


Before you place a Classified at CPDpoint, please familiarise yourself with this tip sheet. It contains some helpful information to make submission simple, such as handy hints, an outline of the submission process and some specific guides for the classified category you will be using (pages 2-6) to improve the quality of your listing. If you have any suggestions to improve this tip sheet, please let us know.

Some handy tips for advertising at CPD Point

1. You can save time completing your Classified submissions by preparing the description of your classified before you visit the site and then paste your text when you are ready to submit your listing. The default text font for listings is Arial 8.5 for text and it is bold for use in headings. Any font text can be converted to this size by pressing the Microsoft Word icon circled during classified submission. 
2. In order to maintain the consistency of text on the site, please do not use more than **size 10 font bold for headings** (actual size) and size 10 font for text (actual size). If you do not use the default text font, the space you'll have available for your ad will be reduced (i.e., the number of text characters in your listing will be reduced).
3. Classifieds are organised into categories and subcategories. Please ensure that you select the correct category (e.g., employment available) and subcategory (e.g., 1 day; 2 day etc) for your listing.
4. You can select how people contact you about your classified listing (i.e., by phone, mobile phone, or e-mail). The default setting for contact is e-mail. Alternatively, you can direct people to your own website. Select the most appropriate contact point for your circumstances.
5. Aim to be concise with the information that you provide in your listing. Provide details where they would be expected, such as inclusions or exclusions that affect the final price paid for goods or services. Refer to our suggestions (below) for your category.
6. CPDpoint is an international site so when you state the cost of goods or services in your listing, please indicate the currency you are referring to (eg, Australian Dollars, US Dollars, British Pounds, Euro etc). Also, if you prefer to deal with others from your own country/ state or region, please indicate this by stating "This classified is intended for people living in (insert your state and country)."

Classified Submission is a 2-step process

Step 1 will require the following information:

- The category and subcategory of your classified
- Your location details
- Intended audience (i.e., industry/ profession/s)
- Your listing start date (this can be the day of submission or a date in the future)
- Listing length (the number of months you wish to advertise)
- Title of classified (this should accurately reflect the product or service being advertised)
- Description of classified: refer to suggestions below in your relevant category (you can paste this text in from Microsoft Word if available)
- Preferred method of contact (the e-mail you used to register with CPDpoint is used first)
- You have the ability to attach a flyer to your listing if you wish (pdf, doc, rtf, jpg, gif: up to 1 megabyte)

Step 2:

- Confirm classified details, then
- Proceed to payment process

Or,

- Add your classified to your shopping cart in order to continue transactions on this site (e.g., submit another classified, or an event; create a banner to advertise your business; or select to host or join a forum).

Content Guides for Classified Categories	Page
• Business Opportunities	2
• Wanted to Buy	2
• Employment Available	3
• Employment Wanted	3
• For Sale	3
• New Business/ Products/ Services Launched	4
• Professional Consulting Rooms	4
• Specialist Services Directory	4
• Professional Development Placements	5
• Professional Supervision	5
• Tenders Available	5
• Research Opportunities	6
• Swapping	6

Business Opportunities

Use this category if you wish to advertise:

- the sale of a business or franchise
- an alliance/partnership opportunity

Information to include in your listing

Briefly describe the business, franchise or alliance/partnership including any of the following that might apply:

Type of business; years in operation; who the founders are; where the business is located; existing number of staff or franchisees; identifying its primary customers and whether they are located in the same area; average revenue over a specific time period.

Provide any known details regarding how much it would cost a person to purchase the business or a share in it and whether there are any associated maintenance costs in the transaction (e.g., ongoing franchising fees).

With an alliance, the parties typically share risks, pool strengths or integrate business functions for mutual benefit. Your description should briefly address these areas

You may wish to attach a detailed prospectus to your listing (or mention that you can provide a prospectus on request)

Wanted to Buy

Use this category if you wish to buy:

Professional Audio Resources; Professional Books; Professional DVDs; Professional Equipment; or Professional Software

Information to include in your listing

For audio, visual and printed matter, please include title of publication, author, year of publication, version or edition and name of publisher, if known

For equipment, please include name, model number and name of manufacturer, if known.

Employment Available

Use this category if you are advertising:

Casual, Full time or Locum work available

Ensure you select the subcategory that best describes the basis under which a person would be employed (e.g., 1-day, 2-days etc).

Information to include in your listing

Provide an overview of the position and responsibilities of the successful candidate. Describe the business and its primary customers.

Detail the requirements that the successful candidate must possess, such as qualifications, memberships and the number of years' experience.

Provide the lower and upper level range of compensation (and other benefits) that the successful candidate could receive.

Employment Wanted

Use this category if you are advertising:

Casual, Full time or Locum work wanted

Ensure you select the subcategory that best describes the basis under you wish to be employed (e.g., 1-day, 2-days etc).

Information to include in your listing

Provide a brief overview of the type position you seek and your background in that position. Include your qualifications, memberships, years of experience, previous employment or unique expertise.

You may also wish provide a lower and upper level range of compensation desired.

