



*People, process and software working together for enhanced business results*

# Web Business Coaching Program



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## What Is Your Coaching Service About?

Business Performance Pty Ltd provides a coaching service for business website owners that wish to maximize their website's visibility and income. Many business owners have found out the hard way that putting up a website, no matter how well presented, does not guarantee traffic to their site and sales. There are any number of competent and creative web designers on the market who are willing to build you a professional looking website. Publishing a website, however, is only the beginning, not the end of your journey.

Many website developers are not versed in building a web-based business, and so can miss critical design aspects that will impact your traffic and sales volume. Our coaching service encompasses all aspects of a successful web-based business, from website performance metrics, usability, search engine optimization, publicity and promotion to linking strategies.



Vicki Heath  
Director

## Who Is Business Performance Pty Ltd?

Established in 2003, Business Performance Pty Ltd specializes in supplying a range of business software products and services to both Australian and international customers. All products are purchased from the Business Performance Pty Ltd website, with customers predominantly being external consultants and internal managers and practitioners.

Business consulting services are provided in a range of business areas, from change management, strategy and planning, training and development to management and career coaching. All services are provided by highly experienced consultants specializing in their area of expertise.

## What Is Your Approach to Coaching?

At the initial coaching session, your coach will discuss your current situation and where you want to take your web-based business. They will then take an overview of the business development strategies available to you and explore each option. After you decide on a strategy, they will evaluate your current resources and skill sets to assist you in deciding which components of the strategy you will implement yourself and which you will require assistance with.

The coaching will progress at the pace you are comfortable with. Your coach will not do all of the work for you, however, they will help you draw up an action plan and set in place business metrics that you will use to track the success of your strategy. You may organize a regular time for each coaching session (for example, weekly) or organize times as and when you feel appropriate. You may contact your coach and discuss any issue with them between sessions either by email or telephone.

Your coach will ensure client confidentiality whilst at the same time recognizing that it is your business and that your success depends on your skill level, level of commitment and effort.

In summary, your coach will help you:

- review the current status of your website
- assess your resources and skill set
- establish an action plan and allocate resources
- set up website and business metrics
- review your progress at regular intervals

## How Does Your Coaching Program Work?

### Local Coaching Services

Coaching sessions within the Melbourne area are conducted face-to-face either at your site or at the Business Performance Pty Ltd office. Between coaching sessions, your coach will provide ongoing support via email and telephone.

### Interstate and International e-Coaching Services

Interstate and international coaching sessions are conducted via telephone with email support. Telephone sessions may be conducted either via fixed line or Voice over Internet Protocol (VoIP). Either way the costs are minimal, so the choice is yours.

### Fixed Line or VoIP Telephone Sessions

Service providers in many countries offer very reasonable options for keeping telephone call costs to a minimum. Prepaid calling cards are a popular option.

Alternatively, you may use the VoIP service provided by Skype. By setting up a simple skype-to-skype connection, your telephone costs will be zero. Visit Skype at [www.skype.com](http://www.skype.com) to find out more about Skype.

### Complimentary Session

The initial half-hour session is completely free. If you already own a business website, for a small additional fee your coach can provide you with a preliminary assessment report prior to your complimentary session.

During your complimentary session, you will:

- meet your coach
- discuss briefly what you would like to achieve from the coaching program
- learn how your coach works with a client
- discuss the various elements of an effective web business strategy
- discuss a session schedule that suits you
- get answers to any questions you might have

### Setting Up for an e-Coaching Program

Simply follow these easy steps:

- Purchase a prepaid international calling card (if available in your country).

**OR**

- Download the Skype software from [www.skype.com/download/](http://www.skype.com/download/).
- Purchase and install headphones.
- Complete your registration with Skype.

**THEN**

- Register for your complimentary coaching session at [office@businessperform.com](mailto:office@businessperform.com).

## What Do I Do Next?

Contact us on +61 (0)408 314941 or via email at [office@businessperform.com](mailto:office@businessperform.com) to arrange an initial consultation at no charge. We would be pleased to discuss your website and your requirements in particular. We will also discuss our coaching rates and how we may help you succeed in your web-based business.

## What Aspects of a Web-Based Business Do You Work On?

We name our web business development strategy **USE PLAN D**. With it we examine and provide coaching on all aspects of your web-based business that can impact the number of visits to your website and your sales volume. In summary, our strategy involves:

### Usability

Here we review how your website looks to your potential customers. Does your website convey professionalism? How easy is it for them to contact you and do business with you? What is your credibility rating? How do you entice them to revisit?

### Search Engine Optimization

We examine how you can optimize your website for the major search engines, such as Google, MSN and Yahoo. We look at webpage factors, such keyword placement, metatags, titles, navigation and page structure. We also look at other key marketing activities, such as search directory and sitemap submissions.

### Ezine directories

Submitting articles to eZine directories is an effective and economical method for raising your credibility and visibility and disseminating those all-important one-way links back to your website. We look at which eZine directories are relevant to your business and how to compile and submit articles that will draw in new visitors.

### Press releases

Submitting press releases to press wire sites whenever you add a new product or service or have some other interesting news is an effective way to generate interest in your site and add to your bank of one-way links. We show you the major press wire websites and how to frame and submit an effective press release.

### Links

Exchanging links with other reputable websites is a very effective method for raising your overall presence and your ranking in the major search engines. We show you the various methods for identifying potential link partners, protocols for exchanging links and the dos and don'ts in building an effective links directory.

### Add content

The major search engines favor websites in which the content remains fresh and where it grows steadily in size. We show you how to keep your content current without expending a lot of time and how to expand your website with little effort.

### Newsletters

Newsletters keep you in touch with potential customers and encourage repeat purchases from existing customers. We show you how to write effective newsletters and how to generate and send out cost effective mail outs.

### Discussion forums

Contributing to discussion boards and newsgroups in your area of expertise is a very effective means for raising your profile and credibility. As well as drawing in potential customers from a world-wide audience, it further generates important one-way links back to your website. We show you how to identify the forums applicable to your industry and how to provide effective links back to your site.