

Two must-attend entrepreneur seminars!

Hosted personally by Doug Richard

THE 6 RULES FOR STARTUPS

GET STARTED RIGHT — GROW FAST NOW

01 JUNE 2009, ABERDEEN, SCOTLAND

At Six Rules for Startups you will learn:

- The six questions every entrepreneur must be able to answer before starting a new business
- How to get the business you have already started on track
- All the free resources waiting to help you
- Whether your idea is right in a recession

ENTREPRENEURIAL MARKETING

“NO MONEY” MARKETING FOR STARTUPS

03 JUNE 2009, EDINBURGH, SCOTLAND

During the day you will learn:

- How to exploit the internet
- Search Engine Optimization tricks and tools
- Pay per click advertising
- Affiliate Programmes
- Email Marketing
- Viral Techniques
- Exploiting Blogs and Social Networks
- And low-cost PR strategies

I found the advice gained from Doug Richard invaluable. You don't get this type of opportunity very often. It was also a chance to expose my business to the other delegates present and I received some great feedback from them afterwards.

Danielle Zitman, Heirtrace Ltd

The event gave me a real chance to take a day out from the day to day running of my company and take an objective view with a clear head, reassess what we are doing and see what we can do better.

Shaun Davis, TP24

FREE TICKETS AVAILABLE

There are 75 FREE places available at each seminar. See the ticket registration page for more information.

10% DISCOUNT WITH THIS FLYER

If you are paying for your ticket. Just enter "s4s2" into the Discount Code field when you register and we'll give you 10% off the published price.



From interacting with Doug, I realised I needed to change a couple of things – to focus on profit not turnover, to focus on conquering one market. It is the best money I have ever spent.

Erika Paganini, The Tasty Pastry Company



There are four key ingredients for success as a high-growth start-up: innovation, a good team, market opportunity and the right financing strategy.

Doug Richard,
Founder



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**School for
startups**

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