



**THE HANDYMAN**NETWORK

GIVING YOU A HEADSTART WITH YOUR BUSINESS



In association with

### Did you know...?

- ...that at the end of 2004, 934 million people across the world regularly used the internet.
- More than 33 million of these were based in the UK, 22 million of which have access to the internet from their home.
- Up to 80% of these people search for local services online, such as hairdressers, restaurants, cinema listings, handymen, etc.

**These people could be your potential clients.** Imagine being able to reach them all, or even just a few of them.

### Do I need a website...?

Having a website isn't going to double your profits overnight. But it will steadily increase your exposure to possible customers. It's an advert to the world 24 hours a day, every day of the year. People who have never even heard of you will be able to find your website by running searches on the services you offer.

A website also provides your business with credibility and a point of reference so that customers, potential business partners and perhaps even investors can quickly and easily find out more about your services. You can include information in a website which you wouldn't usually have room for in a classified ad, eg. client testimonials and information on the full services you provide.

It doesn't matter if you are a one-man show or a 10,000-employee corporate giant; if you don't have a website, you are losing business to other companies that do.

But there's more to being successful online than just having a professional looking, up-to-date website. If you don't drive any traffic to your site, it's like having a glossy brochure and not giving it to anyone.

That's where the Handyman Network can help. We provide you with your **own website for an affordable monthly fee** and help you drive traffic to it. There are no set up costs and no hidden charges. Once you sign up, you will be provided with:

1. Your own .co.uk web address and matching email address
2. Your own fully functional website with customised wording according to your services
3. Free maintenance of the site and unlimited changes (within reason!)
4. Submission of your website into search engines and local online directories (search engine optimisation is undertaken during the construction of the site)
5. Advice on marketing your website and your business generally

### Do I need my own computer?

If you don't have access to a computer or email, it doesn't matter. People will still be able to find your website through their own internet searches and we'll simply publish your contact phone numbers on your site so that people can reach you by calling rather than emailing. If you decide to buy a computer later on, we can set up your email address then.

### What does it cost?

The service costs a flat monthly fee of £15 and there are no other costs which you will incur. The only thing that we ask is for a commitment of 18 months.



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**Good luck with your training and your new career. We wish you every success, and hope to welcome you into The Handyman Network soon and help you reach even greater heights.**

## **HANDYMAN NETWORK APPLICATION FORM**

It is important that you fill out all fields requested in order to process your request. Incomplete or illegible forms will be returned to you for completion or clarification. Once completed, sign the form and send to the address listed at the bottom of the form, or hand it in to a Step To Training representative for forwarding on to us.

Keep the wording for your website short and to the point. People have lower attention spans when reading on screen text and will not read lengthy paragraphs.

If possible, please type the details for your website content and email it to us at: [websites@handyman-network.co.uk](mailto:websites@handyman-network.co.uk).

- If you are able to email it to us, please tick this box; complete your contact details and the standing order mandate at the bottom of the form, remembering to sign it. Please also advise us of the email address you will be sending the information from, so we know to look out for it. You don't need to complete section 2 of the form if sending over a typed version.

I will be sending the information from:  
(email address)

### **1. CONTACT DETAILS**

First Name:

Surname:

Address:

Post Code:

Daytime Phone:

Email Address  
(if you have one):



**2. DETAILS FOR YOUR WEBSITE**

Continue on separate page if you don't have room on any sections

Preferred web address (1st choice): www.  .co.uk

Preferred web address (2nd choice): www.  .co.uk

Preferred email address:  @yourwebaddress.co.uk

**i. Text for your home (front) page:**

**ii. Text for your services page:**

**iii. Details for your contact page if different from personal details** (leave blank if the same as above):

**iv. Any testimonials** you may already have (these can be added later if you prefer):

These 4 pages noted above are standard pages and included in your monthly fee. If you would like additional pages, e.g. pricing, they will be charged at a one-off rate of £75 per



page. Please include details of the extra pages you would like, the content for those pages, and include your additional fee in the standing order form for the 1<sup>st</sup> payment.

### 3. INSTRUCTIONS TO YOUR BANK TO PAY BY STANDING ORDER

To: (name of your bank)

Branch Address:

#### Account to be debited:

Account Number:

Branch Sort Code:

Name of Account Holder:

Customer signature:

Date of Signature:

#### Payment Details

Amount of first payment:  Enter £15 here unless you are requesting additional web pages.

