

# My Beechworth Secretary

Karen Nankervis

Phone : 03-57281924

Fax : 03-57281904

PO Box 270, Beechworth 3747

Email : [contact@mybeechworthsecretary.com.au](mailto:contact@mybeechworthsecretary.com.au)



## "Impressions of Winter"

Autumn/Winter 2008

[www.mybeechworthsecretary.com.au](http://www.mybeechworthsecretary.com.au)



Finally the cold weather is with us and we are enjoying crisp mornings and the gorgeous sunny days that Beechworth is famous for. A lot more rain is needed, and I'm sure we are all wishing for that.

Its been a while since my last newsletter, things have been very busy here - full of lots of interesting projects with existing and new clients. During March and April I was also busy coordinating the Beechworth Gold Easter Fun Run, as part of the Parents Network at our local secondary college. This was a very successful fundraiser for our team of volunteers and we are very grateful to our wonderful sponsors.

From our Spring issue we will be able to send out this newsletter as an enewsletter to everyone with an email address on our database. This is an exciting step for us and a great service we can now also offer other businesses. More details on page 3.

I hope you find the features in this newsletter of interest and look forward to your feedback and suggestions.

*Karen*

If you do not wish to receive future copies of this newsletter, please let us know by phoning, faxing or emailing. If you know of anyone who would like to receive this newsletter, please ask them to contact us or visit our website.

Karen Nankervis



Michelle Taylor

### Autumn/Winter News:

'Need a website - where to begin' Building a website - with Fiona	2
Thanks for your feedback	3
What's new at My Beechworth Secretary	3
Going as Paperless as Possible	4
My Beechworth Secretary - Ready to Help	4

## Wild OATS HARVEST DAY

Sunday 22nd June 1-4pm  
The Old Priory, Beechworth

'Our Autistic TeenS' is group of parents and carers of teenagers with autism. We are hosting a workshop to look at the needs of teenagers in the North East Victoria area and to plan short and long term activities. Contact Karen at My Beechworth Secretary to register and for more details.

### 'My Beechworth Secretary' Team



# NEED A WEBSITE, WHERE TO BEGIN!

Fiona Larkings

## **PART 4 BUILD A WEBSITE THAT SUITS YOUR BUSINESS NEEDS.**

### **What type of website do you require?**

Be very clear on the role your website will play in growing your business. Do you want your website to market your services or products, answer customer questions, accept orders via an order form collect email addresses for a mailing list or start a conversation that will lead customers to call or visit your store? Once you have answered these questions, you can start planning your website development project.

The following is a list of issues that will need to be addressed.

### **Budget**

Decide on your budget, most website designers charge by the page or by hourly rate. You no longer need to spend tens of thousands of dollars to build a website. A budget of \$500 to \$1,000 can get you started on a well designed website which includes features to make your website interactive.

### **Building your business website**

You need to decide if you are going to build the website yourself or employ the expertise of a professional website designer.

If you are building the website yourself you will need to:

- develop skills in website design &
- learn a website development program

If you would like an e-commerce website or want dynamic content or bits of flashy interactive, it's best to leave this type of job to a professional.

The creative process for website design usually requires the following 5 steps:

### **Consultation:**

Establish the requirements of the website. Start gathering relevant information including photographs, forms, current branding, etc. Develop the navigation of the website this will establish the number of pages.

### **Conceptual:**

Develop ideas for the layout of the website and how the pages will be linked together. Make sure all pages are accessible from each other.

### **Production:**

Text should be produced in a word processor under the navigation headings identified earlier. Appropriate photographs should be chosen for each of the pages of the website. Refine of concept if needed and produce the final creative solution for delivery.

### **Delivery:**

The completed website should be tested for spelling errors, bad links, etc.

### **Evaluation:**

Review the website over a period of time and receive feedback on the success of the creative solution to ensure that the requirements are being met.

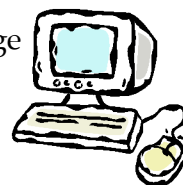
### **Brand it**

Try to maintain the same branding, look and feel you use for your offline marketing materials. A customer who receives a business card or a brochure from you should be able to recognise your website as well.

### **Website Content**

Decide what your website will contain, where content will be positioned, how many pages and so on. Remember to develop your content with your customers in mind. This means answering what is likely to be on their mind while browsing your site.

- Increase the interest for visitors to your web site
- Update your website content, change images, latest news, etc
- Run specials on your website
- Have benefits for your visitors



*Fiona Larkings is the sole proprietor of WWW.ART Design Services offering a comprehensive service for domain name registration, hosting and the design and installation of websites.*

[www.wwwart.com.au](http://www.wwwart.com.au)  
[contact@wwwart.com.au](mailto:contact@wwwart.com.au)  
Tel 0357283389

# Thanks for your Feedback...

Hi Karen,

Thanks for your fantastic recent creation, My Beechworth Secretary "**Business Tools**".

With life being so busy for most of us, these tools are not only invaluable for the office, they're also of great assistance in all aspects of our life.

I especially like the sheet –Great Ideas – it not only reflects your terrifically positive attitude, it's also motivating for us!

So to those of you who haven't discovered these Tools, visit Karen's My Beechworth Secretary website and print off plenty of copies for not only yourself, but share them around with family and friends, and keep them handy for your everyday use.

