

Doug Richard Publishes Book to Help New Entrepreneurs Start a Business

The Build Your Business Now Toolkit just published by Doug Richard's School for Startups, together with O2, is a practical, easy-to-follow guide that helps UK Entrepreneurs start a strong, profitable business fast with little or no outside investment.

July 11, 2010 (FPRC) -- Want to start your business? Doug Richard's School for Startups, together with O2, has just released the Build Your Business Now Toolkit.

This practical, easy-to-follow guide delivers the skills entrepreneurs need to get their business off the ground quickly, profitably, and without outside investment.

This guide, available only to those who enroll in most School for Startup's courses, can be purchased by anyone at <http://www.SchoolforStartups.co.uk>.

The book has several remarkable features:

It is short.

It is illustrated.

It is available for download.

It gives entrepreneurs a step-by-step pragmatic guide to evaluating any business opportunity.

It teaches entrepreneurs how to construct a solid business model quickly

It details exactly how to create an inexpensive, quick to launch, sales-effective website

It describes how to launch an in-bound Internet-enabled marketing campaign

It provides explicit guidance in how to build a business that, once launched, will be attractive to external funders

Your satisfaction is guaranteed.

Speaking about the book, Richard said "School for Startups delivers accelerated courses designed to get new business owners up to speed fast. The Build Your Business Now Toolkit is our text book for our Start Here! Starting & Growing a Successful Business course. It is the foundation for all the courses we teach because it describes how to build the core components of a sustainable business.

Over the years I've become something of a connoisseur. I must confess, I like concise illustrated books best. Olgivy's On Advertising, Caples' Tested Advertising Methods, Lakoff's Don't Think of An Elephant are great books because they get to the point. Our toolkit follows their fine example."

Topics covered in the book include:

How to Use This Toolkit to Start Your Business

20 Questions You Should Answer Before You Start your Business

Product Design Worksheets

Public Relations, Marketing & Sales Worksheets

Website Checklist & Resource List

Target Market Worksheets

Industry Analysis Worksheet
How to Hire the Right People
Choosing a Corporate Structure
Dealing with the Government
Building to Grow
Preparing Your Business to Accept Outside Funding

For more information about Doug Richard's Build Your Business Now toolkit, 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>.

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