

# ACPR Newsletter



This month's newsletter is packed with offers, ideas and resources for your business. Don't forget to check out the [ACPR Blog](#) for the latest news.

Read an article from the blog on promoting arts and crafts business below.

Get PR tips from Phil de la Haye, the experienced businessmum behind [Little Possums](#).

Find out about the new [PR Masterclass](#) which I recorded with Leigh Hunt of [Internet Mumpreneurs](#). You can win a copy too.

Last month's competition to win a copy of Working Mothers was very popular. The lucky winner is Arianna Helm of [Ihelm Enterprises](#). If you didn't win and want to buy a copy, click on the link on the right.

Best wishes,

Antonia



## New PR Masterclass Recording

Antonia Chitty and Leigh Hunt of [Internet Mumpreneurs](#) have got together to offer you an PR masterclass. Packed with ideas this MP3 recording makes ideal listening while you travel. Get lots of hints on doing your own business promotion on a budget. You can buy the recording from ACPR for just £15 until 30 April.

One person can win a copy of the recording. Simply email [antonia@acpr.co.uk](mailto:antonia@acpr.co.uk) with 'PR Masterclass' in the title by 30 April.

## PR tips from Little Possums

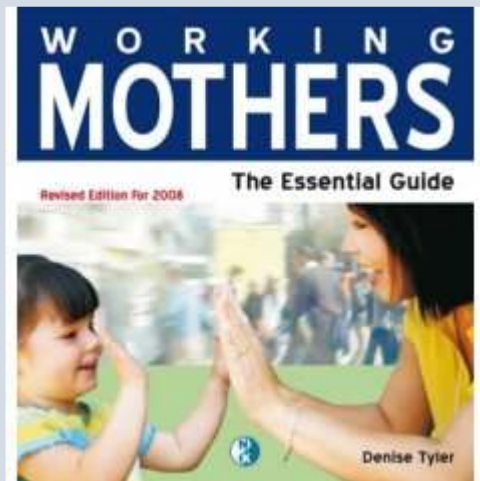
Philippa de la Haye is an experienced business mum. She has been running [Little Possums](#) for 4 years, selling baby slings and carriers. She says:



"In the beginning I used parenting forums, word of mouth recommendation and editorial in targeted parenting magazines to promote the business. The things I found worked best were contacting magazine editors and offering to write for them on the subject of babywearing. Many were very receptive and I got a lot of interest as a result of the published articles. I also put a lot of time and effort into developing the content of my website and optimising it for the search engines.

"Now the business is up and running being ranked highly on google I don't need to work so hard at promotion. If I need to boost the business or have new products to promote I use press releases. I also keep in touch with my existing customers through my mailing list and send regular newsletters, which always results in a few extra sales."

## Help for your business



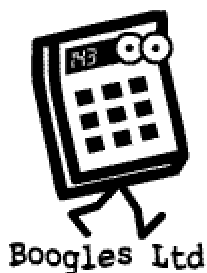
[Buy Working Mothers](#)



## Do you know a mum who would love to run her own business?

Mums in Biz runs Business start up seminars that focus directly on issues that affect mums & provides [answers](#), fun and inspiration to get your business moving, all with the ultimate aim of helping you establish a business that you can enjoy in tandem with motherhood!

## Help for your business



I've come across a few good business resources in the last weeks. If you lack inspiration or ideas for your newsletter, visit [Just Add](#)

[Content](#) and sign up for their fortnightly newsletter. It is packed with tips and ideas, and there is an archive of old newsletters on the site too.

If, like me, you struggle to keep up with your accounts, you might like to get in touch with [Boogles](#) or [St Mary's Accounting](#). The owners of both businesses attended one of my PR workshops last month, and are great people to help you out with your business if you need.

## Selling your arts and crafts

If you make crafts, there are a number of ways to sell them online, even if you don't have the knowledge to design your own website or a big budget to get someone to do it for you. There are several websites that offer you the chance to have your own virtual shop in a virtual mall. Look at sites like [Mumzmall](#) and [WAHMall](#). There are also sites like [Etsy](#) or [Tuggle](#) or [Dawanda](#) where, although sellers have their own page, there is less of the feel of an individual shop. If you're an artist, I've just found [Mini Gallery World](#). When joining any of these sites, you get the benefit of the fact that they already get visitors, whereas if you start your own website you have to do the work to get people to visit your site. So, when choosing, ask the site owner for visitor statistics, and if you can, ask other sellers on the site how their sales are doing. The sites listed may ask you to pay listing fees, sales commission and/or monthly fees or annual fees. Your fees will go towards the upkeep and promotion of the site. Find out what they are doing to keep the site profile high and attract in new visitors. Also, find out how easy it is to direct people to your items or page or shop as you should do your own promotion and marketing too.

If you want more ideas to help you promote your crafts, download the free [PR mini guide, Selling Your Cards and Crafts](#) which I have written. If you want more in depth help, look at [A Guide to Promoting Your Business](#).

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

Sincerely,

Antonia  
Antonia Chitty  
ACPR

The 2007 seminars were successful and the Mums that attended found them useful for their business content and practical [advice](#), but also hugely inspirational and [the confidence booster they needed](#) to get their business moving.

The key to running your own business as a mum is long term planning, utilising various support networks and solutions, plus most importantly managing your expectations in both your business and domestic life! To address these areas the seminars include sessions on business planning, time management, child care opportunities, life coaching, training, funding, sources of information, finance and provides business profiles plus what to do and where to go next!

Tuesday 6th May,  
Tuesday 3rd June,  
Wednesday 2nd July,  
Tuesday 9th Sept,  
Tuesday 4 November

**Times** 12.00noon - 5pm

**Venue**  
Casino in Brighton Marina, Brighton

**Parking**  
Free (2 minutes from the venue)

**Childcare** Mums in Biz runs in partnership with Brighton Day Nursery in Brighton Marina. Every Mum who books onto a seminar will have the opportunity to book their child into the Nursery for the duration of the seminar. for £20.00 per child **from** 11.45 a.m. - 5.15 p.m.  
**Cost**

£50.00 per person if you book more than 30 days in advance of your chosen seminar date.

£60.00 per person if you book within 29 days of your chosen seminar date

**For more information on Mums in Biz:**

[www.mumsinbiz.co.uk](http://www.mumsinbiz.co.uk)

Visit us at the Brighton Baby Expo, June 8<sup>th</sup>

[www.brightonbabyexpo.co.uk](http://www.brightonbabyexpo.co.uk)

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