

EWORKSTYLE

WORLD WIDE WEDNESDAYS

Public Relations & Community Investment

ADAPTING TECHNOLOGIES

BRINGING GLOBALIZATION

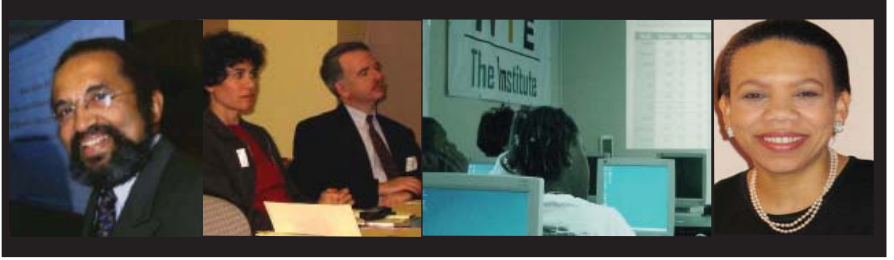
- *FIVE STAR FOOD & WINE*
- *WORLD CLASS LEARNING*
- *NETWORKING WITH FRIENDS*

EXECUTIVE BRUNCH SEMINARS

This Seminar:

WEB SPACE

**Considerations Before, During
& After Designing a Web Site**



Welcome!

We've created an agency style media, information and teaching service online at Eworkstyle Institute; which is totally automated and expandable. We're providing world class professional development, specializing in communications media, creative public relations procedures, and community investment methods. Our web magazine, Eworkstyle.com is free and intensive classes are available by joining Eworkstyle Institute.

With communications technologies now affordable and in most people's homes, schools and offices in the USA; our objective is to get people past feeling that globalization is solely about corporate enhancement. Globalization is about individual learning, professional growth and self-empowerment; to become competitively skilled, in order to support one's self and family.

Building on a 15 year track record of teaching communications in local neighborhoods, we're launching the World Wide Wednesdays executive brunch series; to offer business professionals inside information on going Global. For entrepreneur's going global also means going after markets regionally, nationally and around the world.

UPCOMING SEMINARS: visit www.eworkstyle.com

- **Jul. 28, 2010: Web Space** Considerations Before, During & After Designing a Website;
- **Aug. 25, 2010: Web Sites** Establishing an Online Presence, Servers & Web Pages;
- **Sep. 29, 2010: Print Syndication** Mastering 1 Page Writing for Media & the Web;
- **Oct. 27, 2010: Selling On The Web**, Banking, Credit Cards & Affiliate Programs;
- **Nov. 24, 2010: Cyber Safety** Malware, Fraudmail, Phishing, Security & Snares;
- **Dec. 29, 2010: Marketing Culture** for Local, Regional & Global Market Share;
- **Jan. 26, 2011: Web Newsletters** Announcing This Weeks Specials;
- **Feb. 23, 2011: Blogs & Social Networks** Timing, Outreach & Communities;
- **Mar. 30, 2011: Email Public Relations** Databases, Announcements & Promotions;
- **Apr. 27, 2011: Advertising 1** Outdoor & Print Media;
- **May. 25, 2011: Advertising 2** Internet & Podcast Media;
- **Jun. 29, 2011: Advertising 3** Radio & TV Media.



WEB SAVVY: HOW THE WEB WAS WON

US Population in 1995 15% - 2008 78%



2010: *The web is used by a consistent population the size of a small country; from 233 countries and world regions totaling close to 2 billion world-wide users.*

Consumer use in 1995

- 8.5 million users globally
- 108 million 50+ users
- Grew by 7 million pages daily
- 32% annual growth rate
- '00 web spending \$199 mil
- '00 non-web spending \$632 bil
- '00 low income users @ 10%

Consumer use in 2008

- 450 million users globally
- 70% of people 50 + 65 use
- 250 million daily (active) users
- 80% of US adults are online
- 28 mil holiday spending
- Pred \$144 bil in purch by 2010
- Low income users @ 53%



