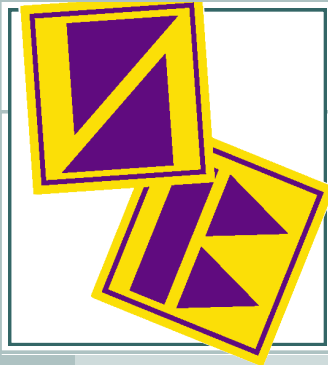


1300 130294

Edition 9.1

Summer 2009



Smallbiz Post

2009—Summer Edition

Latest News & Information for Summer 2009

Welcome to the Family

We would like to welcome all of our new customers who have joined the Smallbiz Family since the last Smallbiz Post.

We hope that you are finding the Smallbiz program easy to use and trust that you are using the program to its full potential.

After a well deserved break the Smallbiz team is excited to get back into the new year, we hope that you all share this enthusiasm and look forward to working with you in 2009 !

When business gets tough

MARKETING

Markeing...Marketing...Marketing

Have you seen the last 5 Newsletters ??

If not, then we probably don't have your email address, as this is how they are now sent

They now come out monthly, are up-to-date and friendly on the environment (they are emailed).

Call or email your details to support@smallbiz.net.au

If you have, then a great deal of what's in this paper version, you would already have seen.

Even if you are not in the advantage club, let us know your email, as it lets us maintain contact and maybe some of the new features will interest you.

This is another way that Smallbiz keeps down your ongoing costs.

We will be using email and our web site to keep you informed and up to date about what is happening

Newsletter Contents ...

- Pg 2 Latest Improvements
- Pg 3 Tips & Tricks
- Pg 4 Useful Info
- Pg 5 How To ...
- Pg 6 Seminar Dates
- Pg 7 Appointment Book
- Pg 8 Return SMS

Smallbiz is Going Green !



We are doing our part to help reduce paper waste.

All advantage Club invoices will now be sent via read receipt email.

If we do not have your email address on our records please send an email to

sales@smallbiz.net.au and we will update your records.

Our next newsletter will also be available electronically via our website.

Visit our new look website!



www.smallbiz.net.au

Latest Improvements to Smallbiz ...

Manuals

Over the past few months we have added a few new user manuals and existing ones have been revamped. The latest manuals to be added to our collection are

Marketing, Customer and Appointment Book Manual.

To access these new manuals please go to:

Menu/Service/InternetOptions /Get Latest Manuals - then select the one you require.

Once you have downloaded the file you will be able to open it under

Menu/Service/Manuals.

Appointment Book

For those who send sms messages to confirm their appointments you will be glad to hear about the following:

Previously when clients had more than one appointment booked, the confirmation message would have said something like "bikini line + others" .

We have now included a new field called "department" that be inserted when setting up your confirmation message.

This will pick up on the service departments only. So if you had 3 waxing services it would now say "for your waxing service" similarly for: facials, waxing, cuts, foils.

Smallbiz by default use to say "+ others" when there was more than one service / department, you can now change this or even set it to blank.

Cash Up Assistant

Due to popular demand we are pleased to announce that the cash up assistant is now available in the latest version of Smallbiz !

Some may remember this function from older versions of the program, for those who are new to the system please feel free to contact us for more information on this useful feature.

You can now order and pay for SMS credits directly from your Smallbiz program.

Menu

Service

Internet Options

Pay Accounts/Order SMS

Merging Customer Cards:

Have you ever noticed that you have the same customer entered into your system 2 or 3 times, each with slightly different spelling. Well you can now merge those customer cards together without losing valuable sales information.

Click onto :

Menu/Customer/Merge Customer Cards

You will then be given two fields, simply type the name of the customer you want to merge from and the name of the customer you want to merge to.

Once this is complete the from customer information will be entered onto the to customer and the from customer card will be deleted.

Minimise your Smallbiz Screen

When you download the latest version of the program you will find that we have now added a new button which allows you to minimise the program with out having to close it all together ! You will find this new icon next to the EXIT button.

Group Certificates

Smallbiz now allows you to create group certificates from the wages module. You can now print group certificates and create a file that is your group summary. This file will need to be electronically submitted to the ATO instead of a group summary form.

