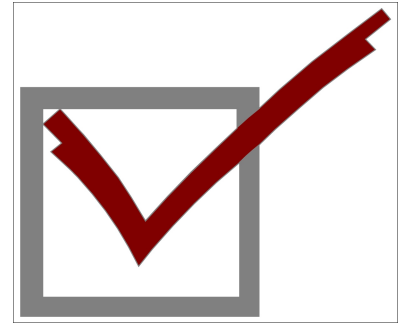


Website Ordering Instructions

THE CONSULTANTS BUREAU

*The National Trade Association
for the Consulting Profession*



Overview: It is your responsibility to provide copy for your website since only you know the services you can provide, your areas of functional expertise and industry experience, and the value you can deliver to clients. To assist you, we provide guidelines and prompts to help you create meaningful content for your site. The web designer assigned to your site is responsible for the overall design, layout and functionality of the site.

▶ **Structure for Your Site:** You first need to determine how many pages your site should have. There is always a **Home** page that includes a general overview of what your consulting practice offers, plus several second-level pages. Here are a few ideas for second-level pages:

- ◆ **Services** page that describes the services you offer. Be sure to include the benefits that each service produces.
- ◆ **Solutions** page that addresses the problems a typical client might have and how you can fix them
- ◆ **Projects** page that describes the projects that clients will typically have that you can complete
- ◆ **Issues** page that addressed current news or industry developments that might be relevant to clients such as the effect of Obamacare or how to avoid sexual harassment and related lawsuits
- ◆ **About Us** page gives a background on the company and includes bios (maybe photos) of the principals or staff
- ◆ **FAQ** (Frequently Asked Questions) page that lists commonly asked questions with answers to each question. This is a popular and effective page because it enables you to interact with the visitor, and you get to ask the questions you want the prospective client to think about.
- ◆ **Case Studies** or **Success Stories** page that explains how you solved a problem or completed a project or otherwise filled a need for clients.
- ◆ **Clients** or **Testimonials** page that includes either a list of clients and/or quote from those clients
- ◆ **Contact Us** page that includes address, telephone, fax, e-mail and other contact info. Should really have this page as it is standard at most websites.

▶ **Artwork:** You need to supply a logo along with any other illustrations you want at the site, such as photos of the principals or staff. All images need to be supplied as .jpg files. If there are items that you want shown at the site (such as a report or document of some kind), you can send us an original and we will scan or photograph it. If you do not have a logo, you need to first sign up for our **Corporate Communications Package** that includes developing a logo for your consulting practice.

▶ **Copy:** You need to submit copy for your website in a Word (***.doc) file, clearly indicating what text goes on each page. Here are a few tips for writing effective website copy.

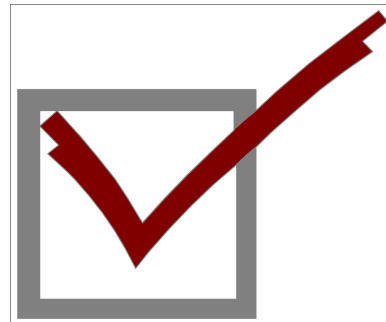
- ◆ **Second Person to the Visitor:** Talk **to** the visitor, not **at** him. Use terms like "...when you face....", "...should you need..." or "...if your company...."
- ◆ **First Person Plural about You:** Refer to your business as "...we help clients..." or "...we've found...."
- ◆ **Describe the Service, but Focus on Benefits:** While you want to describe the services you offer, focus on the benefits. For example, reducing defects in the manufacturing process is a noble objective, but it will also improve the image of the company, make it more competitive, reduce or eliminate re-working costs, and improve margins.
- ◆ **Be Upbeat:** Come across with a positive, can-do attitude! Exude confidence!
- ◆ **Don't Give Away Too Much:** Explain **what** you are going to do, not **how** you are going to do it. In fact, build some mystery into the process. Use phrases like "...through a unique process we pioneered, we are able to..." or "...we've spent years refining a proprietary system that...."
- ◆ **Use Bullets and Subheads:** You do not want paragraph after paragraph of text, so break up each page with bulleted lists or headings before key paragraphs.

Building the Website:

- 1. Complete the Order Form:** Let us know how many pages you want, and the title for each page, and attach a hard copy of the Word file that contains copy for the site. Let us know what other digital files you have. We will e-mail you when we are ready for them. We will also e-mail you instructions how to register your domain, and how to sign up for website hosting. Hosting will be billed directly to your credit card at \$14.95/month.
- 2. Develop a Prototype Home Page:** Our designer will create a prototype home page and send it to you to review. You make the changes as you want so you get a home page that reflects positively on your consulting practice.
- 3. Work Up the Rest of the Site:** Using the format and design elements of the home page, we will work up the second level pages and send them to you for your review and approval.
- 4. Take the Site Live:** We put the site into .html and upload it to the hosting service. You review the live site, and let us know what edits or adjustments you want. We then set up e-mail service for the accounts you give us.

Website
Order
Form

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Complete This Form and Return It with All Required Attachments

Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: ____ Zip Code: _____ - _____

Telephone: _____ - _____ - _____ Fax: _____ - _____ - _____

Web Domain: www._____ [] *I have registered this domain.* [] *This is the domain I plan to use.*

E-Mail: _____ @ _____

Page Structure: List the pages you want your website to have, and provide a title ("Services" or "About Us" for example) for each page. The minimum site we will design is five pages, a home page and four second-level pages.

Home Page

Total Number of Pages: _____ x \$100 = \$_____

Cost: We charge just \$100 per page, so a five-page site (a home page plus four second-level pages) is just \$500.

1. Complete the Website Order Form, and compute the number of pages you want for your site.
2. Enclose a check payable to "The Consultants Bureau" for the appropriate amount.
3. Attach a hard copy of the copy you developed for your site. We will need the copy in a Word file, and we will e-mail you when we are ready for it.
4. Attach a hard copy of your logo. We will need your logo as a .jpg, and we will e-mail you when we are ready for it.
5. Attach hard copies of any additional art work you want to include at your website. If you need us to scan or photograph them, make sure they are clean, crisp originals. *Do not fold them, but mail flat!*
6. If you have a specific look that you want, feel free to work up a rough view of what you want your website to look like. This can be in any format from hand-drawn to software-generated. Or you can print a page from a website that has features or design elements you would like us to emulate.
5. Mail everything in one envelope to: **The Consultants Bureau**

Post Office Box 10057
New Brunswick, New Jersey 08906-0057

If you are mailing us an original that you want returned to you, send in your order form via Certified Mail, and enclose a note indicating which item or items you want returned.