WEB SAVVY: HOW THE WEB IS USED

Save Money, Time, Paper & Travel



Email, e-greetings, research, instant messages, travel and bookings, chat, phone calls, blogs, meetings, music, TV, radio, games, films, directions, weather, product overview, ratings, reviews, news, sales and purchasing, medical issues, fun, banking and bill payment, tours, jobs, education and training, shared pictures and documents, stocks and trading, dictionary\thesaurus, networking, collaboration, live viewing e.g. nesting animals, invitations, calendar coordination, political campaigns, surveys, and more!

The web can:

- Release executive's time from lower-level meetings;
- Assign support staff to attend lower-level functions;
- Save time, lessen travel across town, state, country;
- Ensure deliverables from store to office\home;
- Keep you current with online pre & post meeting reports;
- Project and control the image you want to convey;
- Create cost efficient, advertising & global media;
- Reroute dependence from broadcast press coverage;
- Provide you timely, reliable access to key information.



THE INTERNET FRONTIER

Can Function Like Virtual Real Estate



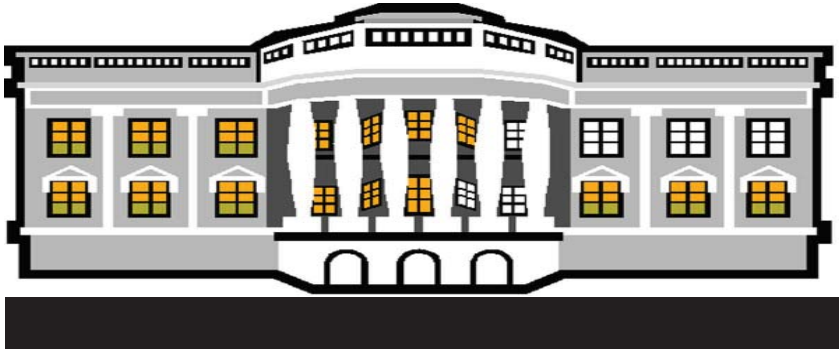
The internet is literally seen and used as virtual real estate. You can purchase secured space online and install it with a variety of function rooms. The rooms can work literally as centers of activity, such as: human resources, a public relations department, stationary closet, executive office, library, training center, communications\meeting space, public square, speakers bureau, travel

agency, advertising department, press room, research center, consumer center, e-commerce center, project center and more. Consider your website your office or store; you can invite people in and guide them as you choose; into the places you want them to see. You can also have the resources, supplies and means for them purchases what they need, and tell their friends.



WEB SAVVY: *Virtual Real Estate Owner*

Moving Into Communities of Interest



As a virtual real estate owner, you can manage your property and easily update it as your needs change. The internet is used by individuals, corporations, colleges and governments all over the world; which means they can connect, browse and purchase from you, as well as you can from them.

The internet is made up of communities of interest, ideas and ideals. There are many advantages to this virtual reality. For instance, as a shop owner you may specialize in an item such as carrot soup. In your neighborhood, that item may not be sold fast enough to make your overstock inventory move well. On the web however, you may find carrot soup lovers in Omaha, Sweden, London and Australia; who purchase everything you've got!

At Eworkstyle Institute, we practice what we preach. For instance, the services we provide are Public Relations and Community Investment communications training. Our normal rate for a presentation like this is \$125 per hour, plus supplies and travel. However we can afford to do it for far less in an environment like this because our company is online. Online services reduce our overhead and inventory costs enough to hand a considerable savings on to you, almost 2/3's less than our normal rate.



WEB SAVVY: Virtual Real Estate

cont.



