

## Mike Edwards

After leaving school at 15, Mike gained a scholarship to attend Civil Engineering College in Norfolk where he studied as a Quantity Surveyor.

After establishing many contacts in the construction Industry from all over the UK, Mike left college and started a Building Company which he ran for almost 25 years.

Employing 13 tradesmen in its peak, his Company built new houses and extensions but specialised in the refurbishment and renovation of period properties.

Mike has always been interested in the principles of construction and always made a point of explaining to his customers how and why their houses were constructed the way they were. This became a unique selling point for the Company as, after explaining how their "house worked" Mike was able to show many people how to save money by doing many of the jobs themselves.

In 1999 (with the winters getting colder and Mike getting older) he hit on an idea for continuing the DIY message in the relatively new Internet market. After a short association with a major DIY shed, November 2000 saw the launch of the website DIY Doctor (.org.uk) giving free DIY advice to homeowners while at the same time selling targeted advertising space to suppliers of building products and services.

After studying marketing at The University of East London and 10 years on the website; helping hundreds of thousands of DIY enthusiasts every month; Mike & DIY Doctor now also help small to medium building companies market themselves.

In 2008 Mike was approached by the best selling "Teach Yourself " series publishers, Hodder Publications and was asked to write Teach Yourself Basic DIY. The book has sold in its thousands and a 2<sup>nd</sup> run was published earlier this year. You can buy the book by clicking on the link on the home page of the website.

Mike is now invited to attend all the trade, DIY and home improvement shows in the UK to give seminars on DIY projects and problems and how to get the very best results with limited resources.

Regularly invited onto both national and local radio, and appearing on TV programs such as Watchdog and BBC current affairs news programmes, Mike is a fierce campaigner for driving Cowboy Builders and Rogue Tradesmen from the building industry. To these ends he is soon to launch a full Cowboy Control system which is certain to take the UK by storm as it will be available to every home owner across the Country.

To find out more about Mike or DIY Doctor please email [office@diydoctor.org.uk](mailto:office@diydoctor.org.uk) or call 08456 342179