

START IT UP!



In this edition, the focus is on content and **winning words**.
Are your words kicking goals? Do your words transform your readers?
Or does your content simply dribble through for a behind?

Have you ever read an awesome brand slogan, tagline or headline and thought — “Damn – I wish I wrote that”?

On a website, your WORDS decide who stays and who goes - who clicks, and who keeps scrolling.

The success of your website is determined primarily by its content. Ultimately, content wins the wallets of your customers. All other components of your website (design, visuals, videos, etc.) provide a secondary support role.

And words can be equally important when it comes to applying for a **grant**.

Thought for the Month

Be bold!

"Raise your words, not your voice. It is rain that grows flowers, not thunder."
- Rumi (13th century)

While "the meek may inherit the earth - they will never win games of football."
- Mick Malthouse (former AFL footballer and coach)



Sarina Russo
Entrepreneurs

Entrepreneurship
Facilitators >>>>

AN AUSTRALIAN GOVERNMENT INITIATIVE

"One of the most overlooked parts of marketing is our copywriting"

While time and money spent on marketing aimed at grabbing people's attention is always money well spent, "what makes a person stop scrolling, or looking at your banner ads...is your copy." But most marketing people are not copywriters. And writing copy is a science and an art.

Brandon C. White states that "if you don't have that copy right you are probably missing out on tonnes of sales...and finding good copywriters is really, really hard."

Fortunately we have found one for you.

Make sure you book into Copy With Cream's webinar on 7 September to learn more about copywriting and how to harness the power of words. And tune into Simon Coutts on the 14th for tips on how to write a winning grant application.

To listen to Brandon's podcast on copywriting click the link below.

[The Most Overlooked Element of Marketing Campaigns](#)

THE POWER OF WORDS

FREE WEBINARS

Your secret weapon to help you get on page #1 of Google. Good Writing - 07 September

Your secret weapon
to help you get on
Page 1 of Google.
Good writing.

Many people underestimate how important good writing on your website is — not just to your prospective customers but to Google. Your website might be very *pretty* but Google can't see pretty — Google wants words.

In this webinar, Karen ([Copy with Cream](#)) will share with you some very simple, but very powerful writing tips from her eBook which will help Google love your website and rank it more highly.

Karen is a copywriter with over 2 decades in the business, including a number of years working with an award-winning team on global brands in Singapore and Hong Kong.

Higher ranking = more visitors = more customers = more money for you!

[Click here for more info and to book](#)

Everything you need to know about branding - 07 September

Join marketing and communications expert, Jane McKay, as she walks you through everything you need to know about building and developing your business branding!

In this webinar, you will learn that branding is so much more than your logo. It's about what makes your business memorable to your audience, and helps to

distinguish you from your competition.

If you want to take your business (and marketing) to the next level, then this one's for you!

[Click here for more info and to book](#)

Online Workshop:

Everything you need to know about branding

Tuesday 7th September, 6 pm



From surviving to thriving - Mental health tips for COVID-19

- 09 September

With the uncertainty of lockdowns and COVID-19, Visual Domain speak with Beyond Blue on their tips and solutions to help during this time.

In this session we will cover:

- How mental health has affected Australian's since COVID-19
- Current trends in mental health
- How to identify if someone is struggling with their mental health
- Techniques and strategies to better handle uncertainty and stress

[Click here for more info and to book](#)



How to write winning grants and influence outcomes

- 14 September



Do you ever wonder why others seem to win all the grants? Does your stomach turn at the thought of filling out paperwork, checking eligibility criteria or trying to come up with the **right words**? Or are you the type that knows there are opportunities but can't find the time and headspace to complete applications?

In this practical and engaging workshop, Simon Coutts - Director of Grantus, will talk you through helpful and insightful ways to prepare yourself more confidently for winning funding submissions. [Grantus](#), based in Ballarat, works with organisations to leverage government funding for sustainable outcomes. Join us and listen to how Simon has consistently turned as little as \$10,000 into \$10M+ in funding.

[Click here for more info and to book](#)

Branding your Online Business for Trust and Credibility

- 14 September

If you want to unlock the secrets to building up your brand's online reputation, then join Futurise Insights' CEO, Dinesh De Silva, as he

Branding Your Online Business for Trust and Credibility

FREE LIVE WEBINAR



shares some of the best tactics for building brand trust and credibility. We will also be discussing common mistakes you need to avoid to compete with big brands.

What we'll be covering in the webinar:

- Key elements of a trusted online brand
- The 4 second test - how consumers make trust and credibility decisions
- How to brand your business like the big brands in your industry and win against them
- Common mistakes you must avoid to win high-value business from Day 1
- Small Business success stories

[Click here for more info and to book](#)

Featured Businesses



Based in Ballarat, Victoria, Nyibol Deng started her business, A TUK to provide hand-made cushions and other products using colourful African designs.

The story behind A TUK

"A TUK means "Beginning" in English. It is a Nuer word from South Sudan and Ethiopia. I chose it as the name for my business because I was starting a new life in a new country, and wanted to create something that would be there to support future generations. I wanted to acknowledge that all of the women in my community have abilities and talents and ideas, and to encourage them to know that - despite it being hard to find jobs and learning English as a second language - they could start something that could support themselves and their families.

