

Business Success Training (Australia)

and

Henry John Boleszny

Business and Web Site
Development Services

... for your business success!

Affiliated with Sea Eagle Publications

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All quotations are valid for at least four weeks from date of issue

All services and fees mentioned in this Prospectus are current to November 2000.
Any service requests based on this Prospectus will be provided at the fees mentioned here-in.

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YOUR BUSINESS SUCCESS STARTS HERE!

With a service, publication or course from the team who are motivated to help your business achieve the success you richly deserve. Our mission is to help you achieve your goals. Our vision is a world where all live in true abundance and in harmony with the Universal Laws.

Sea Eagle Publications, the publishing arm of the group was the first to be established. Three years of research and writing went in to the publication of the first product “*Doing Business with the Universe*”, written by Amy Longshaw, which went to press in April of 1998. This book, in turn, became the foundation text for the “*Holistic Business Practice*” course, the training delivery packages that were developed for it. “*Power Partners*”, Amy Longshaw’s latest book, develops the networking ideas further and guides the reader through the process of developing effective associations.

However, we have a wider picture in view. From our experience in working with the proprietors of other small businesses, especially holistic practitioners, we recognised the general lack of support for very small and home based businesses, many of whom fail in their first year of operation. True, there are some excellent government funded initiatives, but these are under resourced or not available to more than a select target group.

Research into the needs of clients and friends saw the establishment of *Business Success Training (Australia)* which offers the first mentored correspondence course in the Universe to integrate the spiritual Laws of Success with creative, whole-person, whole-brain training based on endorsed national competency standards. Not everyone wants or needs to undertake a whole course, however comprehensive. Market research has indicated that what many clients need most is directed intervention in the form of performance analysis and sound strategies to improve their bottom line. From their combined breadth of experience in business and life, we are helping people just like you to realise their goals.

In this age of instant electronic communication, the needs of the business proprietor for Internet Web Site Design services is now being met by *Brown Bear Web Works*. Many of the Internet sites being designed for business are built either by graphic artists or by geeks, computer experts with little knowledge of what marketing is or what your customers want to find out about you. Combining his unique blend of knowledge about small business operation and marketing with his skills in Information Technology, Henry Boleszny is able to custom design a site which speaks directly to your market.

Our combined talent pool makes us able to provide your business with a range of options which will put you on the road to prosperity. We work in strategic alliance with a number of other businesses, including our ‘competitors’, to ensure that we can offer you a business support package which meets your individual need. From training development to mentoring, business analysis to an Internet presence, we can help you achieve the same boost in productivity that our other clients enjoy.

BUSINESS AND WEB SITE DEVELOPMENT SERVICES

Mentoring and Marketing Services

It is a sad fact that 85% of new businesses fail in their first year of operation and many more limp along and fail to return the profits that the time, talent and investment of the proprietor deserve. This is a state of affairs that is demoralising for the individual and a tragedy for the economy. This is a state of affairs which is easily remedied. Businesses which are based on sound market research, forward planning and good management skills are 60% more profitable than the majority which just 'fly by the seat of their pants'. We can provide you with the knowledge you need to survive, with services ranging from informed advice on general management, through marketing tools, to analysis on specific issues. We constantly search new business information and attend seminars to gain useful information to pass on to you.

The most essential component of this service is assisting you to build a working business plan. This is more than just words on paper. It is an affirmation of your *intent* to be successful in business and provides you with a formal *miracle plan* to help you *manifest* your dreams and goals. Businesses with a good workable plan know exactly what their bottom line is at all times. A good business plan provides you with the benchmarks to analyse and assess your performance. If this sounds dull and left-brain -relax! There are ways of achieving the desired results which are creative, easy-to-understand and give you the advantage of being in control of your business.

In these days of fierce competition and discerning consumer spending, it is also important to project a professional image. The days are long gone when one could just open the door, hang up a sign and expect that customers would walk in. Those small, holistic and home-based businesses which do not follow the tried and true business building methods of the mainstream are drastically decreasing their chances of success.

At ***Business Success Training (Australia)***, we have a combined forty years of experience in business management and vocational training, working with all the major industry groups. In addition, we are practising metaphysicians with a background in servicing the holistic community. In response to client requests, we have developed a range of products and services to help you get more from your business. You may have the right mind-set for success in terms of skills and motivation. All you need now is some business success training to give you the impetus to get you going.

We can present you with a full range of integrated services which can be to help you develop, market and manage your enterprise more effectively. We can offer you a simple to follow workbook so that you can 'yellow brick road' your way to business development, or we can work with you on a consultancy basis to mentor you through the process.

All work done for clients is tailored to individual needs and all details about your business are kept in strict commercial confidentiality. The intellectual property of all projects remains with you, except in special cases where reproduction of work under copyright is negotiated with the specific owner. Once a project is completed you will receive back all working documents and electronic records.

Web Site Development Services

In addition to the business development services, we can offer you a full range of web site development services as well. Henry can custom design your web site at affordable rates. You and your business are unique. You want to stand out from the crowd with a site that promotes your services and products, not the webmaster's creative abilities.

