

ACPR Newsletter



February is an exciting month as [Family Friendly Working](#) finally launches. I couldn't have written this without contributions from many of you, sharing your experiences of work and family, so thank you. There is a copy up for grabs this month. See below for how to enter and win.



If you have a customer newsletter, I'd love it if you could include a mention for the Family Friendly Working book. Email antonia@acpr.co.uk and I'll send you a short paragraph.

If you live in London or Sussex, please go to your subscription details and tick the relevant box as in the future I will be bringing you news of more local events to help you promote your business.

Best wishes,
Antonia

Inspiring ideas for making money when you have kids

It is finally out! [Family Friendly Working](#) is published this month.

Every mum makes a tough decision about returning to work after having a baby. Having a second child can make the cost of childcare outweigh what you earn. And it's hard to combine being there for your schoolchildren with a full time job.



Mother and small business advisor Antonia Chitty has put together a guide for parents which is full of case studies and ideas for finding work that fits comfortably around having kids. She advises not only on starting a business, but also on working for someone else or freelancing, with lots of advice, pros and cons and contributions from other parents who have been there before. If you have had enough of trying to do too much in too little time, and feel torn between work and spending time with your children, this book will guide you through the options. Do you make something that might be saleable? Have you got a skill you could use to earn in the evenings or while the children are asleep? What courses might help you retrain AND still be there when the kids get home from school?

Help to promote your wedding business

If you run a wedding business, this is a great time of year to do some promotion. I have just updated the Wedding Media contacts database, which is packed with contacts at national and local wedding magazines and websites. You can use the database to send details of your products and services to generate great media coverage for your business.

The database is on offer at £90 for all of February, a 10% discount. Email antonia@acpr.co.uk to order.

Case studies wanted - children and food

A fellow author at [White Ladder Press](#) is looking for mums and dads to tell her about their kids and food. Please do email her if you can help:

I've just started work on a new book which is all about kids and food. It aims to look at the many and varied issues that arise for parents with a vague aim to successfully nourish their children and I'm on the lookout, as with the last one, for people willing to share their thoughts, experiences, and advice. So if you've got (or have had, in the reasonably recent past) a fussy eater or an overeater, a child with a bizarre predilection for one or other food group, a child with an allergy or other medical issue that's linked to what they eat, or if you just have some very ordinary experiences or views that you would like to share on matters like how to

be there when the kids get home from school?

Whether you need to earn something just to boost the family budget or have ideas for a business that could support your family if only you knew how to get started, this is the book for you.

To order Family Friendly Working, visit www.acpr.co.uk or quote ISBN 978 1 905410 26 2 to your local bookshop.

Win a copy of Family Friendly Working

If you'd like to win a copy of the new book, just visit [the FFW website](#) and email antonia@acpr.co.uk to tell us what you liked or disliked about the site, or recommend a resource you think other parents might find helpful.

Free PR workshop for Londoners

Do you need to:

- * attract more customers
- * maximise marketing opportunities
- * run a PR campaign on a shoestring
- * make sales calls with confidence
- * understand web-based marketing
- * encourage web-based sales ?

If the answer is yes then GLE oneLondon can help. On Thursday 20 March, 10.00 - 17.00, GLE oneLondon are running a FREE event in south London aimed at small businesses who have been operating for at least 18 months offering tips and quick wins that you can apply to your business TODAY.

Come and listen to Antonia Chitty, author of "A Guide to Promoting your Business", provide practical tips on how to generate more business, through cost effective marketing and PR.

Simon Kincaid, web services specialist, will be sharing his own experience of how to set up a website, manage your web content, and interact more effectively with your customers. For more information or to book your place, [click here](#). If you are not in London, ask your local enterprise agency if they will set up something similar. I will be running similar workshops in Sussex this Spring. Email antonia@acpr.co.uk if you would like to be kept informed.

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

Sincerely,

Antonia
Antonia Chitty
ACPR

share on matters like how to encourage healthy eating, school dinners, passing on positive messages, etc etc, then I would be very happy to hear from you, on holliesmith@tiscali.co.uk. No real names required. No rewards either - just my everlasting gratitude. Please feel free to forward to friends, too. My thanks, and all the very best, Hollie Smith

Mothers Who Work

The Mothers Who Work website is looking for more case studies for its Inspiration section - working mums with her own business, or a high-flying working mums. Please email inspiration@motherswhowork.co.uk for a set of questions. Please respond with a good-quality image.