



I am very pleased to be able to tell you about our new websites. As well as a fresh new look for www.ACPR.co.uk, we have also created www.prbasics.co.uk.

PR Basics offers useful resources to help you do your own PR AND you can find out about the new business promotion workbook coming out next month from ACPR. Visit www.prbasics.co.uk to pre order the book. These two great new resources are just what you need to help you promote your business.

Please forward this newsletter to any other business owner you think might be interested in some of the resources on www.prbasics.co.uk.

Best wishes,

Antonia

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The Startups 100

The Startups 100 aims to find the top 100 new companies in the UK. Answer a few simple questions to convince the judges your business is one of the best new enterprises. Is your business achieving great feats; innovating; providing superior levels of service; a genius new product; offering fabulous savings; or a great new take on a traditional business? If you can say yes to any of these and your business was formed after 31 May 2004, send answers to the questions below to matthewt@crimsonbusiness.co.uk with 'STARTUPS 100' in the subject line.

1. What's so great about your business?
2. Where did your idea come from?
3. What were you doing before - is working for yourself more fulfilling?
4. Did you have any prior business knowledge - has it helped or hindered you?
5. Where did your funding come from? Were you rejected by any banks or individuals - if so, what, if anything, did that teach you?

Promtion Resources

The PR Basics website is there to support you as you use *a guide to Promoting Your Business*. The book is at the printers now, and you can pre-order it for delivery next month through [ACPR](#) or [PRBasics](#).

Visit PR Basics to download a quiz to see how much you know about promoting your business, or find resources like a business plan template. There's also a press release template, and tools to help you organise your contacts. Visit www.prbasics.co.uk to find out more.

And if you offer a service to businesses, visit the [resources page](#) and submit your link to us.

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- or individuals - if so, what, if anything, did that teach you?
- 6. Business plans - essential; necessary but overrated; irrelevant?
- 7. Were you a bedroom / kitchen table business or did you go straight to swanky new offices?
- 8. What's been your biggest challenge?
- 9. When we catch-up with you this time next year, what will be different?
- 10. Which entrepreneur do you most admire?

The final list will be unveiled as the launch feature on the new look Startups.co.uk. Include a high resolution image of the founder, and the company name, sector, proposition, founder(s) and their age(s), year formed, revenues, profits, funds raised, location, and staff details. Closing date Friday 11 May 2007

Nearly New 4 Kids



If you despair at the amount of clothes and equipment your kids get through, you'll love [Nearly New 4 Kids](#). Mum Anisha Patel has created the local buy and sell board to help mums like her clear out outgrown kids stuff.

Anisha got ACPR to write her a press release about her new site. She says, "I also purchased a contacts database which has proven to be fantastic. I sent out the news release that ACPR did for us and I have had responses from 6 Families magazines around the country who are all running an editorial on us next month."

Anisha consulted Antonia about other ways of promoting her business. She says, "I am registering with lots of forums and am getting our name out there with the mums chatting online. I have also approached the Baby Directory to sponsor their newsletter. We are advertising for amonth on the home page of [Little Stuff](#). Locally I have put up adverts on [Netmums](#). The website has been live only a few weeks and already we have had success with a number of sales and a good number of registered members. I have been asked to expand the site to Scotland which will not be far in the future!"

Client News

ACPR Client Bonita Birkett of [TwinsThings](#) is going to be exhibiting at the Baby Show at the NEC from the 11-13th of May. Bonita says, "This is our second Baby Show exhibition, last year we had a really small stand to test the water, but it was so good as we were the only business of our kind that we wanted to try it on a bigger scale this year. Taking part in such a big exhibition feels very scary, but exciting & I'm busy planning the stand layout, sorting new stock that we will be launching at the show as well as our very popular ranges and also planning leaflets a few special offers & competitions.

Laura Park runs [Brightspark Slings](#). One of the ways she is developing her business is through growing the wholesale side. This year Laura has registered for VAT and restructured her wholesale pricing, in order to make selling her slings more attractive for retailers. Laura says, "Because I am producing and selling far more slings, I've found it is possible to improve the packaging for the Coorie, our main sling. I have invested in a gorgeous natural carry sack which presents our product beautifully." If you want to find out more about [Brightspark Slings](#) Wholesaling, contact info@brightsparkslings.co.uk

ACPR client Bex Smith runs [NappyMat](#), selling poppered change mats that are great for preventing wee accidents at change time or during baby massage. Like Laura, Bex is developing the wholesale side of her business. She says, "The NappyMat is unique, and sells to cloth nappy and disposable users alike. It has a better mark up than many cloth nannies too! I enjoy working with my wholesale

better mark up than many cloth nappies too! I enjoy working with my wholesale buyers. I can create NappyMats using customised fabrics if required to compliment other lines they may already carry, as well as including product inserts printed with the stockists details enabling them to benefit from returning customers. The recent addition of both carry bags and massage oils enable stockists to target the growing interest in baby massage" To contact Bex about wholesaling NappyMats, email bex@nappymat.co.uk.

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

Sincerely,

Antonia
Antonia Chitty
ACPR