



This month's newsletter is brimming with interesting ideas. In this issue you can:



- Read about [Selling your Story](#), a short article I wrote for the [ACPR Blog](#) this month.
- Get presentation tips from Caroline Lashley, the woman behind [Sister Business](#).
- Find where to get advice if your images or copy are ripped off.
- Help a journalist looking for case studies.
- Help fundraise AND promote your business at the same time.
- Enter a competition to win one of five copies of a book to help you beat pain and stress.
- Get a good discount on our bestselling [Parenting Media Contacts Database](#).

Last month's competition to win a copy of the new PR Masterclass recording was very popular. Scroll down to see if you were the lucky winner. If you didn't win and want to buy a copy, click on the link on the right.

Best wishes,
Antonia

Own It

Ever had your photos ripped off your website by another seller, or found your text copied word for word? Own It is a specialist advice service which can help you with copyright and intellectual property issues. There is now a new pilot service from Own It, which has been London based, for creative businesses in the North and North West of England. You can get specialist IP advice, go to IP events that cover the issues that affect them, get free IP advice and see lawyers face to face about IP related issues. Own-it North is a pilot project (just testing the water until end of July) and is run in collaboration with Salford University and the Northern Edge Group of Universities and Skillset NW. So if you are a creative business in the North or North West of England and need advice on how to protect, manage and make money from your intellectual property log on to www.own-it.org/north to get more information.

SELLING YOUR STORY

If you want to get coverage for your business, wouldn't you love a double page spread in a women's magazine? One of the ways to do this is to sell your story.

Your story usually needs to be out of the ordinary - read the magazines to see what they cover - but sometimes simply overcoming struggles to

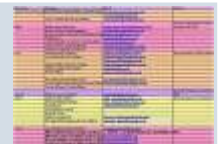
Competition - New e-book to help with pain and stress

If you find you're too busy to get to the doctors and running your own business leaves you with aches and pains, you'll be interested in a new e-book from Nicola Quinn. [Alternative Pain Relief](#) explains four simple pain relief techniques that you can use safely on yourself and your family. Quinn's approach is clear and easy to understand. She gives good, common sense advice that is missed in some books on healing when she points out that not all conditions can be healed in this way, and there are times when you should call an ambulance or head for the doctor.

We have 5 copies to give away. If you would like enter the competition, simply email Antonia@acpr.co.uk with ALT PAIN RELIEF COMPETITION in the title of your email, by May 31st 2008.

Parent Database Saving

Our most popular media contacts database, as used on a daily basis at ACPR is on special offer this month. Hundreds of up-to-the-minute contacts at 20 national parenting magazines, 90+ local parenting magazines and 50+ parenting websites, plus journalists with an interest in parenting from other media. Just £75 until May 31. Normally £95.

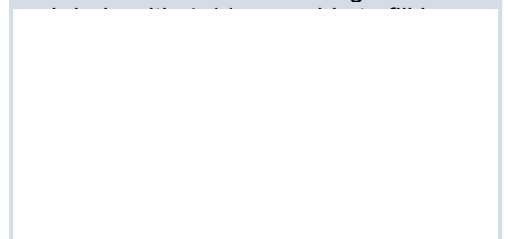


"I am very impressed with the quantity and quality of media contacts. I can't wait to get started using them."

Julie Sherwood www.juliemarketing.com

Case Study Help

Journalist Liat Joshi is looking for mums



to see what they cover - but sometimes simply overcoming struggles to set up your own business may be enough. Magazines will be interested in 'Triumph over Tragedy', so if you have come through illness, divorce or loss of a loved one, your story may appeal.

You can simply buy the magazines and look for contacts inside: some women's weeklies may even have a form for you to fill in. Alternatively, you can send your story off to an agency, where journalists with contacts will try to place it for you. Have a look at

- www.cash4yourreallifestory.com (women's magazines)
- www.cash4yourstory.co.uk (newspapers)
- www.frontpageagency.co.uk
- www.photo-features.co.uk
- www.whereonearthgroup.com/kiss-tell
- www.talktothepress.com
- www.eanews.co.uk/stories.asp

Presentation Skills



If you run your own business, you may end up needing to give a presentation. Making a speech with confidence can help you reach new customers and may be essential if you need funding to expand your business. Caroline Lashley runs Bulletpoint PR Training. She has advice for anyone wanting to start writing speeches professionally,

"These days, the trend for a good speech has moved away from boring, long-winded sermons to seconds-long, sexy and memorable sound-bites. However, a good speech, at least for many speechwriters, lies somewhere in the middle. If you're writing a speech it can be an exercise fraught with linguistic minefields, so here are some guidelines to help you be successful:

Write for the ear: it sounds obvious, but if you write for print media it can be easy to forget that speechwriting is essentially writing to be heard. If you're not used to writing for the ear, listen to the radio or to television news reporters. If you're more of an online person, then listening to factual or speech-based podcasts is a useful way to go to get a sense of what works for the ear. Often speeches - especially made famous like the Martin Luther King's "I have a dream" and "From the mountaintop" speeches, have a musical, rhythmical quality to them. Yes, MLK was the preacher and orator, but a good speech should contain a "song" to keep listeners interested and more importantly, listen and hear more clearly your message.

