

Thank you to everyone who has bought "[a guide to Promoting Your Business](#)" since it launched last week. The book really seems to be meeting the needs of people running their own businesses.

There has also been plenty of media interest, so expect to see reviews of the book in a range of publications over the next few months.

If you have yet to order, click [here](#) to see pages from the book, or [here](#) to order

Please forward this newsletter to any other business owner you think might be interested in the book

Best wishes,

Antonia

Comments from people who have read "a guide to Promoting Your Business"

"So readable and such practical tips." Vicki Hill

"An excellent book, just what small businesses could do with." Jess Williams
www.greensanddesign.co.uk

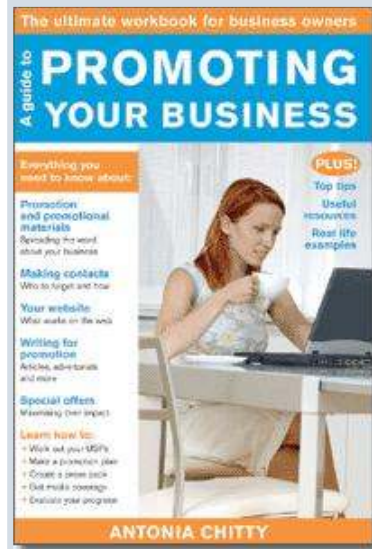
"I'd managed to get a little bit of possible press interest last week and was planning to try and do some more, then I thought I'd wait for the book. Glad I did, as not only did it clear up things I was confused about, it also stopped me from making a few silly mistakes!! Azma Dar,
www.mangobaby.co.uk

Do you belong to a networking group or use a business adviser?

We now have flyers available for "A guide to Promoting Your Business". I would be very grateful if you could help spread them across the UK. If you would be able to distribute some at your next networking meeting, or ask to leave some in your nearest Business Link or Enterprise centre, please email Antonia@acpr.co.uk. You will be sent around 10 flyers unless you ask for more.

If several members of your networking group want to buy the book, there are discounts available on bulk purchases. You can get 5% off if you order 5 copies and 10% off for 10 copies or more. All copies will be sent to one address. Email

New resources on PR Basics



There are a few new resources on [PRBasics](#). Visit the site to check out all our resources, or [submit](#) recommendations of your own. We want to hear about companies you use who have come up with the goods, and who might be of use to other businesses. And if you offer a service to businesses, [submit](#) your link to us.

Press release distribution sites
www.pr-gb.com

Newsletters
www.benchmarkemail.com
www.aweber.com

Printers
www.outofhand.co.uk
www.cambrian-printers.co.uk

Promotion Resources



copies or more. All copies will be sent to one address. Email Antonia@acpr.co.uk to order in bulk.

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

Sincerely,

Antonia
Antonia Chitty
ACPR



The PR Basics website is there to support you as you use a *guide to Promoting Your Business*. 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.

Join Our Mailing List!

**Free
extra
print**

It is easy to concentrate on your business, and then use any spare time you have for family commitments. Why not take some time to pamper yourself? Bruce and Lisa Neville have recently expanded their photography company to offer women the chance to have beautiful photographs taken of themselves. Lisa says, "*We photograph you in a way that you have never seen yourself before. The photographs are tasteful and sexy but not nude. We use a special beautifying and skin softening process to give your images a cover girl look that will delight you.*" A standard shoot which includes 5 - 9" x 6" printed images costs just £195 and as a special offer anybody mentioning ACPR when booking will get an additional print. www.nortybutnice.co.uk

Offer Expires: 30 July 2007