your products. If they don't take action to stop receiving the emails, then you are entitled to assume that they are ok to continue getting emails from you. The key factor is what the recipient would reasonably expect.

Buying a list is not the same as getting consent. Unless you can prove that the people on the list you purchased have consented to receiving marketing and advertising messages either specifically from you or about your business, then don't use them.

Scam messages usually disguise or conceal who the sender is and often don't provide contact details or list contact details that don't work, so the minimum level of compliance for sending electronic messages is that you identify who the sender is. The purpose of having accurate contact details (this can be a functioning link) is so that recipients can check to ensure that your business is a legitimate business. It is to inspire consumer confidence. After all, what legitimate business would be unhappy about letting their customers find them?

There is simply no excuse not to provide an unsubscribe facility on your messages. If you are sending out bulk messages make sure that the unsubscribe facility is working. Any bulk message system you use, whether it is free or paid, should have an automatic unsubscribe facility so that you don't have to worry about updating your database yourself.

When you are starting out it is tempting to take short cuts in setting up your database just to save money. That is ok, provided that you know how you are using your systems and migrating information so that you don't end up with multiple lists of people.

If you have a small business and you are operating on a shoestring and haven't set up a CRM system then the very least you will need on your emails is a message that says "To unsubscribe email (*insert appropriate email address*) with UNSUBSCRIBE in the subject line to have your details removed from our list" and for your text messages, include "respond STOP to unsubscribe'.  If someone unsubscribes, then remove them permanently from your system.

If you need help in putting together procedures for your staff or want a poster for the wall that spells it out, contact the author.
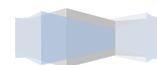
## Part 7 – Discrimination & Accessibility Online

An accessible website should operate the same way for all its users, regardless of their physical ability. In other words, web accessibility is all about inclusiveness; it is about making sure no one is left out because they cannot see, hear, or use a mouse or keyboard like any able-bodied person. With Google's algorithm change in April 2015, this also means your website has to be mobile friendly.

Advocacy groups argue that having an inaccessible website is discrimination and violation of human rights. Some have even gone on to file high-profile lawsuits against multinational companies like Target, Sydney Olympic Committee, AOL and others receiving favorable decisions in court. These cases were able to set some important precedents so that if your site is not yet optimized for disabled users, your company may be at risk of civil litigation.

Besides the potential legal repercussions, there is also your bottom line to consider. Millions of disabled users access the internet for the same reasons you do: they write email, visit social networking sites, pay their bills and check the weather. Most importantly, they also shop online. For example, in the UK alone about one in seven Britons suffer from some form of visual, auditory or motor impairment. So making your site accessible would not only earn a great deal of goodwill, it could increase your audience instantly by around 15% percent in that region.

Take note that disability need not even be permanent or debilitating. Some people may be temporarily house-bound, perhaps due to an accident or surgery. If you can serve their shopping needs during this short-term hiatus chances are you will earn their loyalty as customers, long after the cast and bandages come off.

And then there is the senior population – a growing community in most developed countries. It is not unexpected for people over the age of 65 to start to suffer from poor eyesight or hearing and increased difficulty in the use of their hands. Therefore, making your site more accessible will benefit that market, whether their symptoms arise from old age or some kind of degenerative condition. It would be a big mistake to ignore this market. According to a study by Yahoo, in the United States alone the aging baby boomer generation is said to control US$220 billion in discretionary spending.

It has been estimated that building a disabled-friendly site should add only one or two percent to a web development budget and consequently expand your market by around 15% percent. It would seem that designing for accessibility might actually pay for itself. Today there are various standards, technologies and devices available to open the internet to disabled users. These solutions should make it easier and simpler for you to implement the accessibility guidelines and reap the proven benefits: reduced risk of litigation, a wider market, enhanced competitiveness and increased sales.

If you need to respond to an accusation of discrimination, or are concerned about that possibility, contact the author.

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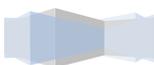
## Part 8 - How To Use Images Online Without Getting Into Trouble

Where do you get the pictures you use online?

Like most people, do you simply do a Google Search to find something that matches what you're looking for? Another really common practice is to just use clipart.

