

Business owners are benefitting from the most comprehensive resource of recorded information and support available on the web, courtesy of the Forum of Private Business (FPB) and GuruOnline. From bank lending to business development, entrepreneurs are now able to view 2,000 short videos of experts offering essential advice to help them beat the downturn.

In addition to the FPB's business specialists, a collection of leading luminaries from the world of industry have recorded more than 30 hours of footage so far. However, each video lasts, on average, just 60 seconds - providing information on specific business issues that can be easily digested.

"As a leading lobby group and business support organisation, the FPB has always provided to its members with exhaustive, expert advice as well as understanding," said the FPB's Chief Executive, Phil Orford. "But business owners are busy people. The www.smallbusinesschannel.co.uk allows entrepreneurs to access essential, bespoke information on many business issues without having to negotiate a sea of text. It is a tool of empowerment, particularly during these testing times."

Since its launch in November 2009, the FPB's Economic Downturn Panel survey has shown that, despite a recent improvement in levels of satisfaction, bank support for small businesses has largely been in freefall.

Already, one of the more popular videos on The Small Business Channel is advice from the FPB's National Chairman, management and accountancy consultant Noel Guilford, on finance for small businesses.

"Some indicators suggest that finance for some small firms is improving slightly, which has been a catalyst for returning confidence," said Mr Guilford. "But business owners must now take control of their own destiny to make sure they are the ones who get this funding rather than the ones turned down."

He added: "In order to approach lenders and investors successfully they should be prepared and armed with information. www.smallbusinesschannel.co.uk allows them to do this and offers a huge variety of other business advice in the most efficient and effective of ways."

Information on the FPB's campaigns and money-saving products and services is available at www.fpb.org. For support on a vast range of business issues, visit www.smallbusinesschannel.co.uk