SMS tracking

We now record the contents and time of all sms messages sent & received. This has proven to be a godsend for checking up. You need to turn this on.

Cost of SMS

Some exciting news on SMS pricing

Due to the high volume of sms usage, we have managed to get a better deal from our provider, which we are passing on to you.

* \$168ex (\$185inc) for 1,000 sms was \$199 - now only 16.8c per message

* \$384ex (\$422inc) for 2500 sms was \$472.00 - now only 15.3c per message

* \$725ex (\$795inc) for 5000sms previously unavailable - now only 14.5c per message



You can also order your SMS credits via our secure website!

www.smallbiz.net.au

Please allow 24 hours for your credits to be processed and issued.





Backing up your Smallbiz Data

On a few occasions we have come across salons who have lost valuable client and sales information when their pc has gone down as they have not backed up their Smallbiz data, this meant they had lost years worth of precious information! We cannot stress enough the importance of backing up your data on a daily basis. It is quick, easy and should be the most important step in your shut down procedure.

To Back up go to:

**Menu/Service/Back Up-
Restore/Back Up Data**

Automatic emailing of reports

Reports such as Day, Week and Extended Averages can now be emailed directly from Smallbiz to your nominated email address.

To start using this feature you will need to download the latest version of Smallbiz if you have not done so already

**Go to Menu/Reports/Auto
Email Reports.**

Coming Soon

- **New Sales on hold**
- **Pre Payments for
Appointments**

Do you have your Smallbiz System Disc ?

It is important to keep your Smallbiz system or upgrade disc. In the event of a system crash your disc is the essential tool to get you back up and running on a new computer. It is also important to have a system disk if you decide to sell your business as it will need to be passed over to the new owner.

System discs can be obtained from Smallbiz however delays will occur during the manufacturing of the disc as security procedures need to be followed and postage can often take up to 2-3 days and this could mean you are without a system during this period.

To avoid frustrating situations such as these we recommend that you keep your system disc in a safe place!

Smallbiz Keeps up to Date and so should you.

It is important that you keep your version of Smallbiz up to date. The creators of Smallbiz are constantly improving and implementing new ideas into the software, and we pass those improvements over to you as soon as they are available. If you have any ideas on how Smallbiz could be improved or if you have any great ideas about new features do not hesitate to pass them onto one of our friendly staff.

Keeping your system up to date is as easy as:

- 1) Back Up Smallbiz before attempting to start an update
- 2) Make sure your internet connection is on and working.
- 3) Open Smallbiz and click on menu
- 4) Select service and go down to internet options
- 5) Select: **GET THE LATEST PROGRAM FROM SMALLBIZ**
- 6) As long as you're a member of our advantage club, select "yes please"
- 7) Smallbiz will then download a series of files and within about 5 minutes you have the latest copy of Smallbiz on your PC.
- 8) You will then need to close and then reopen Smallbiz. Smallbiz will then run the table updates which may take 2-50mins. This depends upon the speed and age of your computer plus the amount of information held. Generally, the longer you have had Smallbiz the more data you will have and the longer it will take.
- 9) You are now ready to run with the latest version.

Smallbiz has now started to quote ex GST prices on all our literature. We have done this as the ex GST price is the actual COST to you for the service or product. As you are a business you are credited back all GST paid. Example it actually costs you 16.8c to send an SMS, yes you pay 1.68c tax, but you get that back

Useful Information Continued

What happens when you purchase your hardware/POS from someone else apart from Smallbiz?

Some times we come across clients who already have POS equipment or have purchased it from a supplier other than Smallbiz. **In most cases** this does not cause issues to their Smallbiz program and most POS equipment runs smoothly, however in the past we have had the occasional situation where more support is required to get things running correctly.

Technically Smallbiz support DOES NOT cover equipment purchased elsewhere. In such a situation however, we will spend a small amount of time to get your hardware going.

Generally we require that the hardware you have purchased elsewhere, be operational with all drivers and software loaded and working. For the provider of the hardware to say we will set it all up for you is INCORRECT.