*Unfortunately, just because you can find it online doesn't mean it's free to use*

There is a growing trend for artists and image copyright holders to send out letters of demand to people using their images. If you read forums you'll find that there are people who think this is a scam and unfair. To give you some context, if artists gave away all of their work for free, they would starve and there would be a lot less high quality images for you to use. Copyright law came about for the purpose of protecting the livelihood of creative people and to make it worthwhile for them to continue to produce creative works for the rest of us to use or appreciate and enjoy.

*Claims for payment for use of copyright images are not often scams*

When a copyright owner starts to lose income from their work, they have the right to chase up people who are breaching their rights. Copyright is a bundle of rights rather than just one thing and can be breached in a variety of ways. Copying, distributing, republishing, changing, adapting and translating can all be breaches of copyright. If you are in breach, there is a chance that you will receive a letter of demand.

Letters of demand vary depending upon whether they are a form letter, such as those sent out by Dun & Bradstreet on behalf of Getty images, or a letter specifically sent out by a legal firm on behalf of their client. We've worked with all sorts.

A letter of demand for breach of copyright will usually cover the following:

- it has been found that you are using the image on your website "for online promotional purposes"
- the writer is the artist or is authorised to represent the artist or distributor
- the artist or distributor holds copyright in the work
- the writer has been unable to verify that you have permission or are licenced to use the image
- you are requested to immediately remove the image
- you are asked to pay a licence fee - *licence fees can vary depending upon the artist and how you use the image, a claim for $15,000 might not be unreasonable*

Licences fees can vary. The highest demand I have come across so far is $15,000 from a photographer in Hawaii who is prepared to commence legal action to protect his work, and has done so on at least nine occasions. The amount claimed may or may not be enforceable. You can't assume that the image is only worth a few dollars just because you can purchase stock images for a few dollars per image.
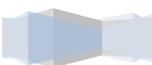
The artist, the type of image and the way you use it can all influence the value of the image and what you might be asked to pay.

**Technology now makes it easy to find images being used without permission online**

With technology like TinEye.com and Images.Google.com it is now very easy to find copies of images on the internet. Try it with a picture of yourself or a holiday snap you uploaded to Facebook. You might be surprised at where it shows up on the internet.

*So how do you use images online without getting into trouble?*

You need to own copyright in the image, or have a licence to use the image and be able to prove it.

**Owning Copyright**

Copyright doesn't require registration, you own copyright in a creative work as soon as you create it. That's the point, you need to create it (paint it, take the photo, sketch the stick figure, write the note) to own copyright.

If you've got employees in your business creating work for the business, then the business owns the copyright rather than the employee. If you are outsourcing or using contractors, your agreement with them needs to spell out that copyright belongs to you, otherwise it belongs to them.

So, you own copyright if:

- you created it
- your employee created it
- you contracted someone to create it and the agreement said you own copyright

You can also buy (get a transfer of) copyright in a creative work. This has to be done in writing.

**Copyright Licence**

A copyright licence is a permission to use a creative work. When you buy a stock image, you get a non-exclusive licence to use that image in accordance with the terms of the licence. The terms of the licence will vary and you should check what it says before you buy the image. For example, I use dollarphotoclub.com for images. Dollarphotoclub has a variety of licences:

- draft – free to download and just for trying things out before publication
- standard royalty-free license – you can use it in a long list of ways as an illustration for what you are doing, but not in a way that would be re-selling the image itself

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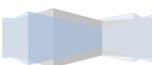
- extended royalty-free license – includes all the standard terms plus the right to print it out up to 500,000 times and also put it on things like mugs and t-shirts

You will be able to find the terms for use of an image in all reputable stock image re-sellers.

You might have also heard about Creative Commons licences. Creative Commons help people to decide what they are happy for others to do with their images and attach a licence to their work. Unsplash.com is an example of a website where artists submit their photographs for the purpose of giving them away.

Whenever you download an image, keep a record of where you got it and the permission attached to that image. Stock resellers make this easy by giving you a history of downloads in your account. We recommend 0backing up a copy of that list from time to time.