Above: Eworkstyle's early training events with colleges and universities

Our primary teaching facility is online; so rather than to rent a building to teach executives, we've made our services available through the web. Our comprehensive classroom is designed from many years of experience working with colleges and universities. Rather than charging you thousands to absorb the brunt of our costs; we've passed our savings onto you at a nominal \$75 per year. We also offer a

print, radio and TV showcase; without having to pay, or charge you, exorbitant media facility rental and production costs. We have an electronic magazine, internet radio show and web TV show; making world wide media available to small businesses for 1/20th of the normal costs in the broadcast media industry. For more on our facility, visit us online at www.eworkstyle.com



Above: the illustration shows shopping can happen in two places at once.

USING YOUR WEB SPACE WELL

Can Infuse Your Organization With a New Level of Electronic-Based Intelligence

Consider your computer hardware, software, and internet access, a digital infrastructure system; which gives you information immediacy, accuracy and the potential richness to develop insight and collaboration at the speed of thought. Electronic based intelligence means basement to monthly and quarterly reporting interactivity at the level of online sales. You can opt for automated notification when purchase are made, and create custom detailed receipts for your consumers; along with shipment summaries; return

and exchange detail slips; consumer feedback emails; and more. For inventory, taxes and employees; you can opt for automated record keeping on orders, income, cash flow, etc. Additionally, trainers, agencies, artisans and musicians can have many things automated: on demand courses with cross linked audio\video properties; gathering places for discussion and community support; advertising and market outreach tools; publishing and production resources; sector libraries; contemporary news, events and more.



DISTRIBUTION & “HIGH TOUCH”

Digitizing Products & Services: Exercise A1



Answer the following questions and put the responsibility to act into the hands of those most motivated to purchase from you, refer people, etc.

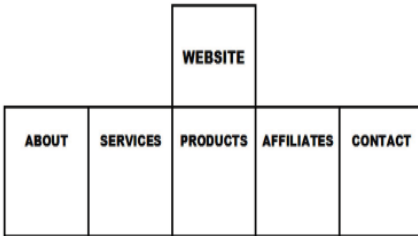
1. What are your sales requirements?
2. What detailed information do consumers need from you?
3. What loyalty incentives/programs/bonuses do you offer?
4. How do you celebrate loyal customers & incentivize others?
5. How can you turn “good” customers into “promoters” via referrals?
6. What physical assets can you share\trade - e.g. wireless access?
7. What reservations, applications, info, etc. should be digitized?
8. Who should the applications go to when they are filled out?
9. Who books\fills in the reservation calendar after it’s approved?
10. Where do hires go to access benefits, employee, member info?
11. Should hires get sales, tracking, voice\phone and email accounts?
12. What orientation info stream should hires and clients get online?
13. What training, software and technology do they need\receive?
14. What phone lists should they have and how do they get added?
15. What administrative info (stationary, biz cards, etc.) should they have?
16. What supplies, books, meeting schedules, etc. should they have?
17. What archive access is needed for updates, company info, news, etc?
18. What news services should hires, clients, or your vendors subscribe to?
19. What videos should they see?
20. Where can they ask questions and see other’s FAQ’s.

Once you have a grasp on the answers, consider the order. What main needs and changing demands will require you to develop new web accessible capabilities?



WEB CONSUMERS

Exercise A2



Create a chart like the one above. In what departments would your products & services be housed? Drawing a web community chart can improve your vision on the quality and accuracy of information shared among present/new customers: illustrate it by hand using rectangles, circles, arrows and drawings to show information flow. Think of your website as a storefront in a new community. What would you share?

- Try to think about communications as 100% manipulatable. What paper & services would be much less repetitive electronically?

- How do your constituents\clients get most of their information?

- How\when do your constituents\clients get information about you?

- What could be accessed by customers\clients on their

own?

- What links can be provided: learning, services, participation, etc?

- What do you need to know about your constituents?

- What would you like your constituents to give in return?

- What level of detailed information will your consumers look for from you?

- What is the area of expertise you wish to establish?

- What can your consumers rely on you for?

- What do you need to get to your clients immediately (first, before others)?

