



NATIONALLY RECOGNISED
TRAINING

HOLISTIC BUSINESS PRACTICE

Flexible Delivery Training Resources for Classroom and Distance Education

The first course in the Universe to meld the Universal Laws, the Laws of Abundance and the Laws of Success with endorsed national competency standards for First Line and Small Business Management

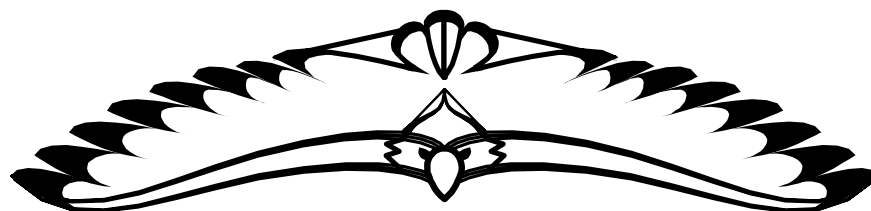
Suitable for delivery of:

**Certificate III in Holistic Business Practice
Certificates III/IV Small Business Management
Certificate IV Small Business Management (NEIS)**

written by

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B.A.; A.L.A.(UK); Dip. Ed.; Cert. IV Workplace Assessment and Training



Sea Eagle Publications

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PROFIT THROUGH ACCESS TO THOUSANDS OF NEW STUDENTS!

You have probably been delivering vocational training for some time, but chances are you are missing out on a market of tens of thousands of potential new students who are looking for more creative, interactive, and student centred, ways of learning the mysteries of business development and management.

As one of our clients put it “*Most business training is about making and selling widget. Yours is very different.*” Yes, it is. It is for the 70% of small business entrepreneurs who are providing a service, particularly the micro businesses who are directly involved with personal services or direct client service. Our resource packages are centred on:

- ◇ quality customer service
- ◇ developing the ethical service focus of the entrepreneur
- ◇ increasing competencies in managing a micro business
- ◇ demystifying and simplifying the art of financial management

We have now developed a course that could give you access to these potential students who have been left out in the cold by traditional ‘left brain’ small business courses. Some two thirds of small business entrepreneurs are women who often feel alienated by a system which ignores their way of thinking and communicating. Many men are also actively seeking a better, more emotionally satisfying and ethical, way to conduct business affairs. There is a huge number of entrepreneurs out there, in businesses large and small, looking for training which will enable them to integrate their holistic ethos into their business life. These include:

- ◇ some 25,000 ‘holistic’ practitioners already in business who have little or no exposure to business training
- ◇ many thousands of people now in complementary medicine training who will find it difficult to survive without skills intervention (85% of them will fail)
- ◇ a large number of ancillary businesses who would also benefit from sound business management practices
- ◇ the clients of such businesses, who are themselves running a business, and are committed to spiritual and personal development
- ◇ women, who make up two thirds of new business proprietors and who do not relate to the traditional left-brain, male oriented way of delivering business training
- ◇ many thousands of people in traditional businesses who are seeking success training that is at their level and does not ‘talk down’ to them

There is now a chance for you to buy a comprehensive training program which will help you fill this void. It is easy to follow, and so comprehensive, that you can feel confident about offering quality business training, even if you haven’t considered this option before. There are some topics, such as taxation and business law, where you might wish to hire specialists, but most vocational trainers can use these packages effectively. You have the practical skills, this package will enable you to pass them on, all ***for a fraction of the cost*** of just developing an accredited curriculum document.

If you are training complementary medicine practitioners, you cannot fail to notice that the world of mainstream vocational training is fast overtaking your world. New Training Packages (i.e. nationally endorsed competency standards) are currently being developed for your industry. The direction being given by the Industry Training Advisory Bodies (ITABs) is that it is no longer considered sufficient to train students in administering a modality or in the specifics of their craft. Almost all practitioners are self-employed, and when you move over to the nationally recognised training arena, you will be required to train your students in the endorsed competencies for Small Business. This training program will get you off to a flying start!

TRAINING FOR SUCCESS IN SMALL BUSINESS!

Comprehensive whole-brain, student-centered, competency-based, flexible training delivery packages combining the concepts and mind-set for success with nationally endorsed competency standards for small business development and management.