5 Tips for protecting your business:

- don't let web designers find images for you, always make sure you have the licence
- if you did let a web designer do your images, chase up the licences or replace the images
- keep a copy of all your licences in one place, date referenced, so they are easy to find
- create your own photos and images if you can
- If you get a letter of demand, feel free to contact Onyx Online Law for help. You may not have to pay a cent. Whatever you do, don't panic and don't do what one of our client's did and admit that you have a software program that just runs around the internet pinching pretty pictures! Please talk to us first!
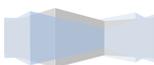
# Pricing & Packaging Yourself into Business Success

By [Kim Stokeld](#)

For many a business owner, working out how much to charge is a painful and difficult task. Too high? Too low? Identifying a price that is going to attract a customer base while maintaining a fair margin is a conundrum that many entrepreneurs lose sleep over.

Pricing and packaging are two key determining factors to business success. Done well, a business can attract a loyal and expanding customer base that secures healthy market share and ongoing revenue. Done poorly, a business will find itself struggling to attract and retain customers, or worse, generate little or no profit to the detriment of business health and longevity.

The two key elements that must be considered, and are hugely impacted by these factors are profitability and pull. Both are vital to business success ... one determining what margin a business will make, and the other determining the appeal to the customer base.

## The Death of Price Wars

The harsh reality is that many businesses operate in a very competitive environment. When market share is tight in an industry that has an influx of new competitors and new business generating strategies, many business owners find themselves participating in pricing wars to stand out from the crowd and be more attractive to their audience. While once upon a time this was a viable option, the game has now changed.

Pricing in many industries is already very low and profits are dropping, which has led to many businesses shutting down. Profitability is key to business survival and it takes a very lean and/or innovative business to reduce operating costs to a point that enables further price discounting unless they can find a way to mass produce and sell volume from a small margin.

## "How much do you charge?"

This is a question that many women business owners dread to answer for a number of reasons. For a lot of women, money has an uncomfortable connotation due to a stigma that can be attached about it being dirty or greedy. Many women in service-based businesses struggle with charging correctly for their work because they don't actually understand the value of the service they provide – which translates into the value of themselves as a person. In both cases, these entrepreneurs tend to discount or give away too much of their valuable time, skill and knowledge which leads to reduced or non-existent profits in a business that has so much more potential.

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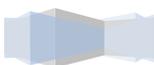
**"What's included?"**

Here again is a question that can get many business owners into trouble. Faced with a potential new customer, it is very easy to add "freebies" or discounts as an enticer to secure a sale. An entrepreneur who doesn't fully understand the value of their offering may also add inclusions or discounts on a product or service believing this will provide the extra appeal to their potential customer.

Sadly, the actual cost of these enticers quite often far outweigh the profit or revenue of the sale. This again is a recipe for business disaster as the benefit of attracting that new customer doesn't provide any benefit to business sustainability and longevity.

**Pricing Yourself into Profitability**

The science of pricing isn't necessarily a difficult one. There are three factors to consider when looking at pricing your offering:

- The cost involved in operationalising & delivering it
- A profit margin reasonable to achieving your financial goals
- What your ideal customer is prepared to pay for the solution and value offered

**The Costs Involved**

It is essential to understand what a product or service actually costs you to provide. While the obvious is easy to identify, such as wholesale cost of raw goods, wholesale cost of products, time involved in delivering a service, delivery/freight charges, taxes, etc, it is easy to overlook those that aren't so obvious. These can include overtime costs, production/manufacturing costs, marketing and advertising, legal costs, licensing and certification, and also the cost of salaries, particularly you as the owner.

**A Profit Margin**

A profit is the purpose for owning a business. Profit allows you to invest in business growth activities, additional revenue streams and also enables dividend payments to shareholders (including yourself) if you have a legal setup that allows this.

The margin of profit will depend on the type of business you have, the industry it is in and the nature of your offering. These factors will determine the margin and therefore the volume. For example, some businesses will operate on a low margin with high volume, others will operate on a high margin with low volume, and others will be somewhere in the middle.