Most hardware can be configured to work with Smallbiz, the issue is "who will spend the time and money" to figure out how. We price this into the products we sell.

It is unfair to salons that need support to wait if we were to spend vast amounts of time trying to figure out the operation of hardware you have purchased elsewhere. In these cases we will refer you back to the supplier or charge for the time to sort it out.

We hope that you can appreciate this point and work in conjunction with us when such issues arise.

When is an SMS classified as spamming ?

Lately there has been a lot of conversation surrounding this particular topic as business owners have questioned what is allowed?

Unfortunately each state is different and we will be going into greater detail at the upcoming seminars.

In general though

- Identify yourself by using the name of your business in the message
- Have a system by which clients can register that they DON'T want messages
- Generally SMS to service appointments is considered fair dealing
- Have an Opt IN option in your initial client information forms.

Are you thinking of selling your business ?

In most cases when an owner decides to sell their salon the computer and software package are often part of the sale. We have noticed that in a few cases the owners have forgotten to notify Smallbiz of the change. We can understand that selling a business can often be stressful and it is easy to forget some things which is why we have some handy hints for you to follow:

- You will need to notify Smallbiz in the event that you decide to sell your software program so that we can provide you with the appropriate paperwork.
- Change of ownership forms will need to be signed and returned to Smallbiz before the new salon owner can be recognized as the registered owner of the software.
- **All** copies of the program will need to be given to the new owner, **Including the System CD**. Any copies you may have loaded at home as a home license will also need to be removed.
- Unless you are going to train them, we would strongly suggest that you advise them that **they will need some training**.

We have also noticed that some salons choose to drop out of the advantage club once they have decided to sell their business. We can understand that this may appear to save you a few dollars, however it does put the new owner in unenviable position once they discover they have to pay for the upgrades which you have avoided paying, in order to be provided with ongoing support and training.

Our new "Change of Ownership" forms now contain a field with the status of your advantage club membership. We feel that letting the new owner know at the point of take over rather than once the sale has been completed is only fair and hope that you can appreciate this point.

Monthly Newsletters - Latest Smallbiz News & Information are now being emailed !!

If you haven't been receiving your copy please email support@smallbiz.net.au with your email address

How To Find Customers who haven't been in to see you lately

Finding a list of clients who have not been in the salon since last June for example is very easily obtained from the Marketing module.

Click on the Marketing icon to open the module. Now click on "Select II" you will find a search criteria called "Last Sale (with staff) Between" Enter the dates required and click on OK (Example 1/1/08- 30/6/08). If the client was in between 1/1/08 and 30/6/08 BUT NOT since !!

The results will be displayed to your right in a list. From this point you need to decide your method of contact. You may wish to send an SMS, maybe an email or write a letter.

To send an SMS to the clients selected you must firstly purchase sms credits if you have not done so already. Now click on the SMS tab, it is a good idea to check that the people selected actually have a mobile number to which you can send a message. To check this please click on the OK button next to "Customers with a mobile number".

From here you can enter your text message in the box provided below. You may wish to offer a special discount to encourage the client to return to the salon or maybe just send a friendly hello message which ever option you choose just make sure you remember that there is a limit of approximately 160 characters.

When writing your sms you can also insert the name of the client receiving the message. Example: when you have typed your greeting you can then insert the clients name by clicking on the "Insert Field" button and selecting "FirstName" from the list. This will insert the clients name into the message that is sent out personalizing the message sent to each client in the list.

Do you require support after hours and on the Weekend?

Every now and then we like to check in with our users to find out what times are most suitable for them to use the phone support service. The information we gather from such surveys helps us determine when we should have more staff on phones and when they can take a well deserved break!

We would like to know your thoughts on an after hour or weekend service.

Do you require/need such service?

How much extra would you be prepared to pay for this service?

Have you ever had major problems that this service would have solved ?

We would appreciate any comments you wish to make.



Smallbiz currently recommends Log Me In as the preferred remote access software.

Not only is this product useful to solve technical or support issues quickly it can also be used by you to log into your pc from home or anywhere else for that matter.

For more info visit:
www.logmein.com

Would you like your stock prices upgraded?