Sea Eagle Publications is proud to announce that their training delivery resource packages, for both the classroom delivery and distance education modes, will ensure that you deliver training compliant with *nationally endorsed Level IV* competency standards for Small Business Management. We constantly review the course content to ensure that it remains current with industry trends and nationally endorsed training packages. The time and care we spend on this is time you save in course preparation.

STANDARDS:

BSX91 SMALL BUSINESS MANAGEMENT (REVISED)

Unit	Title	HBP	BM
BSX023/01	Evaluate a business opportunity	Yes	Mod. 1-2
BSX023/02	Complete a business plan	Yes	Mod. 2-4
BSX023/03	Address legal & administrative requirements	Yes	Mod. 4
BSX023/04	Address customer requirements	Yes	Mod. 2/6
BSX023/05	Manage business operations	Yes	Mod. 5
BSX023/06	Manage self and staff	Yes	Mod. 7
BSX023/07	Manage finances	Yes	Mod. 3/5
BSX023/08	Review business	Yes	Mod. 5

CHC99 COMMUNITY SERVICES AND HEALTH

CHCORG17A	Implement and monitor OH&S policies, procedures and programs	Yes	Mod. 8A
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BSXFMI FRONTLINE MANAGEMENT

BSXFMI408A	Develop and maintain a safe workplace and environment	Yes	Mod. 8A/B
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Key: HBP = Holistic Business Practice

BM = Business Miracle Series

What makes these resource packages so different?

This is not one of those deals where a few thousand dollars buys you the right to use an accredited curriculum or Training Package document and then you have to go away and develop the training materials to deliver it. Everything you might need, from suggested methodologies to true competency based assessment, is presented for you to ‘get up and go’ with the minimum of preparation time involved.

Originally, this training program was developed to support the *Certificate III in Holistic Business Practice*, has been endorsed by the Community Services and Health Services ITAB and nationally accredited through VETAB until July 2003. However, the program was mapped against the draft competency standards for Small Business Management at Level IV. A mapping process was also conducted against the revised BSX91 (Revised) standards endorsed in late 2000 and found to be still compliant with Level IV competencies.

Save a small fortune in development costs!

The training program has taken the author three years to research and write, all self-funded. Amy Longshaw has more than 25 years of experience in designing and writing competency based curriculum, training resources and competency assessments to meet endorsed standards. Amy also has many years of management experience in large organisations and in small business, including the development of retail and service businesses. She is also a professional publisher, specialising in pre-press book and educational materials design. So, when you purchase our products, you get the best of all worlds in terms of content, presentation and competency based assessment. Where else can you purchase a tailor-made course of such exacting educational design standards, which is the equivalent of ‘plug and play’, for the affordable cost at which we are marketing this product? Trainers and organisations who have reviewed or use our program tell us that they would ‘kill’ to get these into their delivery programs.

We have done a ‘price comparison’ with charges for training programs from other TAFE and commercial organisations and found that many would charge you \$5,000 just to use their curriculum document and that to buy a full training program would cost you upwards of \$10,000. If your organisation was to document a course and training program to the same standard as *Holistic Business Practice*, you would face development costs of \$200,000 or more. *Do you really have the resources, time and staff expertise to do this?*

Incorporating personal development work for business success!

Like its foundation text, *Doing Business with the Universe*, the course contains all the personal development work, creative goal setting and metaphysical laws for success that gives new business operators (and many existing ones) the competitive edge. Both Amy and her husband, Henry John Boleszny, have been running small business mentoring services for several years. They know what your students need most - tools for success.

Most holistic practitioners are women, as are some two-thirds of small business proprietors and retail managers. This course particularly appeals to them, although not designed to be exclusively pitched at this market, because of the creativity of the practical work and the interactive, student based, delivery methodology used. The course will also meet the criteria for all those Training Organisations delivering gender-specific or “disadvantaged group” training under social justice policies.

Designed to state-of-the-art vocational education and flexible delivery methodologies!

This training program is truly competency-based, virtually eliminating the ‘talk and chalk’ methods most classroom delivery packages require. It is also firmly based on proven accelerated learning techniques and experiential learning. Most surveys of entrepreneurs confirm that they tend to be right-brain, offer resistance to assimilating mainstream information and are less likely to participate in training than most. We address this specific learning need.

