

Doug Richard's School for Startups Delivers Instruction in How to Open up Shop on the Internet to Business Startups

Doug Richard's School for Startups, together with O2, will deliver a workshop to UK Startups in how to open a shop on the Internet in Sheffield. The Made in 48 Hours course is co-sponsored by Creativesheffield, Sheffield Hallam University and DLA Piper. Complete information about the course can be found online at www.schoolforstartups.co.uk.

July 1, 2010 (FPRC) -- Doug Richard's School for Startups, together with O2, will advise business startups in opening a shop on the Internet in a "Made in 48 Hours" event September 10 and 11 in Sheffield, England.

Speaking about the event, Richard said "Starting any new business requires building an easy to maintain, ecommerce enabled, search engine optimized website. Entrepreneurs understand that the cheapest, fastest way to close sales is to reach out to their target market online. They understand that customers who make their first purchase in the "real world" will often want to make subsequent purchases online. They know that customers often refer friends to a corporate website when they like a product. It is clear that a fully functional corporate web page is critical to the survival of a small business, but, without the right guidance entrepreneurs can spend thousands of pounds and still not get what they need. Made in 48 Hours makes getting an effective and maintainable corporate website cost effective and quick."

This course helps entrepreneurs:

Secure business identity, profile and brand across the web.

Become top listed on Google Local and Google Product

Become a Google Merchant

Leverage Amazon Marketplace, Amazon Webstore and Amazon Fulfillment to drive sales and lower costs

Become an Ebay Vendor

Find and leverage the specialty web markets for your product or service

Use 5 key principles to achieve effective search engine optimization

Use 7 key tools to sell products and services with Google Adwords

Use link backs to connect and promote company websites

Understand how to use Facebook to drive sales

Use Twitter successfully to promote a small business

Use LinkedIn to increase and improve the quality of your lead flow

Write blogs that drive sales

Market through Flickr

Monitor brand perception and value within target markets

Those who attend this event will receive, free, Doug Richard's Build Your Business Toolkit which features a complete step by step guide to building a solid, profitable, sustainable business with little or no outside investment.

School for Startups is a social enterprise founded by Doug Richard in 2008. It has trained more than 6000 entrepreneurs in face to face courses delivered across the UK and online events broadcast worldwide through S4Stv using Wavecast Pro interactive online learning technology. This technology, which will be used at the Sheffield Made in 48 Hours event, allows local and online audiences to interact in a global classroom.

For more information about Made in 48 Hours, and other online and face to face events offered by Doug Richard, visit www.schoolforstartups.co.uk or follow School for Startups on Twitter @s4s.

About Doug Richard

Doug Richard is a successful entrepreneur with 25 years' experience in the development and leadership of technology and software ventures, Doug featured in the first two TV series of Dragon's Den. He is the co founder of the Cambridge Angels and was Chairman of the Conservative Party Small Business Task Force. Between 1996 and 2000 Doug was President and CEO of Micrografx, a US publicly quoted software company. Prior to that he also founded and subsequently sold two other companies: Visual Software and ITAL Computers. Doug holds a BA in Psychology from University of California at Berkeley and a Juris Doctor at the school of Law, University of California at Los Angeles. In 2006 Doug was an Honorary Recipient of The Queen's Award for Enterprise Promotion. In 2007, Doug became a fellow of the RSA. In 2009 Doug received an honorary Doctorate from the University of Essex for his contributions to entrepreneurship. In 2008, after teaching a one-day class in entrepreneurship, Doug decided to found, School for Startups, an enterprise dedicated to helping people start better, more profitable, businesses. Since 2008 he has taught thousands in face to face and online classes across the UK. He is an angel investor and sits on the boards of Pearl Software, Love2Scoot, and is co-founder of WaveCastPro.

About School for Startups

School for Startups was started by Doug Richard in 2008 to provide accelerated instruction to entrepreneurs. Courses cover how to start a business, how to grow a business, how to seek financing, how to build an effective management team, fast growth marketing, search engine marketing, managing social and mass media, and how to design great products and services. School for Startups provides on going support and services to its students. Visit <http://www.schoolforstartups.co.uk> for more information, or follow the school on twitter at @s4s.

About O2 UK

Telefónica O2 UK Limited is a leading communications company for consumers and businesses in the UK, with 20.7 million mobile customers and 457,000 fixed broadband customers as of 30 June 2009. Telefónica O2 UK Limited is part of Telefónica Europe plc which is a business division of Telefónica S.A. and which owns O2 in the UK, Ireland, Slovakia, Germany and the Czech Republic, and has 46 million customers. O2's UK mobile network covers 99% of the UK's population. O2's 3G network covers over 80% of the UK population and is fully HSDPA-enabled, providing speeds of up to 3.6 Mbps for customers with an HSDPA-enabled device. O2 was ranked highest in customer satisfaction for both UK mobile and fixed broadband customers according to the J.D. Power and Associates UK Mobile and Fixed Broadband Studies 2009.

<http://www.O2.co.uk>.

About Sheffield Hallam University

Sheffield Hallam University (SHU) is a Higher Education institution in South Yorkshire, England, based on two sites in Sheffield. City Campus is in the city centre, close to Sheffield railway station, and Collegiate Crescent Campus is about two miles away, adjacent to Ecclesall Road in south-west Sheffield. The university is the eighth largest in the UK in terms of enrollment, with more than 30,000 students, over 4,000 staff and 650 courses.

<http://www.shu.ac.uk>

About Creativesheffield

Creativesheffield is the UK's first ever city development company, charged with delivering Sheffield's economic transformation. Its core activities are Investment, Marketing, Regeneration, Innovation and Business Support Services. Creativesheffield is funded by Yorkshire Forward, Sheffield City Council and The Homes and Communities Agency (HCA).

<http://www.creativesheffield.co.uk>

About DLA Piper

DLA Piper became one of the largest legal service providers in the world in 2005 through a merger of unprecedented scope in the legal sector. While large in scale, the merger strategy was simple – to create an international legal practice capable of taking care of the most important legal needs of clients wherever they do business. DLA Piper want their clients to rely on receiving the right service for their particular matter, whether requiring seamless coordination across multiple jurisdictions or delivery in a single location.

<http://www.dlapiper.com/uk>

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