



Dear Antonia,

I'm busy this month, catching up after half term. I'm doing the launch PR for [Mambino](#), a lovely new range of skin care for mums and babies, and finishing my book on Writing for a Living. Thankfully, I've completed the first draft.

What are you busy with currently? If you're looking for some inspiration, there are some great articles this month:

- find out about making the most of networking,
- and get some great advice on marketing.

For more interesting articles and professional advice, check out the [ACPR Blog](#) every week.

And finally, ACPR is offering a new service, ideal if you are doing your own PR on a budget. If you have written a press release, but aren't sure if you have got it right, [ACPR can check your release for you](#). Just £30, get a Press Release Health Check and make sure your release gets the coverage you need. Look at the featured article on the right for tips on checking your own press release.

Best wishes,
Antonia

Article Headline



Louisa Bird runs the [Women's Marketing Forum](#), a friendly community of women small business owners who have joined forces to share practical experience, know-how and resources on how to create a more successful business. Here she shares her top marketing tips.

Know what marketing is.

Marketing is not about pushing your name out there to anyone who will listen, it's about building relationships. Avoid blowing your entire marketing budget on a single marketing method, such as advertising, and focus on investing your time, energy and imagination into starting and developing closer ties with potential, current and past customers.

Know what your message is, from your potential customers' point of view. Before you can start building any kind of relationship with your future customers, you need to be clear about what makes them tick, what they want (not necessarily the same as what they need!), what challenges and problems they face, and specifically, what benefits and solutions your product or service offers them.

Competition Winners

The winners of last months competition for the new e-book, *Alternative Pain Relief*, are Elin Sandal and Shara Lewis Campbell.

12 Quick Ways to make your Press Release Hit the Mark

When you are writing your own press release it can be hard to be sure that you have hit the mark. Here are 12 quick checks you can do to make sure you are writing a press release that will get coverage for your news:

1. Have you read the publication before writing the release? Make sure you are writing in a similar style to the magazine or newspaper that you are targeting.
2. Have you called to find the right person to send the email to? Address each email individually, even if you use a mail merge

offers them.

Know who you want to communicate with.

To ensure maximum marketing success, you need to know who precisely is going to be most useful (and profitable) for you to be communicating with in your marketing. Take some time to identify who your perfect clients are, then you can identify where you are likely to be able to find them (e.g. where they hang out online, what they read, what other companies they do business with, etc.).

Know what the ultimate aim of marketing is.

All your marketing should be aimed at just one thing: Making a profit. So make sure that you optimise your marketing efforts by using methods that:

1. Build relationships with customers, because the most effective way of creating a profitable business is to develop a customer base of repeat buyers, and
2. Are most likely to provide the highest return-on-investment.

Build a credible brand.

Branding is not just for big business. Everything you do reflects on you and your service, and contributes to the perception of your business in your customers' minds. This is your brand, so do everything to project a trustworthy, credible and reputable image. That means not skimping on things like graphic design and print quality when it comes to your business cards and stationery. It also means building credibility by doing things when you say you are going to do them, for example, as well as using credible testimonials and case studies to demonstrate your trustworthiness as a business.

Article Headline



Chantal Cornelius writes Scribbles, the newsletter of [Appletree Marketing](#). Here she shares her tips on Networking.

Marketing Moments - Is Networking Right for You? To find out how useful networking can be in helping you market your business, answer the following questions:

- Does your business provide a service rather than a product?
- Do some of your clients tell you they work with you because they like you as a person?
- To help clients decide to buy from you, do you need to demonstrate what you can do for their business?
- Do your clients go through a long decision making process before buying from you?
- Is your service something that requires a serious investment of time and money from your clients?
- Do you have a limited amount of time to spend on your marketing?
- Do you like meeting people?

Questions 1, 2, and 3 - when you provide a service, rather than a product, you are actually selling yourself and your expertise. It is a cliché, but people really do buy people. So, to encourage people to buy from you, you need to meet them. Networking is one of the most cost effective ways of meeting the number of people you need to meet. (If you sell products, networking can work if you take samples for people to see.)

Questions 4 and 5 - the service you provide may be expensive. You may need to speak to a prospective client a number of times before they will buy. Networking gives you the opportunity to get to know people, building up their trust in you. When people trust you they are more likely to buy from you.

Question 6 - Marketing is something every business needs to do, but time is often an issue. Networking allows you to meet many people in one place.

3. Does the headline explain the main idea of your press release? Don't be too clever, comic or cryptic as the headline is the first thing that will sell your idea to the journalist.
4. Is there an awareness day or event tied in with your news? Mention this in the sub head to persuade the journalist how timely your news story is.
5. Have you included the Issue Date of the press release. You can also add an embargo date, but only if it is critical if your news is kept confidential until a certain time.
6. Is the main idea summed up in the first line or two of the press release?
7. Have you covered who, what, where, when, why and how in the first paragraph?
8. Are you telling the journalist about how the new product or service might benefit their readers? Make sure the press release is relevant to their readers.
9. Have you

often an issue. Networking allows you to meet many people in one place, instead of setting up numerous different meetings, at different locations.

Question 7 - when it comes to deciding which marketing tools are best for your business, you need to focus on doing what you enjoy. If you like meeting people networking is right for you.

If you answered 'yes' to more than four questions, then networking is definitely for you. If you didn't then it's not right and you need to look for more cost effective ways of promoting your business.

Words at Work - How Should You Introduce Yourself?

Once you've decided that networking is for you, you need to be really clear about how you introduce yourself. Get it wrong and you can leave people remembering you for the wrong reasons.

There are three types of introductions that often get used by networkers:

- The list - where you tell someone about all the things you do in your business
- The long ramble - where you tell someone about all the things you, who you do them for, how you do them, how much they cost and why they should work with you
- The sales pitch - where you try to sell your product or service to a complete stranger.

None of these works. You can't sell yourself to someone who has never met you before; they don't want to know all the minute details about your business and they certainly don't want to listen to you all night.

So how do you make your introduction?Do:

- Ask the other person what they do first, so you can tailor how you describe your business
- Be specific, concise and to the point
- Use groups of three, e.g. I write, train and speak about how businesses can grow without wasting money on marketing
- Say something unique about yourself, something you've done or a client you've helped
- Make a statement of belief. "I believe that many businesses waste money their on marketing."

Don't:

- Tell someone what you do before they have asked you
- Use acronyms that might not be understood
- Keep talking just because you don't like the sound of silence!

Plan what you're going to say when someone asks what you do and you'll make the right impression and really make networking work for you.

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

Sincerely,

Antonia
Antonia Chitty
ACPR

used the second paragraph to expand on the story, or add a quote?

10. Do you have a low resolution image to catch the journalist's eye integrated into the press release? Have high res images available too.
11. Have you included 'Notes to Editor' at the end? This should include vital media contact details, plus information such as opening hours.

If you are unsure about your own press release, compare it to the Press Release Template on [PR Basics](#), which shows you how to do it in a clear and simple way. If you want a professional opinion on the release, [Antonia Chitty of ACPR can check your release for you.](#)