

February 2014 Issue

Welcome to the TBC newsletter...

TBC update by Stacey: This month we welcome James from Croxford Capital in to Suite 4 on a full time basis, we are delighted to have him here with us again at the Traralgon Business Centre!

OFFICES NOW AVAILABLE!

We now have office suites available full-time here at the Traralgon Business Centre, so don't miss out on this wonderful space!

You can have it all... Ideal location, close to reception ... and that's just the office!

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Basic reception services, kitchen facilities, wheelchair access, discounted rates for Meeting & Conference rooms...

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Neil has more than 21 years of financial planning experience, gained through roles with Westpac, RetireInvest, and, most recently, with Bendigo Bank.

Neil's qualifications include a Diploma of Financial Planning through Deakin University and a Diploma of Financial Markets through the Securities Institute of Australia. He is a Certified Financial Planner, as awarded by the Financial Planning Association.

Neil's areas of expertise include retirement planning, investment strategies, risk insurance, social security as well as estate planning.

For advice on:

- Deposits;
- Securities (such as shares);
- Managed investments (including Investor Directed Portfolio Services);
- Government debentures, stocks and bonds;
- Retirement products, including superannuation and retirement savings accounts;
- Personal risk insurance.

To book an appointment call Neil on 0400 897 254.



A Virtual Office could be exactly what you need for your business!

Do you need someone you can rely on to answer your calls and take messages for you but don't want an answering service? Don't worry, we have the solution!

A Virtual Office with the Traralgon Business Centre allows you to portray a professional image for your business. Our dedicated receptionist will answer calls in your business name, take messages and manage your diary for you by taking bookings and following up clients... Talk about not having to lift a finger!

Not only is it convenient but it's affordable too! We have two packages to choose from; with costs of \$50+GST per week or \$80+GST per week.

To find out more about these packages contact us today! (03) 5173 6800





Traralgon Business Centre

Ph: (03) 5173 6800

We make business look great

Address: 55 Grey St, Traralgon

www.traralgonbusinesscentre.com.au

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EFFECTIVE HYPNOTHERAPY

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effectivehealthhypnotherapy@gmail.com

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How to Get 3 million Facebook Followers!



Jake Munday's internet business is based on a simple idea: People love dogs!

But that idea has garnered his Facebook page, Dog Lovers, more than three million followers, which Munday says is earning him about \$40,000 a month. These are impressive figures by any measure but even more so, considering that Munday is 24 years old and Dog Lovers is only a part-time exercise for him. His full-time job is selling phone plans in a Telstra business dealership.

His strategy for attracting viewers is much like his original business idea. "Animals are very emotional to people; they're like family, they're like their kids," he says. "We can make it sound like a special formula but at the end of the day some [posts] work and some don't." They posted a picture of a cute little girl holding up a handwritten sign saying, "my daddy said I can get a puppy only if I can get 1 million likes". The post went viral and within 72 hours had picked up 1.3 million clicks.

The picture had already been posted on Facebook. Munday simply picked it up and put it on his own page. He has no idea who the girl is or whether she ultimately got her puppy.

The page earns its revenue through advertising – pet businesses pay to place ads on the site – and through affiliate marketing – where companies pay Munday when people click on their site from the Facebook page. For instance, he promotes products for the pet-related group buying site coupaw.com and, when people click on the ads, they're taken to the site where they have to fill out their email details and Munday earns \$1 per email address. Others pay a commission on the sales Dog Lovers generates.

Munday expects the site to keep attracting likes!

Read more: <http://www.smh.com.au/small-business/entrepreneur/how-to-get-three-million-facebook-followers-20131126-2y80q.html#ixzz2qQ5fx4Dn>



Polly

Regular Rewards

25% OFF your 5th Massage or Kinesiology session

Have 5 x 1hour Massage/Kinesiology Sessions in a 5 month period to receive discount (Period recommences after your 5th session)

New Rates as of 1st February, 2014

Standard Rate \$70 (1 hour) | Seniors Rate \$60 (1 hour)

Children 16 years and under \$60 (1 hour)

All Kinesiology Sessions are \$70

"Family Packages" now available, enquire at reception

Appointments Available:

Wednesdays 6pm - 8pm | Thursdays 9am - 8pm | Saturdays 9am - 1pm

Traralgon Business Centre

Suite 7, Level 1, 55 Grey Street, Traralgon (Cnr Grey & Breed Streets)

5173 6807

Reception is open 8.30 - 5pm for appointments