Plan: like presentations, speeches need to be planned. It's a bit like that oft-quoted piece of advice, "fail to plan, then plan to fail". For a speaker, failing in front of a live audience is a top nightmare, and if that happens, guess who gets the blame? Yep, the speechwriter: it's your job to make the speaker sound good. Get to know your speaker's aims and objectives, book time with your speaker and include him/her in the plan (it's in their interest after all) and to get an idea of what they're about and the audience that they are going to meet.

Interview your speaker: record your interview with your speaker. You'll need to listen to their speech pattern, the tone, the pitch, their voice and how they use it, listen to the vocabulary and syntax construction used. All this information is vital, because when it comes to writing that speech, you'll have a good idea and sense of what's your speaker's about. Don't forget; you are dealing with egos and credibility - yours and theirs.

and dads with 4-11 year olds to fill in a short series of surveys on parenting for a book for White Ladder Press. If you can help, Liat has even organised some prizes including champagne and vouchers, so email her on liatjoshi@googlemail.com

Competition Winner - PR Masterclass Recording

Antonia Chitty and Leigh Hunt of [Internet Mumpreneurs](http://InternetMumpreneurs.com) have recorded a 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. The winner of the [PR masterclass recording](#) competition last month is Sharon Pickering of www.hempfabric.co.uk - the UK's largest natural fabric supply business. Well done Sharon - I hope it inspires you. If you missed out and would still like to order the [masterclass](#) it will remain at just £15 for the rest of May.

Promote your business and fundraise for charity

Tish Tash Toys founder Sharon has come up with a novel way to raise funds for a charity which supports children with a terminal illness. Alongside doing a four day trek, she is opening her blog up to sponsorship. Make a donation via <http://www.justgiving.com/tishtashtoy> and Sharon will feature your business in her blog, <http://www.tishtashtoy.com/trekmorocco>

dealing with egos and credibility - yours and theirs.

Choose a good topic: this task may fall to you but let the speaker have some input: the speech has to sound as though he or she has written it. After all, the speaker is the one's facing the audience, not you. Make sure it's a topic which allows you to showcase your talents as a speechwriter and displays your speaker's enthusiasm and passion.

Write your speech: Give yourself a deadline (besides the official one) to write a draft version for your speaker to review, then you have time to make amendments if it's not hitting the spot. Write for the ear, and get as close as you can to your speaker's personal style, aims and objectives. Bear in mind the occasion you are writing for. Make that speech riveting for the audience: this is probably the hardest part to get right and this is where knowledge of the likely audience is important. Get your speaker to time and pace that speech: for most speakers, the optimum time is about 20 minutes: often, it's less.

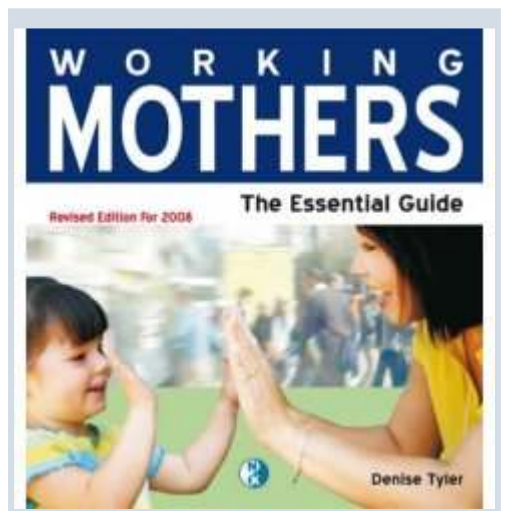
When it's all over: if it went well, don't forget to pitch yourself for the next assignment. If it went less well, don't take it personally. Try to pinpoint where it didn't succeed so you can improve things for next time."

You can get in touch with Caroline attheeditorsoffice@yahoo.co.uk. Visit www.sisterbusiness.biz to sign up for her monthly e-zine too.

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

Sincerely,

Antonia
Antonia Chitty
ACPR



[Buy Working Mothers](#)