



Dear Antonia,

As usual, I'm never quite sure what to include in my newsletter: I expect you feel the same. However, this month I have found lots of interesting items to include.

- Read about how Katy Buckley of Liefde scored a quarter page in the Times2 with her first attempt at doing her own PR,
- Win a copy of Working Mothers - the perfect guide for anyone who needs a bit of motivation when juggling family and work
- Buy our new guide to generating TV coverage and appearing on TV
- And, if you haven't got a copy, get a discount on 'A Guide to promoting Your Business' which is just £10 this month.



I hope you find something in there to appeal to you. If not, email [antonia@acpr.co.uk](mailto:antonia@acpr.co.uk) and tell me what you would like to read about next month. I'm always happy to cover anything of interest to people running their own business.

Best wishes,  
Antonia

## Ever wanted to be on TV?

Would you like to be interviewed on TV but don't know how to make it happen? Need to raise your business profile, but lack the confidence to be on TV? Want to become a paid TV expert but aren't sure where to start? This ebook from media life coach [Joanne Mallon](#), will show you exactly what you need to do.

The book takes you through the first principals of attracting the media, through to doing a TV interview. It tells you in practical terms what TV researchers are looking for when they choose guests, how to negotiate the best fee for your appearance and how to answer awkward questions.



Just £20, click [here](#) to buy and the link to the e- book will be emailed to your desktop as soon as your payment arrives.

## Win 'Working Mothers'



If you want to read a great guide to the juggles and struggles of being a working mum, we have a copy of 'Working Mothers - the Essential Guide' to give away. Email [antonia@acpr.co.uk](mailto:antonia@acpr.co.uk) to enter, by 30 March 2008.



## Doing your own PR

Katy Buckley of [Liefde](#) has been working on her PR recently, with good results. Here she explains what she did, "I decided that it was really important to do some PR for my new product, Mamaflage and asked Antonia Chitty to prepare a Press Release for me to tie in with

**A Guide to Promoting Your Business is on sale during March. Visit [www.acpr.co.uk](http://www.acpr.co.uk) to buy the book for £10.**

"This workbook is an excellent and concise guide to help anyone who is starting up a new business - it gives some excellent advice, guidance and knowledge for new business owners and entrepreneurs." *Lizzie Vann MBE - Organix*

..."a practical book, and ideal for people who tend to get the equipment out of the box and want it to work before reading the manual, as it does make you think about what you're aiming for before helping you action it. Well thought out and easy to use. Recommended." *Miranda Stamp*  
[www.twinkleontheweb.co.uk](http://www.twinkleontheweb.co.uk)

"PR and self promotion should be the lifeblood of any business and has always been considered one of the most crucial elements in the running of my own business - even when I was new and starting out! This is an essential read for every woman starting her own business. I wish I had had a guide like this when I was starting to learn to promote my business." *Nadine Lewis*, [www.identifyme.co.uk](http://www.identifyme.co.uk)



"An excellent book, just what small businesses could do with." *Jess Williams*  
[www.greensanddesign.co.uk](http://www.greensanddesign.co.uk)

## Green Parenting Show

If you want to promote your business to parents in London, why not book a stand at the Green Parenting Show. Run by Yael

Katy Buckley of [Liefde](#) has been working on her PR recently, with good results. Here she explains what she did, "I decided that it was really important to do some PR for my new product, Mamaflage and asked Antonia Chitty to prepare a Press Release for me to tie in with Breastfeeding Awareness Week in May. After receiving the Press Release, I started to plough through the list of contacts from ACPR and email as many of them as I could given the limited time I had."



Katy was out shopping when she got her first call back as a result of sending the release. She says, "I was surprised to hear from the Picture Desk for Times 2 who said I had five minutes to get an image across as they were doing an article on Mamaflage. Luckily, I managed to contact my graphic design company who sent the images on my behalf. If I couldn't have sent the image there and then I would not have had the article in the paper."

"I didn't know exactly what they were writing and just expected a tiny piece but when I opened up the paper at 7:30 a.m. after rushing to the garage the next morning I discovered that I was nearly a quarter of a page! Quote "Breast-feeding made stylish in the 21<sup>st</sup> century". I was thrilled. My phone was busy that day and I received calls from researchers at the Richard and Judy Show and the Alan Titchmarsh Show. I was also asked to do a radio interview for an Irish station that afternoon and have since been approached by a Mother and Baby magazine to have my product featured in a trial due in May for Breastfeeding Awareness Week. I am so glad that I made time in between looking after my 3 children aged 5,3 and 1 and never ever expected something that I first thought of 5 years ago to be featured in The Times."

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](mailto: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.

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

Sincerely,

*Antonia*  
Antonia Chitty  
ACPR

Rose, of the successful PRegnancy Show, in co-operation with SE Parenting magazine, the show takes place on Saturday, 28th of June, at St. Faith centre, Red Post Hill, Dulwich. Stalls start from £40 if you book before 15 March.

The website is coming up soon [www.greenparentingshow.com](http://www.greenparentingshow.com). To book, email [thepregnancyshow@yahoo.co.uk](mailto:thepregnancyshow@yahoo.co.uk)