- What bad news do you need to hear and solve?

- How can you empower consumers, e.g. referrals, updates?

- What "governance" (e.g. reservations, recommendations) can you take to the people?

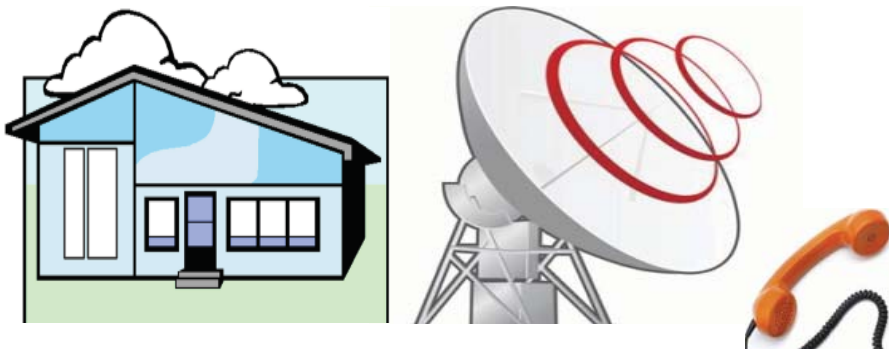
- What support or learning communities should you to connect to?

** In all questions, consider those who you see regularly: vendors, suppliers, event planners, patronage groups, member groups, affiliate groups, etc. who should be consumers.



WEB SPACE COMMUNITY: Exercise B

Draw a Business Community Organizational Chart Similar to the One in Exercise A2



Your Website is a Community Building Tool, How Can You Build An Interactive Web Community?

- a. How can you increase sales, e.g. what can be offered online?
- b. What help can a website be, e.g. what can be automated?
- c. What is the site's main use: who will use it, when, where, how?
- d. What is its work what will this website improve?
- e. What information will be shared, originated?
- f. How will it help you manage time?
- g. What feedback would you like from constituents?
- h. How will your website be integrated into your client's lifestyle?
- i. How can it be useful/friendly so users make it their home page?
- j. What live information, events can you provide?
- k. What corresponding, cross promos and fan-type merchandise?
- l. What response information do you need from constituents?
- m. What data organizing is needed to receive constituent info?
- n. What surveys, polls, RSVP's would help if placed on line?
- o. What do those new to you need to show up at your events?



WEB IMAGE *Excercise C*

Make a brainstorming list to flush out answers to the following questions about your company image.

Why will people come to you?

List items you could sell online. Don't list every item you have; just the key items that build your credibility & reputation.

- Link history, knowledge, management, operations and events to your items.

- Your main pages should show who you are as an expert; what you do\sell & where.

- What business to you need your site to accomplish?

- A user must be able see you and get to their needs within three (3) minutes or less. What is the best

way to do this?

- How can you provide a "high touch" constituent service e.g. inclusion Exercise A1?

- How can you build in constituent relationships – what do they need over short-terms and long-terms?

- A self-service approach can handle 90% of most user needs.

- Make your site friendly and useful and users will make it their home page.

- What relevant live info, services, events can you provide?

- How can you provide corresponding, cross promotional and fan-type merchandise?

- What response information do you need from constituents?

- What data organizing systems need to be in place to receive constituent info?

- What surveys, polls, RSVP's would help if placed on line?

- What do meeting organizers new to you need to show up at your store, events, etc. with attendees?



WEB SPACE: *Your Priorities - Exercise D*

What Do YOU Want the Website to Do?



You can free up time & people by automating the mundane to the web

1. What current work would be easier on the web?
2. How do computers play a role in your profession\sector?
3. When and how often do you\constituents use the internet?
4. What role does the internet play in your current work?
5. What information shared could be easier on-line?
6. How do you share info between profession & constituents?
7. What kind of feedback do you need?
8. What kinds of collaboration to you do\need?
9. What fundraising\awareness activities need to happen?
10. What webmaster e-mail and contact info should be given?
11. What repetitive instructions would be easier on the web?
12. Provide online help and online cues in print (e.g. Martha Stewart, you only need a few; and how to's (e.g. Pottery Barn) as well as multimedia demonstrations and\or music.



