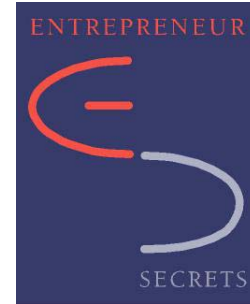


PRESS RELEASE



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'START-UP KINGS' GETTING READY TO HELP SUCCESS-HUNGRY ENTREPRENEURS VISITING BRITAIN'S BIGGEST FRANCHISE EXHIBITION

Experts in the successful start-up business idea will soon be literally setting their stall out to help would-be entrepreneurs flocking to Britain's biggest franchise exhibition.

Entrepreneur Secrets, an information service for success-hungry entrepreneurs wanting to find out which types of businesses will thrive over the coming years, will be making a splash at the National Franchise Exhibition in Birmingham's NEC on 3-4th October.

It's here that they will be launching their **free** Business Start-Up Masterclass, which will take people step-by-step through business ideas where they can make sure they have a product that people want, and a market that they can actually access to realise their dreams.

Entrepreneur Secrets Director, Dr Alan Dowler, said: "For a business to be successful, you need a successful idea. You could have the best business head in the world, but unless you are making or doing something that people want, you're never going to make your fortune.

"Our exclusive Business Start-up Masterclass, which we will be launching at the National Franchise Exhibition, will give you all the tools you'll need to get you well on the road to making your dreams a reality.

"There are various ways of becoming rich: winning the Lottery, but this requires luck. Being a star, but this requires star-quality and luck as well. And then there's running your own business, which anyone with enough sense and determination can do.

"You don't need to be brilliantly clever, lucky, have star-quality, have an ancestry of entrepreneurs on both sides of the family, or be quite well-off to start with, although all these things help a bit. What really helps is getting a few things right, and this is where the *Entrepreneur Secrets* Business Start-up Masterclass comes in.

"In principle anyone who can think logically and has some determination about them can run their own business, and we're simply here to make sure that your venture makes money right from the outset. Whatever business you choose, we wish you well with it!" he said.

The National Franchise Exhibition features over 250 tried and tested business concepts, from health and fitness, motoring and recruitment to computing, cleaning,

food and drink, and management consultancy. This gives visitors the chance to find the business that is the ideal match for their interests and skills.

Entrepreneur Secrets complements this by helping individuals and companies with practical information to set up and progress their plans, and provides regularly updated details on key areas of growth and opportunity. This includes global business opportunities, economic 'futuresology,' and other ideas that look set to take the market by storm.

Dr Dowler continued: "We are there to help entrepreneurs to spot a genuine gap in the market, or to plug into an enduring, recession-proof niche. This is the crucial difference between just starting a business and being a genuine entrepreneur.

"It boils down to something quite simple, yet at the same time quite fundamental: it's okay encouraging people to go out and start growth businesses, but how do they know what type of business to go out and start? How do they know what is going to be, well, growth?"

"This is an area which government, for all its business support, doesn't really address. They do their best to give you help for new or existing businesses, but you need to have the well-researched winning idea first before you go and see them.

"And there are actually plenty of good ideas for creating truly high-growth firms, as long as you know where to look," he said.

Entrepreneur Secrets is a business information service for success-hungry entrepreneurs wanting to find out which types of businesses will thrive over the coming years.

The latest edition of their *Secrets of the Successful Entrepreneur* handbook is designed as a guide on how to develop individuals into top-notch entrepreneurs, with a unique after-sales package of benefits. Members also gain access to the exclusive Patents Database, which provides information on product ideas past their protection date, offering a goldmine of innovative ideas.

To find out more about: Entrepreneurship, the Futuresology Forum, Patents Database, Opportunities in China, Ideas at Work, Secrets for the Successful Entrepreneur, and much more, access: www.entrepreneursecrets.co.uk / Telephone: 01495 227560

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Notes for editors: *Entrepreneur Secrets* is part of *People Solutions International Wales (PSI) Ltd*, which has over 15 years' experience in entrepreneurship training.

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