

Have fun...

BUILDING A WEBSITE

For Family or Business

Themes include:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Family & Friends | <input checked="" type="checkbox"/> Service Business |
| <input checked="" type="checkbox"/> Kid's Pages | <input checked="" type="checkbox"/> Financial Services |
| <input checked="" type="checkbox"/> Special Days | <input checked="" type="checkbox"/> Legal Professions |
| <input checked="" type="checkbox"/> Nature | <input checked="" type="checkbox"/> Education |
| <input checked="" type="checkbox"/> Pets & Animals | <input checked="" type="checkbox"/> Medical & Health |
| <input checked="" type="checkbox"/> Hobbies & Crafts | <input checked="" type="checkbox"/> Technology |
| <input checked="" type="checkbox"/> Health & Lifestyle | <input checked="" type="checkbox"/> Business & Retail |
| <input checked="" type="checkbox"/> Sports | <input checked="" type="checkbox"/> Professional |
| <input checked="" type="checkbox"/> Community | <input checked="" type="checkbox"/> Real Estate |
| <input checked="" type="checkbox"/> Associations | <input checked="" type="checkbox"/> Automobile Related |
| <input checked="" type="checkbox"/> Travels | <input checked="" type="checkbox"/> Business Themes |

Developing a Low Cost Website or Revamping Your Current One...

"Thank you for taking the initiative by showing your interest in attending our training seminars."

You are about to embark on what I hope for you is an enjoyable journey to expand your creative talents"



Alan Perkins

CHOOSE from over 1,100 "instant website" templates or design your own.

LEARN from high quality instructors who willingly share their "trade secrets" to assist others to advance their skills.

BE INSPIRED by the experience of others and learn from their practical advice.

ENJOY mixing socially with your peers and sharing your own experiences.

DISCOVER strategies and opportunities for developing your offline and online e-commerce business.

ABOUT ALAN PERKINS

After running his own Internet based business in Melbourne for more than 10 years and assisting with the development of a number of commercial websites, Alan has strong 'hands-on' experience in building and running businesses using both "Instant" and "Custom-made" retail shopping carts.

He has been a Board Member of various Industry Organisations, is a trained personal, business and executive coach, and for four years was trainer, guest speaker and workshop facilitator for a number of International training seminars and Trade Shows.

GENERAL INFORMATION

Module One - WEB SITE INTRODUCTION

The courses are designed to emphasise "hands-on" Internet experience and practical short-cuts. Either for Home or Business, this course will help you build and develop your own web sites.

Module Two - WEB SITES FOR BUSINESS

Before deciding their website strategy, students are given the opportunity to develop their own online strategies by developing a "One Page" Business Plan to clarify their business goals.

Module Three

BUSINESS WEB SITE BOOT CAMP

Includes Module Two Content. Before deciding your website strategy, you will develop a "One Page" Business Plan.

DURATION:

Each Module consists of 6x two hour sessions. Some stages have an alternative weekend workshop.

MATERIALS AND EQUIPMENT:

Students are provided with abbreviated notes and given access to free online web development tools.

ENROLMENT

Applicants can only be accepted in order of receipt of payment, SO PLEASE ENROL EARLY to ensure your place. Class sizes are limited!

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RESULTS[™]
TRAINING AND EDUCATION

Call now for an **FREE** no-obligation chat:

Alan Perkins

Tel: (03) 5984 2179

Mob: 0408 102 512

E-mail: alan@expectresults.com.au

Web: www.expectresults.com.au

WHAT YOU WILL LEARN:

No pre-requisites are required for these creative and fun workshops other than a willingness to learn. Topics may vary according to the interests of the group. Some sample topics include:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Design Tips | <input checked="" type="checkbox"/> Website Content |
| <input checked="" type="checkbox"/> Web Hosting | <input checked="" type="checkbox"/> Inserting Images |
| <input checked="" type="checkbox"/> Web Content | <input checked="" type="checkbox"/> Domain Names |
| <input checked="" type="checkbox"/> Basic HTML | <input checked="" type="checkbox"/> Attracting Traffic |
| <input checked="" type="checkbox"/> Building Forms | <input checked="" type="checkbox"/> Search Engines |
| <input checked="" type="checkbox"/> E-commerce | <input checked="" type="checkbox"/> Fighting Spam |
| <input checked="" type="checkbox"/> Creating Links | <input checked="" type="checkbox"/> Making Money |
| <input checked="" type="checkbox"/> Creating Tables | <input checked="" type="checkbox"/> Web Tools |
| <input checked="" type="checkbox"/> Attracting Traffic | <input checked="" type="checkbox"/> Newsletters |
| <input checked="" type="checkbox"/> Using Keywords | <input checked="" type="checkbox"/> Graphic Design |

On completion of any of our Short Courses, we may recommend additional short courses, specialist software workshops or Accredited Certificates.

CLASS TIMETABLE:

Day Classes - Days as published:

Morning Time: 10.00 am till 12.00 noon
Afternoon Time: 2.30 pm till 4.30 pm

Evening Classes: Days as published:

7.00 pm till 9.00 pm

Weekend Workshops: Days as published:

Saturday and Sunday inclusive
9.00 am till 5.00 pm over two days

Class and Workshop Dates will depend on class numbers and availability of Computer Rooms at your chosen venue. For bookings, please enquire directly or phone Alan on 0419 014 015.

COURSE CONTENT

Module One -

WEB SITE INTRODUCTION - 12 hours tuition

The courses are designed to emphasise "hands-on" Internet experience and practical short-cuts. Either for Home or Business, this course will help you develop your understanding of how to build and develop your own web sites.

Module Two

BUSINESS WEB SITES - 12 hours tuition

STAGE ONE - BUILDING YOUR BUSINESS

This stage has been designed to help you understand your business. Includes developing the key objectives for your website and your unique selling proposition prior to developing your Homepage and building your Keywords including Search Engine Optimisation (SEO).

STAGE TWO - MARKETING YOUR BUSINESS

This stage includes covers the use of Headlines, email marketing and e-Newsletters, the use of FORMS and developing "THE OFFER" to make your business different from your competitors.

Module Three - 16 hours weekend tuition

BUSINESS WEB SITE BOOT CAMP

Includes Module Two Content. Before deciding your website strategy, you will develop online strategies by designing a "One Page" Business Plan to clarify your business goals, analysing sales, potential markets and competition.

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REGISTRATION DETAILS

Name:

Address:

Day Contact No:

Evening Contact No:

YES! Please book me into the following course :

DAY (Circle): M - T - W - T - F - S - S

TERM (Circle): 1 - 2 - 3 - 4 **DAY** or **EVENING**

MODULE (Circle): ONE - TWO - THREE

STAGE (Circle): ONE - TWO - THREE

COURSE TITLE:

PREFERRED DATES:

Preference 1: _____

Preference 2: _____

METHOD OF PAYMENT (Circle):

Credit Card - Cash - Cheque

Expires:

Type:

Signature: _____

Date: _____