Businesses that provide a premium offering will typically (but not always) work on a high margin low volume. Examples can include prestige, luxury or scarcity items. Businesses that offer budget (or low cost) products or services will essentially focus on generating high volume as their profit margin is small.

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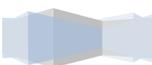
**Pricing Yourself into the Market**

**What They Are Prepared to Pay**

Understanding your ideal customer is essential to understanding how much to charge. Factors that influence their buying include demographic, education, social status, family orientation, income and life stage. Considerations also include whether your ideal customer is an early adopter, a bandwagon jumper or someone who only buys when they absolutely need it.

You also need to have a good understanding of the competition in your market, and whether bargain hunting and/or price matching is something that you need consider.

Knowing this helps you identify what price point your audience will find acceptable. It will also help you understand the market you are in and how agile you may need to be.

**The Appeal Factor**

The appeal of your offering to your ideal customer base is also a major consideration in determining a pricing point for your offering. Examine your ideal customer and identify what pricing point would be of appeal. Consider what you are selling when you look at this.

For some markets, perceived value is driven by how prestigious or premium an offering is seen to be and a higher price point will be an attraction. In other markets, cheaper is better is the mindset that dominates and a lower pricing point will be the appealing factor. These are all factors that need to be considered when looking at pricing your offering.

**The Value of Your Solution**

Many female entrepreneurs don't really understand the value of their offering from the perspective of the value to their client (or prospective client). While they understand what they do, they don't really understand how much their solution is worth to a client from the perspective of the problem it solves and the pain of not having it solved.

A useful exercise is to put yourself in your ideal client's shoes and examine the impact your offering will make. How much will this change that person's life? If it's a business, how much will it save them (or eventually make them)? How much impact will your offering have on their business or life? What would it cost that person or business if you didn't provide a solution for them?

By changing perspective, you take the focus away from you. At the end of the day, what you do (your service) is not about you. It's about the change or impact you make on your client or potential client.

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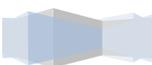
### Packaging – The Golden Egg

How you package your offering and what you include in it is one of the best ways to stand out from the crowd. Price cutting is almost done to death, and in some cases, have led to businesses becoming deceased when profit drops so low that insolvency occurs. When pricing ceases to become a point of difference, other factors need to be considered and this is where packaging takes a stand.

Packaging can take many forms and will depend a lot on your core offering, your ideal audience and the market you are positioned (or trying to position yourself) in.

### What is Packaging?

Essentially it is the addition of inclusions to your core offering that will create additional value to your client. This can be real value or perceived value – or a combination of both. The secret is to identify what you can include with your offering that will be perceived by a client as high value or absolutely priceless.

### Why Packaging?

Adding value in this way is a great way to not only add appeal to a potential sale, but to also tap into one of the biggest marketing machines known to business - "word of mouth". When you have a customer who is blown away with the "free" inclusions you have added to their purchase, they will of course start raving about your business to anyone and everyone who will listen. This form of marketing is like gold – people listen to what other people have to say and are influenced by a good or bad review. With social media as widely used as it is now, this marketing machine can easily become viral.

### Including What?

Identifying what to include in your packaging requires an understanding of what your customer really wants. There is no point providing something that your customer will throw away without a second glance. It is not only annoying, but also wasteful and disrespectful.

Put yourself into your customer's shoes and ask yourself what would make you feel really valued or make you feel you've got so much more than you paid for. Work out what the perceived value will be and balance it with how much it will cost you to provide. Look for things that will be perceived as high value, but won't actually cost you much.

Areas you can examine include:

- Customer service excellence
- A fantastic customer experience

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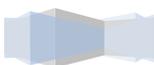
- A VIP program

- A guaranteed delivery timeline

- A service or product guarantee

- Free videos, tutorials or eBooks

- Free tools, resources or programs

- VIP Invitation Days

- VIP Education Days

- Webinars or conference recordings

- Limited Edition runs of products/services

- Invitation only programs/services

**The Cookie Cutter**

The key with packaging is to find inclusions that won't cost you anything once you've set it up. The art of cookie cutting an inclusion so that it can be offered to multiple clients at little or no cost is where the gold lies. Crafted properly, a cookie cut inclusion can look high value, limited edition and make a client feel like they are highly valued even though it has cost you very little after the initial creation/development cost.

