

CREATE A SUCCESSFUL WEBSITE

with

PAULA WYNNE

... And discover easy do it yourself
steps to online success.

Create A Successful Website has been written for start ups, small business owners and anyone who wants a website - from a simple hobby site to a full throttle online business. This down to earth book will give you the basics of creating a successful online business or web presence. Using screen shots, text and illustrations, *Create a Successful Website*, makes it easy for anyone to learn how to build a web presence, what pitfalls to watch out for and explains what to do in easy visual steps. Buy it now on Amazon or read more at www.paulawynne.com

Contents include:

- * Website Research and Planning
- * Online Branding
- * Site Navigation
- * Free Websites
- * Hosted Sites
- * Bespoke Websites
- * Creating Great Content
- * Ecommerce and Secure Trading
- * Generating Revenue
- * Going Live

Endorsed by:

- * Claire Young, The Apprentice
- * Caroline Marsh, Secret Millionaire
- * Rachel Elnaugh, Dragon's Den
- * Dee Blick, FCIM, Financial Mail
- * Elisa Roche, Daily Express
- * Fiona Wright, Woman and Home
- * Paul Handley, Iconic Gifts
- * Prue Leith, Julie Hearn, bestselling authors ... and many more!

“Read this book cover to cover before
you even attempt to create a website!”

Claire Young, Entrepreneur and Star of BBC TV's The Apprentice

Watch out for 'Pimp My
Site' - out December 2010.

CREATE A SUCCESSFUL WEBSITE

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Create a Successful Website is written for start ups, small business owners and anyone who wants a website - from a simple hobby site to a full throttle online business.

“Having been exploited by some costly website developers in the past I'd highly recommend Paula's book as a way of empowering you to create your own site at a fraction of the cost.”

Rachel Elnaugh, Entrepreneur and Star of BBC TV's Dragon's Den

When you read this book you will discover...

- ✓ The right way to plan and research winning website ideas
- ✓ Branding secrets to ensure you 'look the business'
- ✓ How to create a powerful online presence for Free
- ✓ Whether to use free websites, a hosted site or bespoke development
- ✓ How to create content that keeps visitors coming back
- ✓ The key to earning revenue and Ecommerce solutions to use
- ✓ Why creating a profitable online business has never been easier

“It feels like you've got a friendly, clever, web-savvy mate just chatting you through the techy, hard bits of setting up a website and creating an online business.”

Fiona Wright, Woman and Home

“Ideal if you want a web presence without the expense of taking on a designer!”

Judy Heminsley, Author of Work from Home Wisdom

“Takes you through all the steps in setting up an online business: from research and planning, to branding and content with ecommerce and revenue earning option. A must read!”

Caroline Marsh, Star of C4's Secret Millionaire

“Forget the complex and the theoretical; this is all about implementation and Paula makes it incredibly straightforward.”

Dee Blick FCIM, Financial Mail

“If you are thinking of setting up a web business, or even just a profitable blog, this book sees you through from A-Z.”

Elisa Roche, The Daily Express



Photo of Paula Wynne by Sue Reeves (www.suepix.co.uk)

After a career as a publicist and marketer, Paula Wynne is now an award-winning businesswoman, an online entrepreneur, woman's ambassador, speaker and panellist. She aims to help others to work flexibly, as she has needed to do. Her website, RemoteEmployment.com is her vision for bringing a better quality work life to working parents across the UK. Paula is also the organiser of the unique and popular Remote Worker Awards and is a SEEDA Women's Enterprise Ambassador. Learn more at www.paulawynne.com



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