Holistic Business Practice offers a methodology which is whole-brain, creative, student-centred and directly relevant to the chosen business enterprise of the individual. It contains no parrot-learning, no examinations and no ‘tests’. All assessments are directly linked to the attainment of competencies. In other words, the students produce outcomes that are directly relevant to their own businesses and the evidence required to judge them competent is based on ‘real world’ scenarios and business documents.

The packages foster self-directed learning, a climate of lifelong research and development and in promoting methods of assessing and refining business operations. In short, it works the way most business functions, providing the student with all the essential tools for informed business decision-making and adaptation to change.

The classroom version is designed around creative and practical workshops which examine the personal commitment to success, test out the viability of a business concept, research a market, write a marketing strategy, formulate a working business plan, prepare for future performance evaluations and business diversification. The program is divided into 60 or so sessions and a model delivery timetable is provided which includes time out for independent research and study. All necessary assessment instruments and guidelines are included.

The distance education version mentors the student through a series of independent learning experiences to achieve the same goals. The whole ethos of the course is based on simple principles that can be utilised by anyone, regardless of cultural, religious or spiritual affiliations. The language is everyday, not gender specific, and uses a conversational and down-to-earth style. An exemplar of a training delivery topic from the classroom delivery version and its distance education equivalent is appended. The program is delivered over 40 study units with a full suite of assessment and assignment instruments and administrative processes inclusive.

Both these programs are ready to implement as soon as you open the box

Electronic versions on CD-Rom are also in production.

This makes our training program very different from most packages you have used!

Who benefits most from holistic training?

Although designed with the needs of holistic practitioners and related business in mind, (because these have a high failure rate) it is also highly applicable to the general small business operator. The alignment of the training program with nationally endorsed competency standards makes it a viable method of delivering the outcomes for general Certificate IV in Small Business Management or NEIS programs.

It may also be used as session training and assessment modules for integration into more traditional Small Business Management courses by trainers seeking more creative ways of involving the student in interactive learning. The depth of material in this program also makes it readily adaptable to delivery for larger organisations in the corporate sector.

The training program includes topics and content not generally available in business courses or widely available to the general public. For example, Amy has worked with some of Australia’s most respected marketing experts and the ‘trade secrets’ she learned from this association have been included into the course.

It also collates a great deal of information from a wide variety of sources, including the Internet, and is backed with ongoing research to ensure that the materials remain topical. Here is a typical comment from one of our clients, the manager of a general small business and a vocational trainer.

“I have done conventional courses in small business. I learned more from ‘Doing Business with the Universe’ than from weeks in the classroom, and far more from your training program than from years in business management.”

What you get with the classroom delivery package:

- ◇ a training program mapped to and assessed against nationally endorsed competency standards
- ◇ a course ethos which integrates the metaphysical constructs for success, and personal development, with sound business principles and practice
- ◇ a training methodology which is creative, interactive and student centred
- ◇ a comprehensive trainers manual which contains:
 - guidelines for delivering and assessing the course
 - a set of clear student goals and outcomes
 - a model delivery program to help you sequence topic delivery
 - a full student induction program
 - a full set of session notes complete with integrated overheads, assessments, handouts and ‘housekeeping’ instructions
- ◇ master copies of student manuals, overheads and handouts to duplicate
- ◇ assessment guidelines and assessment instruments
- ◇ the option of purchasing PowerPoint presentations (in preparation)
- ◇ the guarantee of continuing backup from the author who is committed to ongoing research and review
- ◇ a classroom set of the foundation workbook *‘Doing Business with the Universe’* which will virtually eliminate the need for ‘chalk and talk’ training methods

What you get with the distance education version:

- ◇ a training program mapped to and assessed against nationally endorsed competency standards
- ◇ a course ethos which integrates the metaphysical constructs for success and personal development with sound business principles and practice
- ◇ a training methodology which is creative, interactive and student centred
- ◇ a fully integrated program which eliminates the need to design basic information packages, assignments and handouts
- ◇ a comprehensive trainers manual which contains:
 - guidelines for delivering and assessing the course
 - a set of clear student goals and outcomes
 - a sequenced delivery program
 - a full and comprehensive set of unit notes
- ◇ a fully integrated program which eliminates the need to design basic information packages, assignments and handouts
- ◇ master copies of assignment records, student manuals and delivery units to duplicate
- ◇ assessment guidelines and assessment instruments
- ◇ the guarantee of continuing backup from the author who is committed to ongoing research and review
- ◇ the right to purchase the foundation textbook for student use at attractive academic prices

