

ACPR Newsletter



How is your business promotion going? I've been working on getting coverage for "[a guide to Promoting Your Business](#)". It's strange promoting my own product, rather than working for clients, but it is also enjoyable.

I've been getting to grips with new media and now have a [Myspace page](#), complete with [Blog](#), and have joined [Facebook](#) too. Do log on and link to me.

I also have reviews of the book and articles coming up on parenting websites [Mum knows best](#), [UK Parents Lounge](#), Family Rapp, Treehugger Mums and Hunnybeez. You can also read about the book in business magazines EMPRA, Sister Business, Precious Online, Enterquest Bulletin, Craftsman Magazine, and in several editions of Families Magazine, ABC Magazine and Primary Times.

I hope your PR is going well too. If you want to get a bit more coverage, why not read on to find out about a special offer on one of our media contacts databases this month.

Best wishes,

Antonia

Branding your business

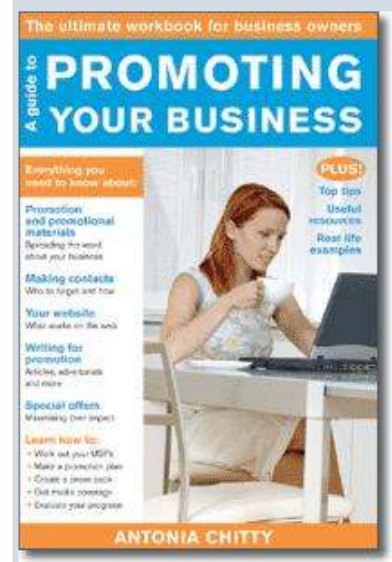
Have you got a great name for your business? A recognisable logo and snappy one liner summing up what you do? It can be difficult to work out the right name and image for your business, but getting it right really helps.

I like a name that 'does what it says on the tin'. Unless you have a Coca Cola sized marketing budget it really helps if your name also tells customers what you sell. And if you have a few potential ideas, the best way to see which ones work is to try it out on your potential customers. A name that seems great to you may have an abbreviation that you haven't spotted.

And if you feel your name doesn't quite cut it, don't despair. It is possible to change your company name. A client recently changed the name her business trades under from Anara to [Anara Toys](#). The focus of her business had changed slightly, and the new name and logo make it much clearer what is on offer. Her old url, www.anara.co.uk still takes you to the website, and the changeover has gone smoothly with no loss of business.

So, think carefully about your business name if you are about to start up

New resources on PR Basics



There are lots more resources on [PRBasics](#). Visit the site to check them out and [submit](#) your own recommendations. Tell us about companies you use who have come up with the goods, and who are of use to other businesses. .

New resources for June

[Exceptional Thinking Business](#) planning, research, sales and marketing, design and copywriting. Free 1 hour consultation session.

[Business 9am](#) Networking meetings based in Scotland and the North of England

[Enterprise Centre for the Creative Arts Resources](#) and support for creative businesses and practitioners in London.

[Better Business Blogging](#) Free ecourse on business blogging. Everything you need to set-up, develop & promote a successful

So, think carefully about your business name if you are about to start up. And if you think people may not be clear about what you offer in an established business, think what you can do to make it clearer.

Greensand Design

If you've recently bought ***A guide to Promoting Your Business***, you'll be interested to hear a little about Jess Williams, who designed the book. Jess runs [Greensand Design](#), which offers a range of services including Design for Print, Logo Design and Corporate ID and Illustration and Image Editing. Jess has been running her own business since 2002, and says, "Initially I worked a lot in-house but over the last 5 years I have built up my workload so that I am now based almost entirely from home. I work for a variety of clients from small businesses to large national companies and. I offer a fast, friendly and efficient service combining the personal touch of a small company with professionalism gained from my years of experience and an old-fashioned eye for typography and ideas with knowledge of the latest software and printing techniques."

Jess has worked for a number of ACPR clients. Here, she shares a few tips on how she promotes her business. "A lot of my business comes through word of mouth but if I am actively seeking new clients I try a few different things - online forums, such as [BGH](#) and [Mumszone](#), local networking groups, and local advertising. I am currently considering producing a brochure to target local businesses. I am also trying cross-promotion with clients and am having my website updated to be more relevant and SEO friendly so I can hopefully attract more business that way. I also try to ensure that anyone and everyone knows what I do - friends, parents at school, relatives etc as quite a lot of my business in the past has come from friends of friends."

If you want to improve the look of your promotional materials, why not [email Jess](#).

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

Sincerely,

Antonia
Antonia Chitty
ACPR

develop & promote a successful Business Blog

[Workers from home](#) New website with resources and forum for people working from home

[Sightcare](#) Business and product support for independent optical practices

[Arrancar](#) Business support and communication

[Cascade](#) Third sector support and advice.

[Sister Business UK](#) Monthly ezine aimed at women entrepreneurs too busy to be checking the SME news online.

Promotion Resources



The PR Basics website is there to support you as you use a *guide to Promoting Your Business*. Visit PR Basics to find resources including a press release template, and tools to help you organise your contacts. Visit www.prbasics.co.uk to find out more.

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.

**Save
30%**

In June, you can buy the database of contacts at Homes Magazines for just £50, a saving of 30 per cent. With up to the minute contacts at 38 national homes magazines, this is a great way to reach the media. Homes Magazine journalists are looking for new and beautiful items for themed features every day. Buy the database, send regular emails about your latest products and generate valuable coverage for your business. Go [here](#) to order.

Offer Expires: 30 June 2007