The name A TUK was decided between my two friends and myself as a way of expressing that it is possible to start something new in life, also to show our children that it is possible to overcome difficulty by creating something new. A TUK also offers opportunity for women in the community to display and sell goods under the A TUK umbrella, as a way to empower women to develop their business ideas."

With its rich mash-up of up-cycled textiles and fabled Ankara wax cloth, A TUK delivers durable high-street style and exuberant colour for the home and wardrobe. You can purchase from her website <https://www.atuk.com.au/> or check out her Facebook

page. <https://www.facebook.com/tukbusiness>

Copy with Cream is all about 'words with a bit extra'. Award-winning freelance copywriter and web content writer, Karen offers a number of extra services she's specially designed for small business owners and sole traders who may have a limited budget.

They include

- brainstorming sessions,
- website checkups,
- coaching and there's even an
- eBook you can download.

Find out more about [Copy with Cream here.](#)



FREE PUBLICITY - Would you like to see your business featured in our newsletter?
Send me a picture and a short description of your business! Email - millerp@sarinarusso.com.au

Virtual Networking and Referrals - **Fridays at 5:30 AEST**



Join other entrepreneurs in an online networking environment, where you can pitch your business and pick up referrals.

5:30 PM - 6:30 PM most Fridays - check schedule

"Paul's Friday arvo networking events are something that I like to book into as often as I can. It's a great end to the week and I always meet interesting people with different types of businesses, from all over Australia."

So do yourself a favour when you get home on Friday evening, pour yourself your favorite drink and join us for a chat. We have breakout rooms where you can have a one-on-one and it is easier than you might think.

Who knows - your next customer or client might be just one conversation away.

[Click here for more info and to book](#)

Develop or Review your Cash Flow Forecast - **2 September**

A well thought out budget and cashflow forecast helps ensure that your business will be both profitable and viable. A cashflow budget also sets targets for you to achieve.

In this webinar we will walk you through a cashflow spreadsheet and you will be shown exactly how to complete it. You will receive a blank copy of the spreadsheet and detailed written instructions as well as on-going support after the webinar.

[Click here for more info and to book](#)



Business Structures and Legal Requirements - **9 September**



Each business will have its own particular legal requirements. We run you through the most common ones. About this Event

Before you start in business you need to decide what business structure you want to establish. There are three basic business structures - sole trader, partnership, and Company. We run you through the advantages and disadvantages of each structure and help you decide which one is right for you at this time in your business journey. We also explain how to set up those business

structures yourself.

[Click here for more info and to book](#)

Essential Things to Consider in Your Marketing Strategy - 16 September

Marketing is more than just advertising. Marketing is everything and everything is marketing.

About this Event
10 AM - 11 AM

In this webinar we look at marketing from the point of view of the customer or client. How does your message and the way you present your business and yourself affect someone's confidence in buying from you or paying your services. Having a well thought out marketing plan is essential to the success of any business.



[Click here for more info and to book](#)

Starting a Business Later in Life - 20 September



If you are thinking of starting a business this could be for you.

There are many reasons and many advantages to starting a business later in life. Mature-age Australians, including those at risk of unemployment due to structural changes in the economy, face unique issues and opportunities in today's labor market, and self-employment is becoming a more attractive and viable option for older people wishing to be their own boss.

This 1 hour session is especially designed for people aged over 45 and will explore the theme of entrepreneurship and self-employment as an alternative pathway or option to employment. Be inspired! We will talk you through the steps you need to take to get your business up and running.

[Click here for more info and to book](#)

Develop or Review Your Operational And Action Plan For Your Business - 23 September

Operating your business effectively and efficiently is all about having the right systems and processes in place. About this Event
10 AM - 11 AM

In this webinar we run you through the key requirements that all businesses need to consider both when they are setting up their business and for building and developing their business systems and processes.



[Click here for more info and to book](#)

Business Planning Classroom Workshop - 02 October

Classroom training is back (COVID restrictions allowing). If you live in the Ballarat region you might like to attend our free business planning workshop on Saturday 2nd October. Running from 10:30-4:00, your trainer and Entrepreneurship



Facilitator will show you how to plan, prepare, and test your business idea, and how to confidently get your business off to a flying start. This is a classroom-based training program. We will follow COVID-safe protocols. Places are limited to 5 people so reserve your spot today.

[Click here for more info and to book](#)

Need Assistance? - Contact Me Today

If you would like to present a webinar yourself on some aspect of business that you feel would help others, let me know and I can arrange.

I am available to be contacted via phone, email, or via video conference call.

Paul Miller 0419 575 562

millerp@sarinarusso.com.au

[Make an online booking for a free chat about your business.](#)

Entrepreneurship Facilitators are funded by the Australian Government. We provide no-cost advice, support, and mentoring in all aspects of business.

This email was sent by Sarina Russo Entrepreneurs, 0419 575562 to MillerP@sarinarusso.com.au

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