

ACPR Newsletter



Are you clear how best to mail out a press release? Or do you want to know if Facebook or MySpace are going to boost your business? In this month's newsletter, we look at both these questions.

You also have just one week left to win a copy of a fabulous telemasterclass on writing Articles to Promote your Business. And you can hear about how ACPR client Stuart Russell promotes his business, [Scottish Craft](#). There's also a great discount offer on advertising your business on [LittleStuff](#), the essential directory for parents.

Please note that ACPR has a new bank account. If you have an outstanding invoice please email accounts@acpr.co.uk for new details if you want to pay by BACS.

Over the summer, ACPR will still be offering books and contacts to help you do your own PR. However, we are fully booked for press releases until mid September.

Best wishes,

Antonia

Emailing a Press Release

I'm often asked how you should send a press release in an email. There are a few simple steps to follow, but the principal behind them all is to *make it easy for the journalist*.

1. Put the press release in the main body of the email. Don't send attachments, as they increase the chance of your mail getting caught be a spam filter, and cut the chances of the journo ever reading your mail.
2. Cut out any fancy headers, and put your logo at the bottom of the release. This is one piece of advice I haven't mentioned in my [book](#). However beautiful your logo is, it's not going to sell your story to the journalist.
3. Get you 'hook' in the first line. Make sure the reader can see what is new, unique or different at a glance, so cover your key points briefly first.
4. Include a low res image at the start. A pic of a great product can sell it to the viewer in a way that even the best description never will. Make sure it is a small file so not to clog up inboxes.
5. Test your email. Send a copy to yourself and see what it looks like. Can you see the key points? Does the image look OK? Test it on a friend or colleague too.

You're ready to go - start sending your releases and watch out for some good

New resources on PR Basics

ACPR has teamed up with Media Minister Tracey Dooley to bring you a great range of [TeleMasterClass CDs](#). Closing date for the competition to win a free a copy of the first masterclass, Articles to Promote Your Business, is 11 July. Just email Antonia@acpr.co.uk to enter, with the total number of CDs available. (Clue - have a look [here](#) to find out.)

Choose which exciting telemasterclass you want to buy to boost YOUR business

- Article to promote your business
- Better writing skills 101
- Direct-Response Brochures and High-Powered Ads that Generate Sales
- Newsletters that Build Customer Relations
- Postcard Marketing
- Powerhouse Publicity
- The Secrets of Successful Sales Letters
- Using Online Marketing to Your Advantage
- Website Copywriting

Client News

Stuart Russell runs [Scottish Craft](#). He set up the site in January 2006 with the aim of promoting

You're ready to go - start sending your releases and watch out for some good coverage for your business soon. If you want more tips on sending press releases, check out "[A Guide to Promoting Your Business](#)".

Is [Facebook](#) going to boost your business?

Have you joined [Facebook](#) or [MySpace](#)? Are you blogging? These fast growing social media have been touted as a great way to reach new and different groups of customers. You may be wondering if they are going to work for your business.

Unfortunately, there's no simple answer. Every time you add something like a blog, or set up a profile on a new networking site, you will definitely reach new people. Actively networking on [Facebook](#) by joining relevant groups, or linking up with likeminded folk on [MySpace](#) will put your business name in front of people who haven't come across it before. But there's no guarantee that this will lead to sales. Michelle Lawrie, who runs babysigning company [Chelltune](#) set up a [MySpace page](#) and says, "I haven't looked there for weeks. I did get a phone call from a chap who had found my site from [MySpace](#) but it hasn't resulted in any sales to my knowledge."

However, what you are doing, is building potential customers for the future. The users of many social networking sites tend to be in the 16 to 30 age group. Michelle says, "I've had plenty of hits from [Facebook](#) but again no sales. I am yet to see if it is worth while or not. I've had more sales from forums such as those aimed at Childminders."

And people who see your [MySpace](#) page may not be looking at some of the other media you use to reach new customers. Like every promotional activity, neither [Facebook](#) nor [MySpace](#) nor the best blog in the world will give you a booming business on their own. Successful business promotion is based on lots of small bits of promotional activity.

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

Sincerely,

Antonia
Antonia Chitty
ACPR

the skills of artists and makers from around Scotland to a worldwide market. He says, "I want to make people see beyond the traditional image of haggis and tartan." Stuart has been working with ACPR on press releases to homes magazines. He has a number of other ways to attract people to buy his beautiful selection of hand made items, "I promote the site through monthly newsletter mailings and press releases as well as distributing leaflets through galleries and other arts related venues. The majority of traffic to my site comes through search engines and reciprocal link arrangements I have with other Scottish websites." If you're looking for a lovely gift for yourself or a friend, visit [Scottish Craft](#).

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 40% with Little Stuff

ACPR clients get a great deal from advertising on [Little Stuff](#) all through 2007, with a massive 40% off everything above a basic listing. Advertising starts from just £39 for 12 months with this great offer. LittleStuff's visitors have expanded enormously this year, so it's a great time to get involved if you want to reach professional, 25-35 years, ABC1, modern, stylish parents and parents to be. What else do you get if you advertise on [Little Stuff](#)?

- Review and competition sections, free to current advertisers
- LittleStuff ONLY markets to expectant and young parents: we will only list companies who stock relevant products.
- LittleStuff inspects all client websites, rejects all unsuitable or irrelevant sites
- High Street and Brand names run directly alongside independents on LittleStuff
- Excellent relationships with many of the parenting mag journalists,
- Web coverage on the biggest parenting sites,
- Targeted adword campaigns running constantly

To find out more, to find out more, contact Laura direct by mailing her at laura@littlestuff.co.uk

Offer Expires: 30 August 2007