The cookie cutting strategy is something that should also be examined from the perspective of your core offering. What can you create once for a one-time cost, and continue to offer at little or no cost to you?

**Putting It Together**

In the end, developing a pricing and packaging strategy is going to be one of the most important things you do in your business. By pricing yourself to your audience, you stay in the game. By adding value through packaging you can create a solid point of difference from your competitors that can position you to stay on top of the game.

It is the savvy business owner that not only understand the value their offering provides to their client, but also understands how to leverage perceived value to stand out from the crowd.
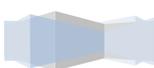
# Three Simple Ways To Get Paid Faster

By [Marisa Garra-Punshon](#)

From my experience from working in small business finance for over 15 years, one of the major problems most small businesses face is poor cash flow. This simply stems from people not efficiently collecting their payments, avoiding those uncomfortable conversations around following up overdue payments and having poor financial and management practices. Not surprisingly, on 17 November 2015 ASIC released an annual report into corporate insolvencies for the 2014/15 financial year and stated that 85% of the insolvencies were small to medium sized businesses that had assets estimated as $100,000 or less. ASIC identified that two of the main reasons for these insolvencies were poor cash flow and poor strategic management.[1]

Small businesses simply cannot operate without a healthy influx of cash. You can't pay your bills, yourself or your staff with profits. You must have cash, and this cash has to be efficiently and painlessly collected from your customers. If you are the sales rep for your business as well as the debt collector it can be difficult shifting from making a sale and keeping a customer happy to having to chase up their overdue payments. The two roles are innately in conflict.

One way you can avoid this situation is to automate and systemise your payment process and make your procedures clear for every new customer. Make it evident that this is how you run your business. If you have customers that are hesitant or will not follow your rules then it's possible they will be the ones cause you grief and not pay on time – do you really want to do business with them?

I have shown a number of small businesses how to automate and systemise their payment procedures and watched them double their cash flow within two months. Here are three fundamental strategies that I use to improve financial management and cash flow:

**Ensure you are using proper accounting system that is up to date** and therefore able to quickly identify what payments are due when and from which customer. Xero is my favourite purely because it's easy to use and cloud based which means you can access it 24/7 anywhere from any device. You can raise your sales invoices and automatically email them from straight from Xero. There is also a handy feature that indicates you whether an emailed invoiced has been viewed by the receiver. This gives you peace of mind that the invoice has been received and not lost in junk mail.

**Make it easy for customers to pay**. The plan of attack here really depends on how the products or services are sold. For payments that are recurring, for example memberships, set up automatic direct debits. Using providers such as Ezypay or
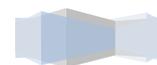
Ezidebit means that the payments are automated and hit your bank account on a regular basis.

Accepting credit card payments on your tablet or smartphone is another simple way to make it easier for your customers to pay you. Many of the banks now have a free downloadable app that, once combined with a card reader, turns your device into a terminal. CBA has Emmy, Westpac has PayWay and ANZ has FastPay Next Generation and costs are minimal compared to renting a terminal. Some banks require you pay a service fee per transaction (2.3% - 2.4% for Visa/MasterCard and .30c per EFTPOS transaction) and the card readers can be rented from $5 per month. Other banks charge a monthly flat fee that is based on the amount of money settled per month.

**Get paid before you start.** If you work on a project basis look at invoicing out a percentage of the whole project cost before you commence. Getting 20% – 40% of the cost on commencement means you are not out of pocket from the start. Set up the project in milestones and make sure each milestone has a payment component that must be received before you move onto it. If most of your income comes from projects look into project management software. I suggest Asana, Trello and Basecamp, they are easy to use and the starter plans are free. Using project management software will enable you to plan and keep track of each stage of your projects and invoice out on time.