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Monday & Wednesday 11:00 am - 9:00 pm
Thursday - 11:00 am - 11:00 pm
Buffet Lunch Until 3:00

Sunday 11:00 am - 11:00 pm
Omlet Station Brunch Until 3:00

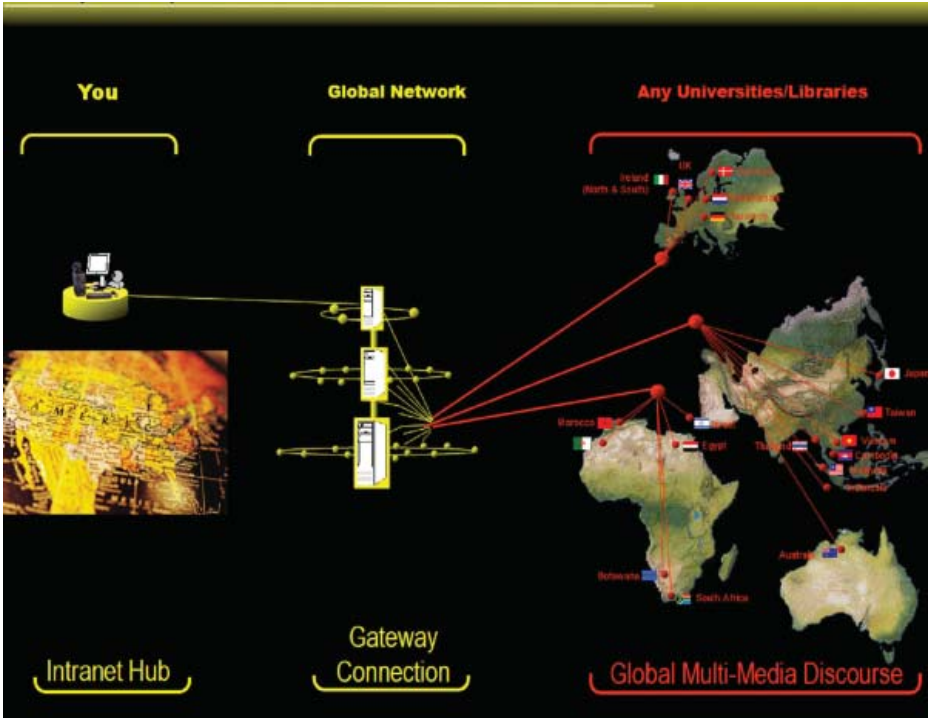
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Are You Global?

If you have a computer and are on the internet, you have the capacity to connect anywhere in the world. That means you in fact are global right now. Whether or not you choose to use the capacity of your technology and the web; can mean the difference between selling to customers on demand 24/7, and selling only customers who live in your local neighborhood.

Are you ready to learn more? Join Eworkstyle Institute online. You'll receive advanced training, support and resources, to develop and launch a local to global market outreach campaign.

www.eworkstyle.com

A photograph of a city skyline at dusk or dawn. The sky is a mix of light blue and orange. Several skyscrapers are visible, with one on the left being particularly prominent and illuminated from within. The buildings are silhouetted against the sky, and some have their lights on. The overall mood is serene and urban.

Tickets \$45

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Eworkstyle Institute is a 501c3 corporation with a mission to teach the culture, techniques, tools and resources of communications media as used in public relations, marketing, advertising and promotions. We have provided entrepreneurs of all ages with actionable training in public relations and community investment since 1995. Today we've developed online print, radio and TV to demonstrate a wide variety of communications techniques from basic writing for business to presenting in web meetings, as well as to showcase under represented professionals and entrepreneurs.