For Sale

Use this category if you wish to sell:

Professional Audio Resources; Professional Books; Professional DVDs; Professional Equipment; or Professional Software

Information to include in your listing

For audio, visual and printed matter, please include title of publication, author, year of publication, version or edition and name of publisher.

For equipment, please include name, model number, name of manufacturer and year of manufacture.

Ensure you mention the condition of the goods and whether you have original documentation/ packaging. If an item is damaged, please describe the extent of damage involved. People will assume that an electrical or mechanical item is in order, always state if this is not the case.

New Business/ Products/ Services

Use this category if you wish to promote:

The recent launch of a business; product, service or website

Information to include in your listing

For a business, service or website, briefly describe any of the following that might apply:

Type of business and when launched; who the founders are; any unique expertise; where the business or service is located; number of staff; any unique offerings; any time-limited special pricing that might apply

For a product, include any of the following that might apply:

Product name, model number, year of manufacture; month of launch; if the product is a new model, describe any features that previous models did not have; list a few benefits of this product to potential customers; any time-limited special pricing that might apply

You might also choose to attach a flyer with detailed information or encourage people to call or visit your website for further information

Professional Consulting Rooms

Use this category if you:

Have, or are seeking, consulting rooms

Information to include in your listing

Indicate if the rooms are available (or required) by the day, hour or session, on a regular or casual basis. Note if a sub-lease is available or preferred.

Provide details (or requirements) of facilities, such as parking, kitchen, waiting room, reception and administration services, wheelchair access or accessibility by public transport.

If you have consulting rooms available, provide an overview of the type of business in which the rooms are situated. Note other types of professionals working at the premises. You might choose to include pictures of the business or consulting rooms in an attachment, or provide a link to your website. Specify the type of professional that you seek, or would benefit from your facilities.

Specialist Services Directory

Use this category if you wish to advertise a specialist service that you:

Perform or require.

This directory is intended to promote specialised expertise, as opposed to generalist practice. You might choose to use this directory if you are seeking, or you offer, particular expertise in a specific area.

Information to include in your listing

Mention your qualifications and the years of your unique expertise. List your professional memberships and briefly outline your employment history. Identify the audience you wish to serve. You may also wish to disclose fees for certain services.

Professional Development Placements

Use this category if you are advertising an:

Available or Wanted PD placement (i.e., work experience, an internship) that is paid or unpaid

Ensure you select the subcategory that best describes the type of placement (e.g., Wanted or Available and whether it is paid or unpaid)

Information to include in your listing

If you are offering a placement, include an overview of the business and its client groups. Outline the role of the successful candidate and any prerequisite qualifications. State the duration of the placement and describe any unique benefits the placement could provide in future, if any.

If you are seeking a placement, identify the expertise you wish to develop and the type of organisation that would facilitate its development. Outline your qualifications and any relevant experience. Include the intended duration or frequency of your placement.

If the placement includes payment, provide the lower and upper level range of compensation that is available (or sought)

Professional Supervision

Use this category if you wish to:

- List your availability as a supervisor
- Seek a supervisor

Ensure you select the subcategory that best describes your preference for supervision (e.g., face to face, online or other).

Information to include in your listing

Whether you are a supervisor or a person seeking supervision, mention your profession, qualifications, memberships and the number of years you have been employed in your profession.

If you are offering supervision, identify your unique expertise and the audience who would benefit from it. You might also wish to disclose fees or attach a Curriculum Vitae to your listing.

If you are seeking supervision, identify the expertise you wish to develop and the type of professional that has that expertise. Include the intended duration or frequency of your supervision.

Tenders Available

Use this category if you wish to advertise tenders for:

- Goods and services
- Goods only; or
- Services only

Information to include in your listing

Accurately describe the goods or services, and the quantity you have or require. Distinguish goods from services and itemise them. You might wish to specify your budget if you have one.

If you have a document that details what you require, consider attaching that to your listing.

Research Opportunities

Use this category if you are:

- Offering a research grant
- Seeking participants for the purpose of research

Information to include in your listing

If you are offering a research grant, provide an overview of research required and your organisation. Describe the prerequisites of the successful applicant, such as their professional background and qualifications. Provide details about the duration of the project and the amount of funding available. You might also choose to attach a document as an application kit.

If you are seeking participants to take part in a research project, provide a summary of your project's aims, objectives, and some information about the researcher/s. Provide details of participant involvement, such as time and duration commitments and instructions on how interested participants can proceed.

If research participation involves completing a paper or online questionnaire, you might choose to attach a document or provide a link to the website containing the questionnaire.

Swapping

Use this category if you wish to swap:

- *Goods* for Goods
- *Goods* for Services
- *Services* for Goods; or
- *Services* for Services

Note: The *italics* title above represents what **you** have to swap. Please select the correct subcategory to avoid confusing your intended audience

Information to include in your listing

Accurately describe the goods or services and the quantities involved.

For goods, ensure to mention any of the following that might apply: make, model, brand, version, name and/or year of manufacture, current condition of goods, or the current market value of goods.

For services, ensure to specify inclusions, exclusions, the dollar value of services.

Specify how you intend to address any discrepancy in value for items swapped (e.g., full swap or swap plus cash)