Running a successful business requires you to be in control of your finances and cash flow. Sometimes all it takes is a small tweak for you to get paid on time and free you up to generate more sales and grow your business.
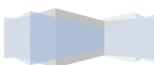
# 7 Great Google Tools For Your Business

By Ivana Katz

Google is mostly known as a search engine, but did you know there are many other tools offered by the company and the great news is most of them are free.  The following products and services will make your business run more smoothly and efficiently.

## 1. Google Drive

Google Drive is a great suite of products, which lets you share files and folders with other people including your customers and business associates.  It allows for multiple people to work on the same document at the same time.  Google Docs, which is like MS Word, Google Spreadsheet, similar to MS Excel and Google Slide the equivalent of MS Powerpoint are all part of Google Drive.  Simply connect to the internet and all your files are accessible from any computer.  The other advantage of using Google Drive is that your documents are automatically backed up, so if something happens to your computer, you can access your files from another device and carry on working.

## 2. Google Analytics

If you have a website, Google Analytics can track all your traffic, referrals, ads, sales and conversions.  The advanced statistics show you how visitors behave on your website – which page they arrived on, how long they stay, how many pages they view, what search words they use to find you and so much more.   It also lets you see how effective your social media efforts are and which parts of your website are performing well. To install Google Analytics, all you (or your web developer) need to do is place some simple HTML code into your site and the tracking begins immediately.

## 3. Google Alerts

Google Alerts lets you set up email updates of the latest relevant Google results, so you can monitor current news stories, keep an eye on competitors or the industry and to find out what others may be saying about you or your products and services.  Google alerts are available in many language and you can set how often you receive them.

## 4. Google Translate

Google translate allows your website to be translated to other languages including Spanish, French, German, Chinese and over 60 other langauges.  The free website translator plugin expands your global reach quickly and easily.  Google Translate is also useful  if you need to have phrases / comments or documents translated to English.

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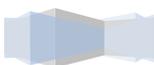
### 5. Blogger

Blogger is Google's own blogging tool.  Blogger provides a way for you to communicate with your customers and give you an increased presence in search engines.  You can update your blog daily, weekly or monthly and include news about your business, industry or useful tips.  Blogger is free and extremely easy to use.

### 6. Google Calendar

Google Calendar is a great tool which lets your co-workers, staff and even family and friends see your calendar and schedules, so you can manage your time and appointments easily.  Sync it with your mobile phone's calendar and you can access your information even when you are away from your desk.  Set customizable reminders and even invite other people to events in your calendar.

### 7. Google Adwords

Google AdWords is an easy way to advertise your products and services on Google.  It is referred to as pay per click marketing, as you only pay when someone clicks on your advertisement. The ads are displayed along with search results, generally at the top of the page or on the right hand side.  When you create an AdWords keyword-targeted ad, you choose keywords and key phrases for which your ad will appear and set the maximum amount you're willing to pay for each click, so you have complete control of your advertising spend.

Google offers many more useful tools and services including iTalk, Adsense, Google+, Custom Search, Webmaster Tools and others.  I encourage you to check them out as they will make your business life run more efficiently.
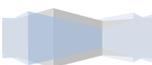
# 9 Exceptional Business Tools That Will Save You Time and Money

By [Ivana Katz](#)

Running a business takes a lot of time, effort and money, especially if you are a sole trader or own a small business.  The great news is there are many online tools available, which will make your life a lot easier.  They help you automate your business and give you the ability to do things you may have had to pay other people in the past.  Many of them are free or very low cost.

## 1. GetResponse

GetResponse makes email marketing easy.  Create emails with responsive design, so your newsletters will look great no matter whether your subscribers are viewing them on their desktop or smart phone.  The software lets you do split testing, so you can analyse and optimize any element of your email message.  Getresponse also allows you to create auto responders and landing pages, build forms and share data via your social networks.

## 2. LastPass

Keeping track of passwords for your online accounts can be a nightmare, especially if you regularly change them to keep your business safe.  The great news is that LastPass manages all your passwords and login details and all you need to do is remember one password.  Simply download the free software and as you browse your favourite sites and services, you are prompted to save your logins, generate new passwords, save profiles and more.  This tool alone will save you hours of time and endless frustrations.