Licensing options:

This training program comes 'ready to deliver' in either the classroom or the distance education version. Originally, the program sold under an agreement whereby organisations purchased additional copies of 'Doing Business with the Universe' as needed, but this has failed to return to us a just return for our considerable investment in intellectual property. Under advice from an intellectual property lawyer, we have now changed the structure of the license to deliver to include an up-front payment to purchase the license plus a royalty agreement levied on student enrolments. This is in line with licensing practices for training programs between other vocational training organisations who either charge high purchase costs or go with the arrangements that we have put in place. We are mindful that our programs are of most benefit to the small training organisations who may wish to contain costs in the first instance. This new arrangement will allow us to continue to provide a quality product at low up-front cost and still recoup a just and fair return for use of our intellectual property.

If you already are, or are considering becoming a Registered Training Organisation, use of the Holistic Business Practice program will provide you with the foundation you need to add the Small Business competency standards to your scope. Becoming an RTO will enable you to apply for Austudy/Abstudy approval and increase your student benefits. Should you need assistance with this application, Amy also has in preparation a full Quality Assurance program for RTOs which you can customise to ensure that your organisation meets the Australian Recognition Framework standards and the compliance audits.

For interested purchasers who are located within a radius of 3-4 hours of road time from the Gold Coast, we can also arrange a 'show and tell' presentation.

Purchase of additional materials:

Doing Business with the Universe and *Letters to the Universe*, which are on sale now to the general public, will also be available at a special student price for class sets. Future developments include PowerPoint presentations of the topic materials. Copies of the OHPs in MS Word are now available for you to print out on your inkjet printer for quality colour presentations. The whole program is in process of being converted to electronic format (.pdf files) so that you can print out your requirements on a just-in-time basis. This will be made available on CD-Rom, which will reduce freight costs for overseas purchasers.

Training providers who prefer to be supplied with ready printed materials will also be able to purchase additional copies of individual components to meet their needs, such as Trainers Manuals or workbooks, to give all their session trainers a personal copy. For organisations with several delivery outlets, the price may also be determined as a special organisational package. That is, that the whole organisation will become licensed to deliver the training program with a negotiated multi-site licence, similar to that offered by most software companies.

After sales services:

We have made a commitment to keep the materials current and in-line with modern business practices. The course materials will be reviewed regularly in consultation with industry representatives, Industry Training Advisory Bodies and Competency Standards bodies as well as continuing research. Those people who purchase a training package can be confident of being kept informed of new products, revisions and add-on course materials as they are made available.

As a bonus to you, we will give a free directory listing on our Internet web site to all those organisations who are delivering the full accredited course. In addition, we are also planning to offer a low cost 'community' web site for all participating licensed training organisations, effectively directing student enquiries to in-depth information on providers servicing their area.

THE FOUNDATION WORKBOOK:

“Doing Business with the Universe” is unique! It is the only book on the market to combine all the *Universal Laws*, personal development and mind-set work for success into a practical, easy-to-follow workbook full of business how-to. It has been endorsed by Lois Kelly, formerly manager of the Business Enterprise Centre, Lismore as the “*best introduction to small business - ever.*” She followed this comment with instructions to market it worldwide!

The manual has been on sale to the general public for two years and has been widely praised by all those who have purchased a copy. One such client ignored her work for two days and read it from cover to cover, enchanted with its readability and practical wisdom! We get frequent calls from our customers joyfully telling us that their businesses have gone from ‘standing still’ to ‘phone ringing off the hook’ just by working through the first thirty or so pages. Wouldn’t you like a copy of this valuable management tool that is steadily changing the way business does business in Australia?