Date of first payment:

Amount of usual payment:  When paid:

Date of usual payment:

The first payment is payable upon receipt of this instruction and the same amount on the first day each month thereafter for a minimum of 18 months until this instruction is cancelled in writing by me.

#### Beneficiary Details

Bank: LLOYDS TSB (30-98-41), Old Town, Swindon  
Account: AZURE MARKETING (account number: 04710283)

#### Send your completed application form to:

Azure Marketing (Handyman Network), The Ridings, Aughton, York, YO42 4PG  
Submission of this form indicates your acceptance of the terms and conditions of The Handyman Network (you can view these at: [www.handyman-network.co.uk](http://www.handyman-network.co.uk)).



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## HANDY MAN NETWORK PROGRAM TERMS & CONDITIONS

This agreement describes the terms and conditions for participation in the Handyman Network Program, administered by Azure Marketing. The terms "Affiliate," "you," and "your" are referring to you, the applicant. "We" and "our" refer to Azure Marketing.

We are independent parties and this agreement will not form any partnership.

### AGREEMENT DURATION

This agreement will begin upon submission of your application and will end when terminated by either party after the minimum term of 18 months.

Termination may happen with or without cause, by giving the other party written notice of termination.

### MODIFICATION

By posting a Change Notice or a new agreement on this site, we may modify any of the terms and conditions within this Agreement at any time and at our sole discretion. If any of the modifications are UNACCEPTABLE TO YOU, your only recourse is to terminate this Agreement after your minimum 18-month period. If you CONTINUE PARTICIPATION IN THE PROGRAM following the posting of a Change Notice or new agreement, it will be considered as your acceptance of the change.

### INCLUSIONS AND EXCLUSIONS

Azure Marketing will bear the cost of acquiring your .co.uk domain name and of hosting your website. You will be provided with the domain name of your choice as long as it is available.

Alterations to the navigational structure, colour scheme and images of the site are **not** included in the monthly fee. Alterations to the site are limited to text changes only and must be submitted electronically (by email, CD Rom or floppy disk). You may submit as many text changes as you like, but they should be submitted no more than once a month i.e. 1 email per month with all changes noted, rather than 10 emails per month with changes individually noted. Additional alterations will be charged on a customised basis. A fixed quote will be issued prior to work commencing and will only be undertaken on your approval.

### FEES

Payment of fees is on a monthly basis from the date of submission and must be administered by standing order. There is no set up fee, and the monthly flat rate is £15.

Termination of payment by you will result in the termination of this contract and your website being taken offline. You are liable to continue payments until the end of the 18-month period. We have the right to charge an additional monthly finance charge of 1.5% on any outstanding amounts if payment is terminated prior to the end of the 18-month contract. You may also be liable for any other charges incurred in recovering outstanding amounts.



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## **ABOUT LIABILITY**

We will not be liable for indirect or accidental damages (loss of revenue) as a result of "intents of harm" to the program or our websites. We do not make any expressed or implied warranties with respect to the program and/or products sold at this site. We make no claim that the operation of the program and our website will be error-free and we will not be liable for any interruptions or errors.

## **WEB SITE RESTRICTIONS**

Azure Marketing reserves the right not to accept any person into the Handyman Network Program based on submitted content.

## **SPAM (UCE)**

Unsolicited Commercial E-mail – Azure Marketing in no way participates in mass unsolicited e-mailing (i.e. spamming), and all members of the Program are expected to adhere to this policy as well. Violation of this policy will result in the termination of this contract and immediate dismissal from the Handyman Network Program.

## **DISCLAIMER**

We make no express or implied warranties or representations with respect to the Program or your potential to earn income from the Handyman Network Program. In addition, we make no representation that the operation of our site or the Affiliate Sites will be uninterrupted or error-free, and we will not be liable for the consequences of any interruptions or down time.

This Agreement will be governed by the laws of England. Any action relating to this Agreement must be brought in the courts located in England and you irrevocably consent to the jurisdiction of such courts. You may not assign this Agreement, by operation of law or otherwise, without our prior written consent. Subject to that restriction, this Agreement will be binding on, inure to the benefit of, and enforceable against the parties and their respective successors and assigns. Our failure to enforce your strict performance of any provision of this Agreement will not constitute a waiver of our right to subsequently enforce such provision or any other provision of this Agreement.

## **AGREEMENT**

By submitting your form for inclusion in the Handyman Network, you acknowledge that you have read this agreement and agree to all its terms and conditions. You have independently evaluated this program and are not relying on any representation, guarantee, or statement other than as set forth in this agreement.