



January 13 2012

Children's author inspires Forest businesses to go online

Children's author Shoo Rayner has told Forest of Dean business leaders that they should be looking at internet opportunities to help their business grow.

The Coleford-based author who has written more than 120 books, three YouTube channels and has recently got his artwork on the outside of the McDonalds Happy Meal boxes, and his books inside them, told the Forest Means Business Grow Business Breakfast that everyone has to be more creative in business.

During the event which is held regularly at Vantage Point Business Park in Mitcheldean, Shoo also taught the members to draw before showing them how he made a success of the video-sharing website after he won YouTube's Next Up Europe Competition.

Shoo, who has had more than 3.5million views on his site, said: "I want to inspire the businesses to take advantage of YouTube and I also enjoyed talking to an adult audience rather than children for a change. This is home territory and it is good to meet Forest business people and help them get some ideas of how they can use these sites effectively."

As well as speaking at the networking and business advice event Shoo will be running YT4Biz courses with Forest Means Business, which is run by economic development company GFirst, in April.

The sessions will be open to a select number of Forest businesses and will show them how they can set up their own YouTube channel and use social networking more effectively.

Shoo added: "I want to get them from being completely naive with a camera to take them right through to building their own YouTube channel and give them a business model so they can take their business forward."

Stuart Barnes from Forest Means Business said: "It was great to have Shoo as our guest speaker; he was very interesting and brought a lot of enthusiasm to the event. We look forward to working with him on the YT4Biz project and hope lots of Forest businesses will sign up to be selected."

For more information about Forest Means Business or to sign up for the YT4Biz courses contact Leanne Jeffreys at GFirst on 01452 328320 or email Leanne.jeffreys@glosfirst.co.uk.

The next Forest Means Business Grows Business Breakfast will be held at Vantage Point, Mitcheldean on April 20 at 7.45am for an 8am start.

ENDS

For more information please contact Sarah Webb at GFirst on 01452 328315.

