**INSTRUCTIONS**

This file contains:

* a business profile template suited to any type of business
* an example of a completed profile as an inserted image.

This template has been created using an add-on to Word called FS Pro 2020. It will open normally in Word, but you will not have the FS Pro 2020 ribbon as part of your menu structure. This will make it a little harder to work in the file, as you will not have the buttons that create elements such as the text blocks, continued lines and continued headings.

However, if you are careful you should be able to copy-and-paste elements into place where you need them. Note that the text block and the lines above and below it should be copied-and-pasted as a single unit. The ‘About [your company name]’ continued headings can be updated by right-clicking on the heading and selecting ‘Update field’.

The template has suggested subjects listed in the left-hand column. Fill in the details for your business in the right-hand column.

Feel free to change, add to or delete suggested subject areas. What other characteristics of your business would you like to inform your target market about? Other possibilities include:

* vision, mission and/or business philosophy
* the values by which do you do business
* your unique selling proposition – what makes you different or outstanding compared with your competitors
* any awards won or any certifications achieved, e.g. ISO or Australian Standards
* any registrations required to do your work, e.g. builder’s licence, licensed plumber or electrician. Put in category and licence number if relevant, or state that all tradespeople are qualified (i.e. have a relevant trades certificate) and licensed in their particular fields
* how you add extra value for your clients (value adds)
* other relevant company fundamentals or strengths – corporate social responsibility, research and development, online ordering, commitment to service, turnaround times, quality, workplace health and safety, environmental standards. Many of these may not apply to your business
* a short list of key personnel.

The aim in using this template is to keep the profile to no more than nine blocks of information (10 if you really need it).

**Sending out your profile**

Once you are satisfied with your profile, convert it into a PDF using the ‘Save as Adobe PDF’ function in Word (in the ‘File’ ribbon). Use the PDF for emailing to prospects/clients. You don’t want these instructions or other unwanted material in your profile, so either delete items you do not need or save your profile as a new file, delete material, and make your PDF.

**Would you like your profile checked?**

For a cost of $33 (inc. GST), Professional Word Services will edit your profile, resize and insert your logo (if required), and sort out any formatting issues. Email your Word document to us at [info@profwordservices.com.au](mailto:info@profwordservices.com.au). Turnaround will be same day or overnight (depending on volume).

#### About [your company name]

|  |  |
| --- | --- |
| Business principal | insert text |

|  |  |
| --- | --- |
| [company name] works with … |  |

|  |  |
| --- | --- |
| Products/ services available | * Point * point * point * point * point * point * point * point |

1. Continued on next page

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|  |  |
| --- | --- |
| Business backgroundORBusiness history | * point * point * point * point * point * point * point * point |

|  |  |
| --- | --- |
| Clients | Current/previous clients include:   * point * point * point * point * point * point * point * point |

|  |  |
| --- | --- |
| Key achievements for clients | Some recent achievements for our clients of which we are particularly proud include:   * point * point * point * point * point * point |

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|  |  |
| --- | --- |
| Why clients choose [company name] | * Insert text |

|  |  |
| --- | --- |
| Benefits of working with [company name] | * point * point * point * point |

|  |  |
| --- | --- |
| Contact details | Telephone:  Mobile:  Email:  Website:  Post:  Fax:  ABN |

|  |  |
| --- | --- |
| extra if you want to add something | * Copy and paste this box elsewhere if you wish. Include the top and bottom lines in your copy/paste. * point * point |