‘Doing Business *with* the Universe’ will:

- ◇ show you how to achieve a mind-set for success
- ◇ assist you to test out the viability of your business concept
- ◇ take you on a step-by-step process to a sound marketing strategy
- ◇ show you how to compile a working Business Plan
- ◇ teach you how to evaluate your performance against your goals
- ◇ point the way to achieve balance and harmony in working with people
- ◇ show you how to access Abundance without causing lack to others
- ◇ enable you to empower yourself by integrating *Universal Laws* into your business and life

All this is written in everyday language, is crammed with illustrative vignettes, and combines practical tips and techniques for allying the Power of the Self with the Power of Informed Decision, Focus and Intent!

People with an active Business Plan are 60% more profitable, achieve more with less struggle and are most likely to reach their objectives. You’ve spent years learning your skills; why waste them by failing to reach the people you most want to help?

Amy has been a metaphysician since ‘just about birth’ and knows what it is like to look for a way to fit personal development and spiritual growth into the conventional world of business. She runs both a traditional business and an holistic counselling service using the techniques in her book. This contains the success tools that Amy Longshaw has taken thirty years to learn - all packaged so that you can follow them in easy steps to achieve your business dreams and goals. You do not have to be an holistic practitioner to benefit from this book. Nor do you have to subscribe to particular spiritual sects, beliefs or practices. This book works for everybody!

This manual is structured against nationally endorsed competency standards and contains as much information as many small business courses, but costs far less than the average small business textbook! Make a small investment in your future and change the way you feel about business and open yourself and your students up to prosperity consciousness.

What the manual contains:

It is presented in five sections, each with its own set of learning objectives and planned outcomes. It contains worksheets and exemplars, as well as business practice information. Working through this book will give you the equivalent of five to six weeks of full-time study in a conventional small business course, with the added convenience of not having to commit your time to sitting in the classroom. Proven metaphysical success builders are also integrated into the text.

Section One: This takes you through an assessment of yourself as a marketable commodity, tests out your commitment and offers you strategies to overcome blocks and barriers to success. Just as importantly, it takes you through a simple preliminary market survey and the formation of a Concept Proposal. This section is designed to fine tune your ideas, add *focus* to your business vision and will help you to decide whether your plans are commercially viable. If, after reflection, you find that your original concept is not marketable, then you can bow out gracefully or alter your approach with minimal costs and losses.

Section Two: Having discovered whether your dream will hold water, you now get down to the more serious business of market research, marketing and advertising, goal setting, financial estimates and business planning. This will flesh out your original concepts into a formal Business Plan which you can present as evidence of your *intent* and capabilities. At the end of this stage, you will definitely know whether or not to commit your time and money to some serious business building.

Section Three: This takes you through the bread and butter of running your business and contains many simple manual systems for keeping records. It also covers the basics of communication, client management, simple sales techniques, quality assurance and quality service principles. Strategies for trouble shooting those tough decisions and techniques for evaluation of business performance are also included. This should carry you through the first year or so of business. It should also build a solid foundation for learning specific management techniques to maximise your business performance.

Section Four: This section covers all the basics of staff selection and management. It provides a process for staff selection, personnel management, leadership, group work and performance evaluation. The section closes out with practical suggestions for compliance with basic Occupational Health and Safety guidelines.

Section Five: After suggesting some information sources, there is a glossary of the major terms used and some important sources of information for small business. Copies of the forms used as exemplars in the text are given for you to incorporate into your Concept Proposal, Business Plan or management system.

Note: *While every effort has been taken to ensure accuracy of information at the time of printing, laws, regulations, enterprises and government agencies do change frequently and may vary between States and Territories. You should also ask a solicitor and accountant for their advice on specific legal and financial matters.*

13 Researching a Business Concept

Nominal Duration: 2 hours

The aims and objectives of this topic:

- state the purpose of testing out a concept
- outline the methodologies for conducting simple research
- discuss some options for gathering information
- state the ethics of investigating potential competition
- define the topics which must be included in a business information folder
- undertake basic research for the purpose of analysing the viability of a business concept

Resources required for this topic:

Whiteboard and/or flip chart
 Butcher paper
 OHP (if required)
 Whiteboard markers and thick Textas
 Information folder
 Reference collection
 Telephone directories
 Business advisory leaflets
 Flyers
 Local newspaper advertising sections
 Magazines aimed at niche markets
 Local maps and street directories
 Shopping precinct directories

Suggested Session Outline:

Why research a Concept?