## 3. Lynda

Technology changes so quickly that it's almost impossible to keep up with everything that is going.  Lynda is an invaluable training resource, which lets you access hundreds of different online courses for a small monthly fee.  Learn everything from accounting, animation, business skills to wordpress, web development and loads more.  Courses are broken up into bite-size pieces, so you can do a little each day or as your schedule allows.  Most small business owners don't have the luxury of taking several days out of their business to attend a training course, so this is the perfect solution.

## 4. PicMonkey

Pic Monkey makes photo and image editing a breeze.  Apply special effects to your photos or create great collages with this free, simple, yet powerful online software.  Need to touch up a profile pic or apply a special effect, Pic Monkey can do it all.

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### 5. Infogr.am

Another brilliant tool, which lets you create interactive infographics.  Create more than 30 chart types – everything from simple pie charts to bubble charts and treemaps.  Infog.am has built in spreadsheet, so you can easily edit your data.  When you are done, save infographics to your computer, add them to presentations or email them to your business associates.  You can also share them via social networks or embed them into your website.

### 6. Dropbox

If you have a number of computers and devices from which you need to access your documents and images, then Dropbox is for you.  Save your information into your Dropbox folder and you can get to them anywhere in the world.  Edit your document on one computer and all your devices are automatically synchronised with the latest version.  Dropbox also allows you to share files and photos with family and friends.  If your computer ever breaks down and needs replacing, you can carry on with your business without any interruptions.

### 7. Wordtracker

If you want to rank highly in search engines, you need to know what keywords and key phrases people are searching online.  Wordtracker keyword tool gives you results based on real searches by real people.  It finds keywords that customers use when they are ready to buy and also shows you valuable competitive data as well as helping you identify and target profitable niche markets.

### 8. SiteExplorer.Info

Another important aspect to search engine optimisation is backlink building.  Search engines see links from other websited to yours as votes for your website.  The more links you have leading to your website, the higher you will rank.  SiteExplorer lets you not only see who is linking to your website, but also shows you the PageRank of each website, how many links from that site are coming to you, what the Alexa Rank is and what anchor text the website uses to link.

### 9. HootSuite

HootSuite saves you time and sanity by managing your social network activity in the one place.  You can schedule and post updates, track keywords, monitor industry conversations and much much more for social networks including Twitter, Facebook, LinkedIn, Google+, Foursquare, etc.

As a business owner, you wear a lot of different hats.  So why not simplify your life by using some of the free and inexpensive online tools.  Invest the time into learning how they work.  Once you start using them, you will wonder how you ever got by without them.

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## About the Author

**Ivana Katz**



Ivana is the owner of Websites 4 Small Business, a company specialising in the design and marketing of small business websites. With over a decade of website design and internet marketing experience, she is a Google verified author and YouTube partner. Her articles have been published in national newspapers, magazines and international online publications.

Ivana has extensive experience in customer service, small business management and is fascinated by technology. Besides website design, she is passionate about travel, photography and experiencing new adventures.

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## About the Contributors



**Sarah Cannata**

Sarah Cannata is a professional writer, journalist and best-selling author. She specialises in working with women running their own small to medium businesses. 2016 is going to be a massive year for Sarah who is launching a digital magazine called "This Woman Can" and releasing her first picture book. This Woman Can is a digital magazine for those looking to delve deeper into the important issues in life. The first issue, scheduled for a March 8 release, is available to pre-order now. Meanwhile, the Willow Willpower series is for kids aged between 4 to 7 years old and is all about sending positive messages to kids who dare to dream. It will be available to pre-order later in 2016.

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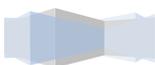
### Jacqui Brauman

Jacqui Brauman is the principal solicitor and director of Theobald Lawyers Pty Ltd. She has a Bachelor of Laws, Bachelor of Accounting, Advanced Diploma in Taxation Law, and is currently completing a Masters in Applied Law (Wills and Estates).

Practicing mainly in wills and estates, and property law, Jacqui's career of nearly 10 years has taken her from Central Victoria to rural New South Wales, to Sydney, and back to the outskirts of Melbourne.

