

# START YOUR BUSINESS

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The Ultimate Business Start-up Guide

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Issue 46



# YOUR BUSINESS YOUR VOTE

The battle lines are drawn  
but who will be the winner  
for enterprise in the UK?

## FASHION ROCKS

WITH LEADING UK FASHION DESIGNER KELLY GOSS

## UKYCE AWARDS

THE CREATIVE BUSINESS AWARD WINNERS UNVEILED

## POLITICAL AGENDA

WE REVEAL THE TRUTH BEHIND THE SPIN

PLUS: NEWS > REVIEWS > ASK THE EXPERTS > REPORTER > GADGETS

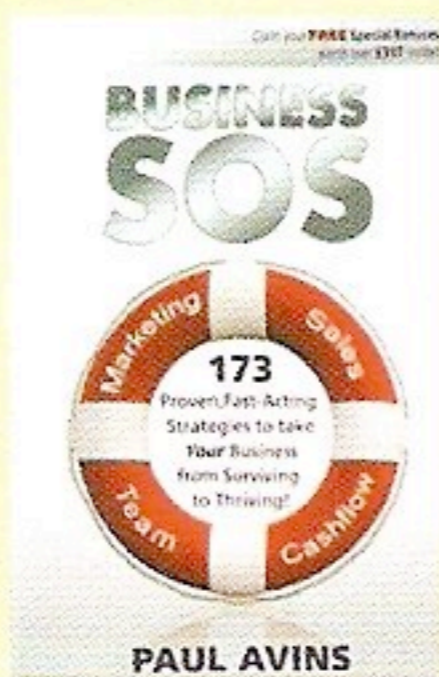
## Business SOS

By Paul Avins

Award winning business coach Paul Avins reveals his coveted business strategies which have made his clients millions in sales and profits.

This short book is filled with insightful tips on how to make the most out of your business from winning more business and boosting website results to business traps and marketing. The bullet point style makes it an easy read and does not overload you with too much information. It also has questions for you to answer – which really puts your business under the microscope. Avins has included some of his client case studies, which are interesting to read and convey how many of these strategies have worked for others in the past.

With this book you could see your business go from surviving to thriving.



## Millionaire Women, Millionaire You

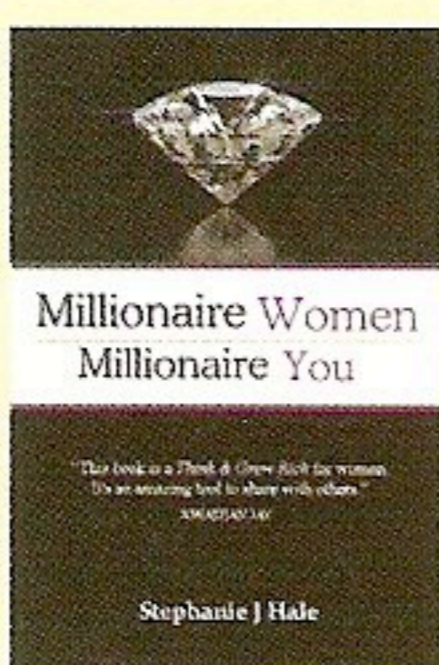
By Stephanie Hale

Ever wondered why women are getting richer than men? Well, according to new research, women millionaires have a completely different mindset to their male counterparts.

In her new book Millionaire Women, Millionaire You Stephanie Hale looks at the self-made woman; she challenges the common misconception that women are not interested in making money.

She has interviewed 12 successful women from around the world, who have gone from rags to riches including Secret Millionaire and The Apprentice star Gill Fielding showing how a lack of education, illness and starting a family does not have to hold a woman back in business.

An inspirational book that all women will enjoy reading, and for those women actually looking to start up a business venture, this book provides sound advice and practical guidance.



## The New Business Road Test

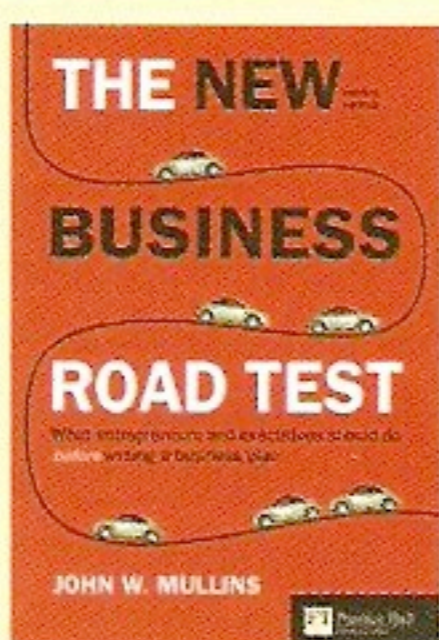
By John Mullins

This is the new edition of this best-selling book, which teaches entrepreneurs and business owners how to avoid mistakes that many make as well as showing how to improve their chances of attracting new customers/clients and capital.

This new edition allows you to road test your ideas helping you to avoid failure. Built on the experience and lessons learned by entrepreneurs and established firms, Mullins addresses the seven domains that characterise attractive, compelling opportunities.

The book also has a model, which helps answer the all-important questions in assessing a new business opportunity.

This book is ideal for those who want to test the longevity of a business plan.



## PowerPad

GEAR4's Powerpad provides a leisurely way to charge your phone without the use of cables, ports and the constant need to permanently sit next to a plug socket.

The flat bed charger, designed for the iPhone, works by sending power wirelessly through to the phone via a neatly fitting case not dissimilar to the protective options already available.

The user simply places the iPhone anywhere on the pad to charge and can be effortlessly moved when needed without having to worry about terminating a call or disconnecting a short power cable in order to move, eliminating many problems currently associated with the iPhone.

Unfortunately the device doesn't charge while you are on the move but it does provide an alternative to tripping over, detaching and untangling many wires we seem to accumulate with every piece of technology.



## Sanyo Xacti

At just 27mm thick the Sanyo Xacti boasts at being the 'world's smallest' HD camcorder. So as the saying goes, should all the best things be found in small packages?

The new model has 1080i HD footage and 10x advanced zoom as well as a 3-megapixel image sensor for still shots and 8-megapixel for recorded images. Both modes have the image stabiliser and face recognition features.

It has a 50MB internal memory and footage collecting is compatible with networking sites as well as YouTube meaning you can upload films to share with friends, family and colleges.

Additions such as Eye-Fi SD cards can be used with the product so there are easy wireless transfers on to the internet as well as memory cards to allow a larger amount of stored film.

The pocket sized model is offered in either silver or magenta and sports a pistol grip chassis helping, as needed with all small things, to prevent from slipping through your fingers.

