

## ACPR Newsletter – January 2007



Welcome to 2007. We're brimful of new ideas at ACPR and will have lots of exciting new products rolling out throughout the year.

New this month: If you've been thinking of buying our PR

New this month: If you've been thinking of buying our PR factsheets but want a taster of what's inside, why not go to the website and download a PR mini guide. It's aimed at crafters, but

has great tips for anyone who wants to get started in business.

**Antonia Chitty**

### **Making money for mums and dads**

#### **Get involved in a new book**

*If you've found a way to work that fits in well with your family, started your own business round the kids, or left your job to work from home, I am looking for parents to fill in a short questionnaire. The responses will become part of a book full of ideas for parents who feel trapped by the grind of the 9 to 5 or are looking to start work again after a break.*

*The questionnaire is short and should only take 10 minutes to fill in. We're particularly in need of a few contributions from fathers, and will value every experience you contribute. If you can help, please email [Antonia@acpr.co.uk](mailto:Antonia@acpr.co.uk)*

### **ACPR and Glassraven Web Design**

#### **Growing through trading**



*Sadie at Glassraven and I have been working together since we both started out in business. Sadie designed my website, and I helped her promote her business. Swapping skills is a great way to get your business going in the early days when your budget is small. We still swap links in our emails, and regularly create offers and articles especially for each others customers. As Glassraven is approaching its 5th birthday (11th February) and business has grown and grown over the last five years, Sadie's husband Justin is now bringing his software engineering skills to the business too. Sadie says, "Skills trades were an excellent way to get my business started, and I still enjoy working on that basis now I am more established. I'm planning a new site launch to celebrate the business anniversary and*

*I will be shifting the emphasis back onto webdesign and custom development due to the skills Justin brings with him. We have a brand new shopping cart on offer too, which is very flexible as it is entirely our own design."*

*Sadie has a few tips for promoting your business/website which have worked well for her: "I find the key thing is to do a good job. Glassraven has grown largely through recommendations. I have also optimised the website so we are on the first page when anyone searches for Midlands web design. I often refer clients to Antonia at ACPR for copywriting, and find her clients coming to me for websites too."*