A new web site means new business stationery. You spent all that money on having a site built, so you may as well let everyone know. The problem is that most web site developers leave you in the cold here. This means going to a specialist stationery design firm and spending thousands of dollars to update your now inaccurate business cards, letterheads, fax cover sheets, space advertising, etc, etc.

Henry John Boleszny is different. He can also provide you, for a small additional fee, a full range of stationery to complement your new web site. You receive document masters which you can send to a professional printing firm for bulk supplies as well as copies on diskette for your own use. A limited number of printed business cards are also included in the fee.

From advice about marketing to development of training materials, publicity documents to web sites, we are sure that we can design an integrated package to boost your business. Information about our services is included in this booklet and more is available on our web site at <http://www.seaeagle.aunz.com/>.

We also offer a range of 'free' services. One of these is to network our clients with other people who might be interested in what they have to offer. Other networking services include free links from our web sites to those of our clients. Only by sharing can we all prosper.

To make the best use of our services, we will advise you of how to research, collate and draft materials to save time, and therefore money. We believe that by giving you a complete range of options to choose from, we can free up your time in order that you can work your business, rather than have your business work you.

Service Fees and Charges

Most fees (as specified on the following pages) are levied on an hourly basis and all fees are GST-inclusive. The first hour or part thereof will be charged at full price with subsequent hours pro rata. Fees for consultations are to be paid at time of visit. Any invoices issued for clients for whom we are offering a service by mail or e-mail will be accompanied by a time-schedule and will fall due in fourteen days of date of issue.

Work totalling more than \$200 for any service or group of services will be provided under firm quote or memorandum of agreement. In this case, we will negotiate with you regarding any arrangement for scheduled part payments for work-in-progress and timelines for project completion. Final payment must be made before release of any documents or electronic copy.

Credit card payments will be subject to authorisation before clearance to protect both parties from fraud and all business cheques must be clearly marked 'not negotiable'. We reserve the right to wait until cheques are cleared before final release of documents, including upload to web sites.

Schedule of Services

Business Development Services:	\$
General services:	
Consultations:	
Mentoring and General Consultation (per hour)	55.00
Site Development (over 2 hours)	66.00
Document Preparation (hourly)	
Word Processing/Text Conversion	33.00
Desktop Publishing	33.00
Image Scanning and Manipulation	33.00
Research and Reports	
‘Net search and report	55.00 (per hour)
Business analysis service:	
2 hour meeting with summary report (set fee)	165.00
Subsequent consultations (per hour)	55.00
Subsequent summary reports (per report)	33.00
Production of business plan*:	
Desktop publishing/word processing	33.00
Internet research (general information - per hour)	44.00

* Please note that market research and the business plan content MUST be compiled by the business proprietor. Unless the individual retains ownership of these processes, the value of the focus and intent is greatly diminished.

Additional services:

Publicity and marketing materials*	
Business card (1 side, b/w)	33.00 (each)
Business card (1 side, colour)	44.00 (each)
Business card (2 sides, b/w)	44.00 (each)
Business card (2 sides, mixed)	55.00 (each)
Letterhead and Facsimile cover sheets	38.50 (each)
Tri-fold brochure (text only)	27.50
Tri-fold brochure (scanned artwork)	55.00
Flyers and leaflets (A5 double side)	22.00
Flyers and leaflets (A4 double side)	27.50
Professional profile (scanned artwork)	27.50
Concept Proposal	27.50
Prospectus	33.00

* These prices are for master copies only and, unless otherwise indicated, are levied on an hourly basis. Bulk printing and distribution are at your expense. We can, if you wish, arrange bulk printing for you. Fees for this service are [cost + an administrative fee + freight] (as required).

Web Site Development Services: \$

Design and Development services:

Site design

Basic web site (4 pages) 495.00 (each)

Custom build (per page) 110.00

Site Maintenance Services:

Update site (add pages) 99.00 (per page)

Revise site (update contents of a page or modify style) 55.00 (per hour)

Convert to or from MS FrontPage * 66.00 (per hour)

* Microsoft's FrontPage is notorious for creating problematic code. Where an existing FrontPage site is being converted to conventional W3C standard code, this fee could be waived. Some site developers create "clean" code and do not use FrontPage themes, feedback forms or other elements. Where these are used, however, additional design work is often required to emulate a similar look and 'feel' to the existing site while also converting the code.

Site Promotion services:

Search Engine/Directory Registration

Specific Directory/Search Engine 27.50 (each *)

LinksToYou monthly update ** 11.00 (per month)

Site re-registration 66.00 (per quarter)

* This fee is discounted by 50% where five (5) or more directories/search engines are specified. Please note that this fee does not include any fees charged by some sites for registration or listing purposes. Unless expressly indicated, free listings will be selected where available.

** LinksToYou provides a FREE list of member sites. Search Engines use this to assist in determining your site's ranking and we highly recommend using them. Our fee covers the time and internet access charges required to upload the new pages each month. It is waived where the monthly update is included with a site maintenance project.

Business Success Training (Australia) also provides Business Development Courses (self-paced and assessed).

Please ask for our separate Course Prospectus which describes these in detail.