Outline the purpose of a Concept Proposal. Discuss how the results of the brief analysis can be used.

OHP38



15 min



Researching location:

Discuss the options for locating a business:

- home-based
- commercial site
- markets and fairs
- sub leases

OHP39



30 min



Talk about the information they require to make a decision and how they can gather this.

Competition:

Discuss ways of finding out who the competition is, where they are located and what services they offer.

Have the class use the Yellow Pages, newspaper and magazine advertising to determine listings for people who operate businesses which are similar to their own concept.

OHP40



Activity



30 min



Market Opportunity:

Discuss the methods of assessing the viability of the concept in terms of potential market share and probability of earning desired income.

OHP41



Case Study 4



Case study: Use this to check the understanding of the simple statistical analysis required to complete the concept Proposal Research.

HO 12



30 min

**Plenary:**

Reconvene the whole group for a Q & A topic to clarify any points raised during the topic.

15 min



Information for students: *(this information is also given in the Participant's manual)*

Pre-reading:

Textbook pages 48-50

Assignment:

Complete textbook pages 51-60

Reading assigned:

None

Research assigned:

Gather information for Concept Proposal

Assessment:

This forms the basis for the Concept Proposal and is not formally assessed as a separate entity. However, the work in progress must be discussed with your Trainer or Mentor before a completed analysis or Concept Proposal is presented for marking.

Case Study 4:

Background:

Jack and Jill are Partners in Life who met at a training academy. Jack studied to be a computer support assistant and Jill studied graphic arts design. They moved to a new town and decided that, rather than go back to their old jobs, they would start an Office Bureau. In the past few years they have learned many skills which will help them serve potential clients.

Jack has become adept at designing web pages for Internet marketing. He has also amassed a wealth of knowledge about setting up data bases and using these as market research tools. Jill writes and designs publicity materials. Since graduating both have learned a lot of management skills and feel confident that they have what it takes to manage their own business.

They have 50% equity in their home which is worth \$150,000. It is located close to three of the major colleges and schools, only 5 minutes from the CBD.

The Concept:

To set up a 'service' office which supplies small business with a range of services including photocopying, desktop publishing, publicity materials, researching market data, Internet research facilities and advice on purchasing computer hardware and software for specific business needs.

The Catchment Region:

Jack and Jill live in a country town which is also the shopping hub for the Region. It supports all the large chain stores and franchise businesses (3 variety stores, 5 large supermarkets, 3 electronics/whitegoods suppliers, 5 computer sales outlets and one software supermarket). There are many small retail outlets, mainly selling clothes, food and giftware.

The town also has a large University and several private tertiary colleges with a national reputation for good education. There are 12,500 students who come into the town each year from February to November. Some of these stay on to set up professions after finishing their courses. The town has 35,000 residents in the central hub and services 150,000 in the surrounding districts. The region, with 300,000 inhabitants is semi-rural, has a growing tourism industry and supports some small industries (agricultural machinery, product processing, souvenir production.)

There are also three DTP businesses already in the town, one of them targeting the University directly. The others are catch-all businesses. Two of the local printers do offer graphic design services, but these are not of high standard and most people send their work to the capital city (150k away) for more complex work.

The computer stores only sell products and fix hardware. On talking to their proprietors, Jack and Jill have found out that no-one is really qualified to help sort out software problems or help people choose options for their business. There is no-one offering a business planning and research service. Jack is sure that he will be run off his feet if he offers a help facility.

Income required:

Jack and Jill can earn \$30-\$35,000 a year each if they work for someone else. They are hoping to better this by building a business. They can operate from home, using the garage as a workshop, and have got the necessary clearances for this. Their goal is to buy an office suite within two years. They estimate that this will cost \$200,000 in a top location.

They have most of the equipment they need to set up the business but need a colour photocopier which will cost \$1,200 month to lease. They estimate that this will pay for itself and make a 20% profit.

To meet their goals they will need a joint income of \$100,000 a year within 2 years.

Fees and charges:

There is no-one else doing what Jack is planning to do. The local computer geeks charge \$85 an hour for work, but they are not software specialists. The computer stores offer advice for free, but they only know the specifications for the package and are not experts in their use. Jack estimates that local business will pay him:

\$65 hour for specialist consultations and system/network design

\$85 hour for trouble shooting

\$45 hour for general consultations

\$35 hour for business research

He thinks that about 20% of his time will be spent on each of these, but he knows he will also have to allow time for administering and planning the business and interviewing clients.

