

Foreword by Claire Young

My advice is that you must read this book cover to cover, before you even think or attempt to create a website!

Being a passionate entrepreneur myself I know there is often temptation to dive off into a midst of creativity, plans and urgency to get online, but mistakes can easily happen – costing precious time and money.

Since appearing on the BBC1 series *The Apprentice* I've set up four successful websites and learnt key lessons along the way. I wish I'd discovered Paula's wisdom beforehand; I would have saved myself crucial start up budget.



Even though I consider myself slightly young and hip (I am a cool 31 years old) technically I'm useless. There are countless gadgets and endless jargon that I don't understand. As a commercial person it frustrates me not to understand everything, unfortunately when it comes to web design and programme structure I'm at a loss. This leaves one in a vulnerable position. It is easy for folks to sell you an 'all singing all dancing' wizzie website which costs you big bucks – when actually you may be able to do it all for free or a fraction of the cost, as shown in this book.

It is a rarity to find someone who can combine technical language with business needs and common sense. This book could be called "Help, I need a website" and will answer all your start up questions before you plunge into the unknown.

Aside from good straight forward guidance and online knowledge this book is an ideal step-by-step plan. It will make you think about your brand and take small steps to being a big player one day.

The highlighted top tips from experts are brilliant as it's invaluable to get a different perspective from a range of industries – and you know these people have been there and done it successfully. Just think of the resource you will have with these expert's knowledge and skill right at your fingertips. Imagine you had to pay for their time? Well, you don't as here they offer you all the help and guidance you need in creating your own successful website. This definitely gives the book a Wow Factor!

Whether you need to start a website from scratch or brush up and tweak an existing site - read the book from cover to cover. There is something in it for everyone - from a simple hobby site, an online presence right up to a full on full throttle internet business.

Technology doesn't stand still and you need to be top of your game. We're an online nation and to be successful your website needs to do the business. This book will be your handy toolkit to show you how to Create a Successful Website.

Best wishes for your website
Claire Young