Simply contact your suppliers get them to email us their latest pricelist in Spreadsheet format, we will work some magic with it and within a few days it will be available on our server for you to download free of charge.*

***Available to Advantage Club members only.**

Please Email support@smallbiz.net.au

Smallbiz Training Services

If you have been using the Smallbiz Program and feel that there is so much more to learn, why not organise some extra training.

The training that you receive when you first purchase the program is designed to get you and your business up and running with software and basic operation, however it is not designed to train you in the more complex or nitty gritty areas of the program. Some owners take the initiative and explore the program and teach themselves along the way, and some owners don't think twice about the nitty gritty areas and are quite happy plodding along using their software as a customer database and till.

The Smallbiz program has been designed specifically for the industry; it can do everything you need to do PLUS MORE so if you would like to learn more about your Smallbiz Software and what it can do for your business, please just ask.

On-Site Training:

We will come to you at your place of business for a minimum of two hours of face-to-face training. Only Available in restricted areas and may involve a travel cost. Min 2 hours
\$115.00 p/h +gst

By Phone:

Pre-book phone training for an uninterrupted 1 on 1 training session from our experienced phone training staff. Uses broadband control of your computer, so we can show you what to do. Min 30mins
\$60.00 p/h +gst

At Smallbiz Offices:

Arrange for training at our offices to receive great value, face-to-face service for your training dollar. Min 1 hour **\$60.00 p/h + gst**

Did you Know?

You can now download support information from our website?

Visit www.smallbiz.net.au click on the Download link to view important information on Installing & Reinstalling Smallbiz and transferring your Smallbiz Software to another computer.

We will be updating & adding to these documents on a regular basis.

Smallbiz Training Workshops



Register your interest now!

If you are a member of the Smallbiz Advantage Club you have more than likely been to one of our seminars. This year we are doing things a little bit different.

This year we are going to be holding full day workshops in most major cities.

There will be a Smallbiz presentation/workshop where we will update you with our new features and Tips & Tricks. We will be going extensively through any issues you have. There will also be plenty of time for open discussion where you can hear how other salons handle issues as well as Smallbiz suggestions.

Salon owners are welcomed to bring a copy of their Smallbiz backup along to fine tune any set ups, ask any questions and SHOW us the issues you have.

Feed back from previous seminars has been very positive

Smallbiz workshops will be at a cost of \$85pp+gst (discount for 2 or more)

All held 10am - 3pm in the Metro area.

Melbourne 20th April 2009

Sydney 4th May 2009

Brisbane 11th May 2009

Please note that the cut off date for bookings will be no later than 21days prior to the date.

Smallbiz Seminars are designed for business owners or managers and most of the topics covered will not be suitable for staff members. If you feel that your staff need extra training on Smallbiz, please call us to organise phone , internet or onsite training at our standard costs.

Spotlight on The Appointment Book

Display View: Daily Whole day Weekly

5 Mins 10 Mins 15 Mins
 30 Mins 60 Mins Fit All

20/02/2009 Friday

	Alexandria	Benidata	Cathleen	
9 AM				9 AM
9:30 AM				9:30 AM
10 AM		Mr Smit Kerri Consultation		10 AM
10:30 AM				10:30 AM
11 AM		Mr Smit Kerri Hair Cut		11 AM
11:30 AM				11:30 AM
12 PM	Mrs Smith Angelina MASSAGE BACK	Mr Smit Kerri Folios 1/2 head	Lunch	12 PM
12:30 PM				12:30 PM
1 PM			DADD PAMELA SOOTHING BODY POLISH	1 PM
1:30 PM		Mr Smit Kerri Blowdry		1:30 PM
2 PM			DADD PAMELA BRAZILIAN WAX	2 PM
2:30 PM	SMALL LURNEA			2:30 PM
3 PM		Lunch		3 PM
3:30 PM				3:30 PM

The Smallbiz Appointment Book is packed with useful features for the every day running of a business. From sms and email confirmations, appointment search facilities and reports it's the ultimate organiser to keep track of your busy schedule.