Jill has found out that the local DTP people charge \$18 hour, but cannot offer the same level of design services as her. She estimates that she can charge:

\$25 hour for design of publicity materials

\$30 hour for book design

\$18 hour for general DTP work

She estimates that she will spend 25% of time on each of these tasks, with the other time spent on administration and marketing.

Your task is to assess the viability of the idea:

On the figures given above, and without time spent on extensive market research, do you think that Jack and Jill will be able to make it? Work on the following questions.

What effect will working from home have on the business?

How many potential customers are out there, if 10% of the population are business owners with computers (local and district catchment)?

How many are there if 8% of the 500 businesses who send out artwork shop would change to 'shop locally'?

How much profit will the photocopier make in cash terms?

How many hours are there in a working week?

ORDER INFORMATION:

If you wish to order any of the current products, please copy the information on the next page and return it to us. Also included with this prospectus is a client survey which would assist us in planning future services and products. If you return this survey to us in ten days you will receive a complimentary Sea Eagle product, whether or not you order a product from the list. This survey will be held in confidence and used only for our business planning. Thank you for your co-operation.

If you are delivering accredited courses for which GST exemption applies, please send us details of your exemption number and we will be able to register these products for GST exemption.

Product Price List	(all prices include GST p/h extra)	\$
LHolistic Business Practice Training Program		5,490.00
Multi-site delivery package		POA
Trainers manual (additional copies)		66.00
Distance education package		as above
<i>Doing Business with the Universe</i> (rrp)		63.86
<i>Doing Business with the Universe</i> (academic price for orders of 5+)		55.66
<i>Letters to the Universe: workshop edition</i> (rrp)		14.85
<i>Letters to the Universe: workshop edition</i> (academic price for orders of 5+)		12.65
Power Partners		33.12
PowerPoint presentations (in preparation)		55.00
MSWord on-diskette version of OHP masters		22.00

These prices include GST, but if you are ordering a product to support a GST free training course, please consult us first regarding possible GST exemptions. All overseas orders are GST exempt.

An order form is included with this prospectus. Please make sure that you specify whether you want the classroom delivery version or the distance education mode when ordering training packages.

When ordering electronic copies please specify which version of the software you are using. On disk copies can be provided for:

Powerpoint 3	Powerpoint 95/7
MSWord 2	MSWord 95/97

In the near future, all materials will be available as .pdf files which will eliminate the need for you to check formatting before printing.

All products which we publish are checked thoroughly for errors, defects and omissions, by us and the printers. All defects are rectified as they are found and replacement diskettes or hard copies will automatically be sent out to all clients. If your copy becomes damaged or degraded you can purchase replacement originals or diskettes at cost plus a small administration fee and postage. A price schedule for electronic and replacement copies is currently being costed and will be mailed or e-mailed out to all clients when it is made available.

HOLISTIC BUSINESS PRACTICE TRAINING DELIVERY MATERIALS

Copy the order form below and mail it to the address on the back cover or fax it to: + 61 (07) 5529 2661

Note: An endorsed bankers cheque must accompany all orders over \$500.00, unless paid by credit card, or contact us to arrange direct bank deposit payment. The order will be shipped only after confirmed clearance of any money order, cheque or international money order. Credit card orders for any items will only be accepted after the appropriate authorisation by the card company. No unsigned credit card orders (mail or phone) will be accepted for orders over \$150.

All prices quoted are for academic users only who are registered with us as a bona fide training institution.

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Yes, they are, because we know some important facts about Australian people starting a small business. They are:

- ◇ two thirds female (65%)
- ◇ predominantly right brain (95% male and female)
- ◇ are turned off by traditional business training
- ◇ are interested in personal and spiritual development (60% male and female)
- ◇ generally engaged in retail, service and personal care businesses (85%)
- ◇ increasingly setting up home-based businesses, which are the fastest growing sector of new small businesses
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Amy has more than thirty years of working in and with a variety of businesses. What she has learned, she is keen to pass on to you. She learned the hard way so that you won't have to.

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Sea Eagle Publications

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