**Diana Leggat**

Marketing, La Trobe at Beechworth  
[www.latrobeatbeechworth.com.au](http://www.latrobeatbeechworth.com.au)

Dear Karen,

When I worked full time in Sydney my personal assistant/secretary was Susan who made me look professional. All her secretarial services, including many letters and reports carried my signature and at the end of each day it was a joy to sign the well laid out text, all with correct grammar and spelling.

So let me tell you the "thing" I missed most when I moved to Beechworth was Susan- she had spoiled me such that I had to struggle with computers and emails here in my new world.

Continuing some paid work I needed a secretary and so Karen is now my "Susan". We think alike when it comes to secretarial standards. Karen has helped me with computers and emails too. And she also makes me look professional.

I love My Beechworth Secretary.

**Joan Simms**

PO Box 3, Beechworth 3747

Hi Karen

Just a note to thank you for your efforts in helping us with our T shirts. It is good to know we can hand all our ideas across to you and it is done promptly and efficiently and with no problems at all Thanks again.

**Cheryl Bartold**

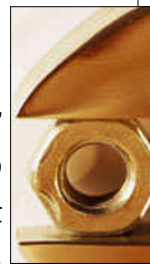
Secretary Beechworth Football Netball Club



## What's new at My Beechworth Secretary

### BUSINESS & HOME TOOLS

We have a new page on our website full of great tools to help you in business and at home - calendars & checklists plus all the Beechworth and AFL football fixtures.



### PRINTERS

We have recently been able to add 2 more laser printers to our office and can now offer high quality colour printing of your documents, photos etc and excellent black & white printing in large quantities.



### E-NEWSLETTERS

Following requests from clients to have this service available, we are finalising arrangements and testing the service through a Victorian based supplier. If you would like to know more about keeping in touch with your customers and database management, please give us a call.

### TRANSCRIBING

Do you have audio files/tapes that you need turned into written documents - interviews, notes, ideas, thoughts, study notes? Ask us about transcribing anything you have recorded.



## Going as Paperless as Possible

Like it or not, we are a society of technology. 20 years ago, it was predicted that by the turn of the century, we'd have become a paper-free world. Well, not only has that failed to take place, it seems as if we have to deal with more paper on a daily and ongoing basis than ever before.

Even though society as a whole has not taken the paperless route--YOU CAN! By following a few basic steps, we can begin to free ourselves from the great paper tiger and save a forest as well. The average person in the US uses 750lbs of paper per year. Way too much! A major advantage to going as paperless as possible is that the fewer papers you have will be easier to tame!

What can you do to go 'paperless?'

- 1) Don't print your email. If you need to keep something, save it electronically. Set up an easily workable system of computer files so that you can find what you store.
- 2) If you receive catalogs in the mail, email the company and request that they remove you from their mailing list. Be sure to include your name and address as it's printed on the catalog mailing label. If you decide to order from the company at a future date, you can simply look online for ordering information.
- 3) If you receive annual reports from investments, visit the company website to either discontinue them or change to email delivery. All of the information contained in the annual reports is easily accessible online. No need to clutter up your office with something you will never read. Seriously, have you ever read them?
- 4) Owner's Manuals -- once you unpack your item and determine that all is well, visit the manufacturer's website. There you will be able to download the manual. Create a folder on your computer named OWNER'S MANUALS. Don't just save the link to the site because as models change, companies tend to remove the manuals from the sites.
- 5) Rather than cut multitudes of recipes out of magazines, go to the magazine's website and download the recipe to your computer. I'd venture a guess that 99% of clipped recipes are never made. In the unlikely event that you decide to make the recipe, you can then print it out. In the meantime, you've saved yourself having to find a place for all of those clipped pages.
- 6) Keep your computer files organized. If your files are organized, you will be able to find what you're looking for and won't feel the need to keep a paper copy at hand for easier access. Label all of your computer files clearly, not just with a date but with a description also so that you will know what is inside.
- 7) One very important thing to discard when going paperless is your fear. Ask yourself, 'What's the worst thing that would happen if I no longer had this piece of paper?' What steps would I need to take if I needed the information? Chances are much better than not that you will never have to refer to it again. For anything. Ever. If the need did arise where you had to access the information, it's most likely that it could easily be found somewhere on the Internet. This is true for everything from bank statements, medical or other billings, product information and more.

by Maria Gracia - Get Organized Now!  
Want to get organized? Get your FREE Get Organized Now! Idea-Pak, filled with tips and ideas to help you organize your home, your office and your life, at the Get Organized Now! Web site  
<http://www.getorganizednow.com>

## 'My Beechworth Secretary'

### Ready to Help

Here are a few things that we can do  
There's lots more - Just ASK!!

#### Word Processing

*Letters, memos, manuscripts, assignments.  
Mail merging of envelopes & labels  
Transcribing of tapes & files*

Our Specialty  
*Resumes and Job Applications*

#### Basic Book keeping

*Weekly, monthly, quarterly, yearly*

#### Desktop Publishing

*Business Stationary, brochures,  
newsletters, flyers.*

#### Wordsmith

*When you need the right words to get  
your message across in letters, websites etc  
- let us put your thoughts into words*

#### Databases

*Creation of databases and management  
for customer lists, stock, etc*

#### PowerPoint Presentations

*Effective visual presentations*

#### Spreadsheets

#### Your Virtual Office

*We can send and receive  
emails and faxes for you,  
collect and send your mail*

#### Office organisation

*E-Newsletters & customer  
contact; Clutter elimination,  
filing systems,  
time management*



#### Business/Individual Coaching & Development