Once the appointment book becomes an everyday tool in your business it becomes a wonder that you ever survived without it ! Not only does it organize your day, confirm your appointments but it also makes sure you don't spend forever flicking through pages to find existing bookings !

To get a better idea of how the appointment book can simplify your salon bookings please contact one of our friendly sales staff for a live internet demonstration !

Have you considered a second Smallbiz terminal?

Do you constantly have more than one staff member fighting for the computer space?

Do you find it difficult to make Appointments, process sales and update customer cards all at the one computer?

If you have said yes to these questions, then maybe a second Smallbiz terminal is the answer.

A second networked terminal in your salon will free up computer space and allow Sales and Appointments to be processed at the same time.

We recently have had a large number of our customers adding a second terminal to their businesses and they have never looked back. The second terminal could be on the front desk or in a staff room or office.

Adding a second terminal to your business is cost effective and a practical way of managing your front desk sales as well as your day to day input of customer data, stock and Appointments.

Call NOW for more information.

We are happy to talk you through all the options and provide you with a detailed quote.



blackduck
MARKETING

take time out for yourself

This is just a phone call away

Hope You Felt Like A Superstar

wherefore art thou?

I miss you

it's been a while since we've seen you ...

There is no need to hide

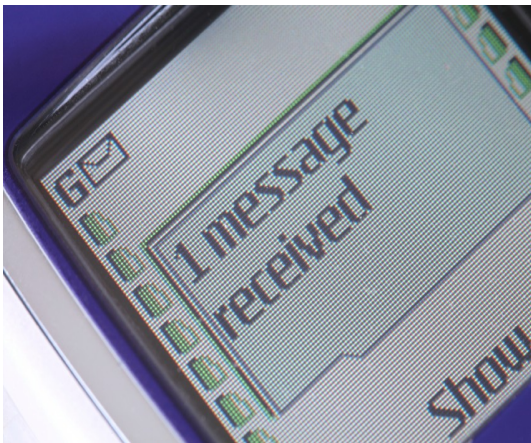
The simplest, easiest and most professional way to automate a whole 12 month salon email marketing strategy.

Call Brian :1300 79 76 74

Email: info@blackduckmarketing.com

www.blackduckmarketing.com

RETURN SMS



The return SMS feature offered by Smallbiz is the easiest way to free up your phone line ! If you are sending SMS messages to confirm your appointments you may be finding yourself stuck at the reception desk answering phone calls from clients who are responding to your message.

Now with the return SMS feature your clients can respond to your SMS directly to your appointment book ! Once they have replied with "Y" Smallbiz will automatically mark the appointment as confirmed, or if the client replies with any other message Smallbiz will show you the message and let you decide what to do with it.

For more information on this handy feature please contact our sales team on 1300130294 Ext 5.

How About 12 months FREE Advantage Club ?

Quite a number of salons are getting a free years membership of the Advantage Club by recommending others to Smallbiz. When they install Smallbiz a free years Advantage Club is given to the referrer.



Smallbiz ...Multi-Site Network experts!!!

Did you know that Smallbiz can be used across a number of sites?

If you have 2 or more businesses you can consolidate all your information into one database and allow each salon to access it. The appointment book is slightly different, in that a separate appointment book is kept for each salon for fairly obvious reasons.

This means that when a client walks into any of your businesses, IN REAL TIME

- You can see a clients complete history, independent of which salon they attended
- You don't have to ring other salons to see if they have availability
- At one shop you can see/make appointments for the other shops in real time
- When you want to do marketing you are not going to send a letter from each business
- Gift Vouchers can be redeemed and sold from any location.
- Stock control can be used to see how many are available at the other locations.
- You only enter stock once, not for each site.
- See invoices for all shops.
- Reporting can work across all sites, i.e. how many visits clients have made.
- From home or an office you have complete control

So, how is this done? Well Smallbiz has built a fair bit of expertise in this area. Your data gets stored on our servers and can be accessed using broadband. Apart from the normal cost of getting Smallbiz, you are looking at \$68.75 per month extra. Compared to the benefits it will bring you, this is a very worthwhile cost.

Please call 1300 130 294 for more information or email info@smallbiz.net.au