Jacqui's primary focus in her wills and estate practice is to make sure young families know the consequences of not undertaking proper planning, and ensuring that their children are adequately protected, both physically and financially. Her message is simple: In a world of uncertainty, we cannot live with our heads in the sand. Instead, we can make sure that we don't leave a difficult mess behind us if something should happen. Then, hopefully, the plan never has to be implemented. But it's better to plan for security than try to struggle during grief and loss.

Public school educated and raised in Wangaratta, Jacqui is married to Daniel Brauman who is a serving member in the Royal Australian Army. They live together with their blue-heeler at their property just south of Seymour. Together they do plenty of adventurous sports, including motorcycling, kayaking, camping, 4x4 and fishing. Jacqui also enjoys distance running and generally keeping fit.

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### Andrea Martins

Andrea is an online entrepreneur who sold her business, ExpatWomen.com, to an investor in 2014 for an undisclosed six-figure sum. She is currently the co-founder of GreenSocks, an Australian online marketplace for lawn mowing services.

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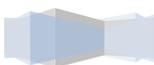
**Kimberly McNeil**

Kimberly McNeil is a Marketing Consultant for boutique B2B Marketing Agency, The Lead Agency.  A certified Google expert, with focus on Content Marketing, SEO, Adwords & Analytics, she knows how to convert marketing conversations into sales. Creating compelling content for all stages of the B2B Buying Cycle, Kimberly specialises in engaging customers and building their relationship with the brand.

Website: www.leadagency.com.au

**Aisha Hillary**

With 15 years of digital learnings under her belt, Aisha Hillary founded Digital and Agile, a consultancy helping businesses grow their online presence, exponentially.

By asking the right questions and delving into the data, Digital and Agile, unveil the opportunities and develop a clear roadmap of achievable outcomes.

Do you want to find new revenue channels online, on mobile and through social; leverage insights and analytics or need to address short-term skill shortages?

Reach out to Aisha and learn how to stay agile whilst developing exceptional experiences through digital.

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**Mituri Pradip Sharma**

Mituri believes you never stop learning which is why she believes there is still more to know about when it comes to PR. As a previous Journalist, PR Specialist, Editor and Reviewer, she has worked for News Corp as a Journalist, Editor and IT Specialist, a variety of online mediums and local newspapers as well as for Australia's second largest Publishing House, Express Publications. These days she's doing PR (amongst many other roles like nearly every entrepreneur on the planet) for her Organic based/Certified Organic brand Nim-Véda Australia.

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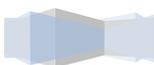
**Jeanette Jifkins**

Jeanette is the founder and Principal of Onyx Online Law, an Australian based law firm with the focus of supporting businesses with an online presence. Whilst establishing Onyx Online Law, she also worked in-house for over seven years first with not-for-profit membership organisation The Australian Psychological Society, and then with the Riverside Marine Group, a Brisbane based family business conducting varied marine and shipping operations around Australia.

She has extensive experience with a broad variety of corporate and commercial issues including contracts, mergers and acquisitions, business structures, employment and governance. Before moving in-house Jeanette worked with small to top tier law firms in the areas of commercial dispute resolution and corporate and commercial advisory divisions.

Jeanette also has a keen interest in psychological services and currently serves on the board of not-for-profit organisation On The Line Limited and Queensland Board of the Psychology Board of Australia, a Board of the Australian Health Practitioner Regulation Agency.

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**Marisa Garra-Punshon**

Marisa Garra-Punshon is the founder of Miss Moneypenny Presents. She has a passion for working with women small business owners, showing them how to create more cash in their business, increase their profits and grow their business with confidence.

Marisa has been interviewed by Business Success Radio and made a variety of podcasts with industry experts.

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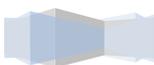
**Kim Stokeld**

Kim Stokeld is the founder of FemininePreneur. She mentors women entrepreneurs and empowers them to achieve business growth and success, and ultimately create freedom and fulfilment.

Download her FREE eBook, "10 High Leverage Principles for the Successful, Fulfilled & Thriving Female Entrepreneur" for some great strategies to not only grow a successful business, but to also create an extraordinary life. Follow Kim on Twitter or Facebook or via her mailing list.

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