

WINNING BUSINESS ONLINE



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An Australian Government Initiative
AusIndustry

Producers:



Network
BUSINESS BUILDERS



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Use your Website to Win Business Online

If equipment used in your business wasn't working, you'd replace it or have it repaired.

So what about your website?

If it's not generating business for you, then it's not working... but before you spend money engaging someone to rework it for you, spend some time with the **Winning Business Online** project.

The **Winning Business Online** project is an Australian Government funded initiative under the Small Business Online program. This program is designed to empower Small Business owners to take advantage of the free tools available online to build websites, boost site traffic and even incorporate social media such as Facebook and Twitter into their marketing plans. They will also discover strategies to reduce costs and make their businesses more efficient.

The Project features a series of ten units, each specifically designed by small business, for small businesses. Business owners complete one or all of the units, and by doing so may save a considerable amount of money in website development costs as they will be able to make informed decisions prior to engaging a web developer (or constructing a website themselves).

You can register for the free online on-demand program at www.winningbusinessonline.com.au or see your participating BEC for low-cost workshops.

The **Winning Business Online** project is a consortium effort between Business Enterprise Centres Australia (BEC), the University of Western Sydney and Sydney based production house Pinstripe Media, known for its creation of Network 7's popular small business television series and Yahoo!7's small business website Kochie's Business Builders.

For more information contact info@winningbusinessonline.com.au or phone 133 WBO (133 926).