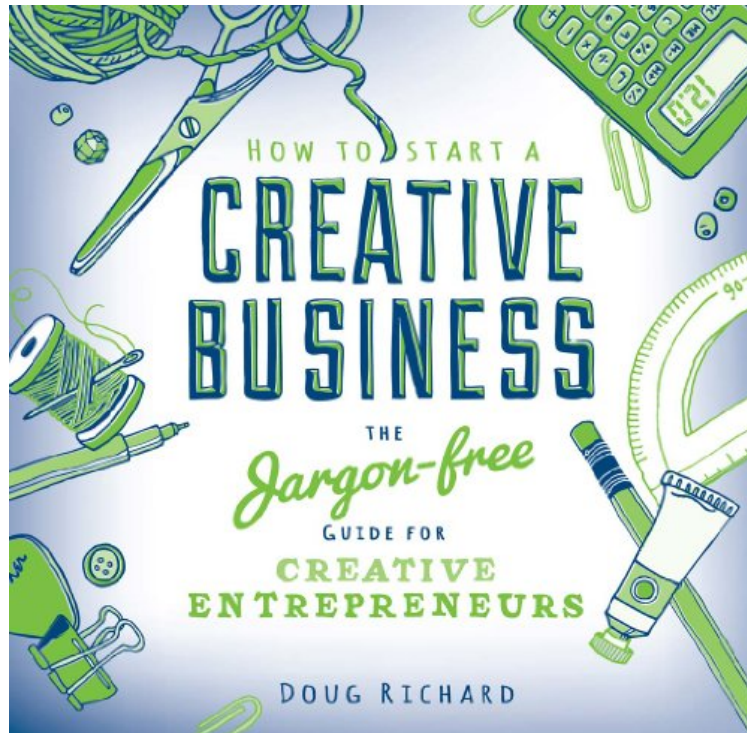


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# How To Start a Creative Business: The Jargon-free Guide for Creative Entrepreneurs

*Doug Richard*

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**Doug Richard : How To Start a Creative Business: The Jargon-free Guide for Creative Entrepreneurs** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How To Start a Creative Business: The Jargon-free Guide for Creative Entrepreneurs:

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This user-friendly and attractive guide shows creative people how to turn their hobbies into sustainable lifestyle businesses. Based on a unique 10-question formula, the book provides comprehensive start-up business advice. The jargon-free information is brought to life with real-life case studies from a range of creative start-ups and online resources that help you to develop your own business goals and plans

About the Author Doug Richard is a UK based Californian serial entrepreneur and angel investor. Richard came to public prominence as a result of the BBC TV programme Dragons' Den, where he appeared as a 'dragon', or investor

in the first two series. He subsequently became known for the Richard Report, the Entrepreneur's Manifesto and several other initiatives directed at improving UK support for startups and small businesses. He is regularly invited to appear on business initiatives and economic development pieces with some frequency on the BBC and financial news networks. Doug has received a host of honours and awards during his career and was the first American to receive The Queen's Award for Enterprise Promotion. Amongst others, he became a fellow of the RSA and received an Honorary Doctorate of the University of Essex for his contribution to entrepreneurship education. In 2008 Doug started School for Startups through which he has educated nearly 20,000 startups on the skills required to be successful. In 2010 Doug started School for Creative Startups with the sole remit of teaching creative people how to turn their creative hobbies into sustainable lifestyle businesses.