



THINK2 DESIGN NEWSLETTER

Hi Folks!

Welcome to the early December of the Think2 Design Newsletter! We have a jam packed edition for you this month, so grab a coffee, sit back and enjoy. We are going to cover our new product, BizKit in a Box, Expos, Cable Internet, Domain Names and Site Hosting and finally a great new website filled with resources and articles for you to enjoy.

If you want to make sure you never miss out on our news, simply subscribe by going to our [website](#).

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BizKit in a Box - The Complete Design Solution



We are proud to announce the launch of a product that we like to call BizKit in a Box! Design packages that are created to help businesses of any size create a great impression, first time every time. From the Standard Package, all the way through to the Premium Edition, BizKit in a Box is your easy and cost effective way to have a developed presence that is sure to have people notice you. With the range of packages and easy to manage payment options, we'll be delighted in helping you "Break Free from the Herd!" Elements of any package are interchangeable and we are happy to chop and change packages to suit your needs. After all, it's your business. Click on the images below to load up the product sheets or head over to our [site www.think2design.com](http://www.think2design.com) for more information.



Tory's Rant - Expo Time & Neighbourhood Cable

Expo Time!

This month I went to the egames expo in Melbourne at the Exhibition Buildings to see the latest in computer and video entertainment. Attending as a member of the electronic press, I was lucky enough to get into the event about an hour before the general public and make certain observations before the rather huge lines of people entered.

Whilst stall holders were generally enthusiastic, what really stood out to me was the fact that they were truly under-prepared for the most part, or at least not briefed on what to bring/expect by the organisers. This was true for both the smaller companies, right through to industry giants such as Sony, Microsoft and Nintendo - They simply were not prepared for the event at which they were attending, nor were they given the right tools to deal with the media. I'll be covering this in one of our business shows in the very near future, however the point that I wished to make was simply; are you prepared for changes or events within your business? Are you in a position to make people remember you when they need a service you provide?

Make every experience a customer or client has with you memorable (for the right reasons) and then follow up on those people later to keep that memory fresh in their minds. Take notes and time to learn about the people who make your business tick.

If you would like to discuss what is possible for your business (or simply get ready for an expo!), feel free to contact me at the Studio for more information or to arrange a consultation. Everything from your printed material, business cards and banners must be of a high enough quality that it compels people who visit your stall to make further contact with you, or at the very least visit your website for further information. This applies to any time you have dealings with the public, even outside the Expo environment.

Till next month, take care and feel free to write in at any time.

Tory Favro

PS for those of you who read our newsletter regularly, you will recall I was complaining about the speed of internet in Australia. Well, whilst it caused some discussion which was the point of the exercise, Dane Hansen and the team at Neighbourhood Cable actually challenged me to try out their cable setup, which I have done so and after a month of testing it, I am pleased to say that it certainly appears to live up to its promise! Those of you who move large files around will be most pleased with the ability to email or send large files around with speed and ease and the download speeds have certainly surpassed those experienced on a standard ADSL connection.

I do note however that the download speeds do differ greatly depending on where in the world the site you are viewing or downloading files from is located. The fastest speed so far I have gotten from the service was a (in my opinion) blinding 8 Megabytes a second download whilst testing speeds on the Apple website. Other sites were not as quick however in this brief testing phase, I can report that all speeds were faster than standard ADSL.

If you are after an alternative to ADSL and need faster online connections, it might be worth your while to head over to www.ncable.net.au and get in touch with the team there and see what they can do for you. In my own experience, I found the installation team to be highly professional and courteous and connection to the internet was an absolute breeze. To put it simply, I am very impressed and congratulate Neighbourhood Cable for having such a strong belief in their product that they stepped up to the plate and asked me to give their service a go and report back to them on how I found it overall.



Featured Client: Ross Parke The Good Guys

Ross Parke approached Think2 Design to come up with advertising material for his "secret agent" type character that had been previously created as an illustration. We came up with an approach that brought the Agent to life by photographing Ross dressed as the Agent and then putting him into a comic strip. Think2 Design then wrote the copy and came up with story concepts then approved by Ross.

The comics have been very well received by the public, who appreciate the fact that Ross is out there enough to try something so different and also is not scared to have a laugh at himself. Please check out the comics we have made to date and remember to go and check out Ross Parke, The Good Guys in Fyans St, Geelong, where Ross and his team have a massive range of electrical items that will suit that special someone in your life at Christmas time. Remember at the Good Guys, Pay Less, Pay Cash!

Be sure to keep an eye out for the adventures of the Good Guy Spy as we place him into wackier and wackier situations! If we can help you with your advertising campaign, just call or drop us a line.- [Please contact the team!](#) Have a click on the images to see the full ad.



New Service: Website Hosting & Domain Name Registration

Protecting your identity and that of your business and products is of paramount importance on the internet. It is simply too easy for people to use your good name and reputation to build up their standing online. By registering anything regarding your name or products, you protect the integrity of your assets and also help drive business to your website/s. By registering in multiple extensions such as .com and .com.au, .net.au for example, you are stopping others from possibly listing a name based on something you have created.

There are many other reasons to register multiple domains and variants of your business name, but one of the most relevant is that it assists in people finding your website when they are searching on the internet for products and services that you provide. It's relatively inexpensive to do and the potential return on investment is too good to be ignored. And now you guessed it, here comes the plug!

Think2 Design now offers domain name registration and site hosting that is cost effective and reliable. If you are looking for an alternative to your current provider, please consider trying out our service. If your site is currently hosted elsewhere, we will gladly host the balance of that time for you at no charge until your next year is due. Of course conditions apply, so please get in touch with the team.

For those of you who want more information, just jump over to <http://www.think2design.com> and you will see the Domain Registration and Site Hosting links on the main menu.

Feel free to get in touch if you are interested in this service.- [Please contact the team!](#)

Need a Business Tip? - I've got one for you!

I'd like to point you in the direction of a site that I write articles for on occasion that I am paid for and that you will find value in. It's called www.freebusinesstips.com.au and is locally owned and operated. The site is packed with articles from leading professionals, including myself and also hosts a lively discussion forum where business people like yourself can post ideas or even solve problems posted by others. It's a great idea and best of all it's free to join and contribute to. Whilst this might sound like an advertisement, I can assure you that it's not, it's simply another resource out there that you might find useful. Get online and check it out for yourselves.



Audio Interview: Pete Williams, author of How to Turn Your Million Dollar Idea into a Reality

As some of you may know we produce a business show with tips and ideas that we hope will improve the way you do business. It's an audio show that you can listen to straight off the website or subscribe and download into your iPod if you have one. The latest episode features an interview with [Pete Williams](#), the man who sold the MCG for under \$500.00 and we talk about how he achieved this and the power of publicity. [Give it a listen and see what you think.](#) Best of all, the shows are free and we are delighted to share them with you.

Are you a business professional who would like to share your insights with the world? Then contact the studio and you could be our next guest! We love chatting to people with solid information that can benefit others and are happy to share it, so please get in touch with us. If you are too far away to record locally with us in Geelong we can arrange a telephone interview very easily.

[Please contact Think2 Design if you would like to take up this offer!](#)



Cheers!

Tory Favro

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