

The Group Website

The website has two uses, firstly as a way of facilitating the passing of referrals and other details between the members of the group effectively, and secondly, it is a way of presenting the group to potential visitors and members who will be coming to the meeting.

The website contains a listing relating to your business and yourself that you can edit freely. This leaflet is designed to give you some guidance.

Your Description

The best way to approach this is to consider you are writing a general one-minute presentation about your business that you are going to deliver to a room of visitors, which essentially you are doing online. It should be 4 -5 paragraphs long, with each paragraph having no more than three sentences.

The format could be

Paragraph One

Introduce yourself and your company so the reader can understand you quickly

Paragraph Two

A brief summary of products and services that the visitor will find interesting. A 'shopping list' is not recommended, consider your best selling product or services.

Paragraph Three

A brief expansion about your company / self and motivation for being in business

Paragraph Four

Call to action asking the reader to visit your own website or call you to discuss their needs

Paragraph Five

You should consider including your memory hook or catchphrase as a way of ending your listing, just as you would in a presentation in the real world.

Your profile needs to be interesting to read. Some groups using the REFUR system have had members write profiles for each other as a way of letting people see themselves through the eyes of others.

Whatever you write, make sure you proof read it before you copy it into your profile and then again once it is live to ensure you haven't made any errors in the process.

Your profile should reflect your company and present a positive image to potential visitors, you never know, they may want what you offer, and the sales process starts on the website.

One suggestion would be to write your profile, then share it with some members of the group to get feedback to see if it shows the 'real' you.

Once you have prepared what you want to post about yourself, you need to log into the system. You will have been provided with the login details (if not you shortly will be).

Image

The image you list on your profile can be of anything you think relevant. Many members put up their logo, a picture of the outside of their building, their own portrait, anything they wish to portray that first impression to visitors.

A couple of things to remember, whatever you use, make sure you have the 'rights' to use it, don't just take an image from the Internet. It needs to be up to date and relevant, and finally, make sure it is of high enough resolution.

The image should be no bigger than 500 px in any dimension and needs to be at 72dpi resolution as a jpg or png file.

Check Your Contact Details

The Web Manager will have (or is about to) enter basic contact details about your company onto the website. You need to ensure that these are up to date, and the most relevant for contact to be made.

Update The Listing

You should make a diary note and look at your profile on the group's website every couple of months and make sure it is a true reflection of how you want to present yourself to potential visitors. You can change it as often as you feel necessary.

The process of editing your profile is like most online systems, however, if you need help, please visit refur.com/manual for the online instruction manuals and training videos.

The manual has been written to help you to not only enter your profile effectively but also to help you to use the system to enhance your networking activity.

If you have difficulty using the system, please speak to the member of your group organizing the website or email support@refur.com, and we will help you

Planning Your Entry

First, what are the key things you need to consider including in your profile?

Your Name:

Contact Number:

Is this your cell or land line?

Contact Email Address:

Your Location:

Is this important?

Main Occupation:

Focus on what you are a group member for

Discounts Offered:

One Key Message:

Paragraph One

Introduce yourself and your company

Paragraph Two

A brief summary of products and services

Paragraph Three

A brief expansion about your company / self and motivation for being in business

Paragraph Four

Call to action

Paragraph Five

Memory hook or catchphrase

refurtm

simple effective networking

visit refur.com