

ACPR Newsletter



Is your New Year resolution to make your business grow? This newsletter is packed with ideas including

- how to get the best out of a contacts database
- my PR tips as seen in Junior Pregnancy and Baby
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responding to case studies

There is also a review of Working Mothers, a great handbook for any overstretched working mum.

Best wishes,
Antonia

Promoting your baby and child business in 2008

If you want to get more parents or mums to be interested in your business, have you thought about sending regular press releases to the parenting media? There are around 20 national parenting magazines, as well as 90+ local parenting magazines. Write down a few ideas and see if you could send a press release every month or

two throughout 2008. Think about new and unique products or services that you are developing and can base a press release on. One month, email and offer a competition to a few local parenting magazines or one of more than fifty parenting websites. They are often happy with a single prize, so it won't cost your business too much.

If the thought of finding out who to contact is daunting, ACPR can make it easier, with the [Parenting Media Contacts database](#). Just £95, this contains several contacts at each national parenting magazine, from the editor to the editorial assistant (often the best person to start with). It also lists more than 90 local parenting magazines and over fifty websites, plus contains details for magazine and newspaper journalists who have indicated an interest in parenting. It is updated constantly - not least because I use it all the time myself.

Use the database to make a mailmerge to contact hundreds of journalists in one go, or pull out individuals for a more targeted mailing - it is up to you. Just don't let 2008 pass as the year your business might have really taken off, if

PR Tips from Junior Pregnancy and Baby

I got a nice boost last week when I picked up a copy of [Junior Pregnancy & Baby](#) magazine, which contained an article about starting a craft business. I spoke to the journalist a couple of months ago and she mentioned my book, [A Guide to Promoting Your Business](#), in the article alongside some PR tips which you can read below:

Wise up to PR. Mother of two and PR guru Antonia Chitty advises women with small businesses. Here are her top five tips:

1. *Get inspired. Join online business forums, or find a parenting website with a section for work-from-home mothers like www.mumszone.co.uk, www.netmums.co.uk or www.babygreenhouse.co.uk*

don't let 2008 pass as the year your business might have really taken off, if only you had put in a little more time on PR. The contacts database and press release template (free at www.prbasics.co.uk) are the tools that will help YOU make your business promotion really going with a bang this year.

Book review: Working mothers - juggle or struggle

WORKING MOTHERS



If you combine work and a family, you will enjoy Working Mothers - the Essential Guide by Denise Tyler (£8.99 Need2Know Books)

I started the book expecting that there would be little new in it for me - I'd already researched plenty of information for working parents as part of my book, [Family Friendly Working](#). The first few chapters on Flexible Working, Childcare and Starting Your Own Business were the 'essential guide' as advertised, full of clear facts presented in an easy to read way, perfect for someone returning to work after maternity leave and wanting to get up.

I found the second part inspiring and interesting. And if, like me, you have been juggling conflicting demands for years, this is the part that will make the book worth buying. Denise, a working mother herself, manages to get the right level of inspiration and encouragement, gently coaching worn down working mums on subjects such as Your Health, Staying Positive and that old favourite, Guilt. I managed to read the book in stolen moments on the train: it is light enough to slip in your bag and browse when you have a chance.

Thanks for reading - and do pass this on to anyone else you know who runs a business.

Sincerely,

Antonia
Antonia Chitty
ACPR

- [.co.uk](http://www.prbasics.co.uk).
- List all your ideas for promotion on a wall planner so you have activities planned for each week. By planning ahead you'll see when you need to start promoting an event you are attending, for example.*
- Do one PR task every day. Even when you are very busy, find 15 minutes to make a call or send an email. Attacking promotion in small chunks makes it more manageable*
- Build up good contacts in the media. Call journalists to find out what sort of story they want and send out press releases on a regular basis. It can take several mentions of your business name before people start to buy.*
- Cultivate your customers. Every time someone buys from you, ask if you may add them to your mailing list. Send regular newsletters to clients and potential customers as they*

customers so they know about your sales, events and promotions.



Read more tips from Antonia at [Internet Mumpreneurs](#). Viv of Chilli Kids says, "Really helpful article, particularly the press release section, thank you."