



Dear Antonia,

I hope your summer is going well, and you are finding a few moments to keep your PR going. This newsletter is short, so read on for a few great tips on making your press releases work for journalists, before getting back to your holidays.

Best wishes,

Antonia

Press Releases with Bells On

Following last month's tips on emailing press releases, a survey has shown that 75% of journalists would prefer to get 'media-rich' press releases.

This sort of release will include links to your website, where journalists can find

- additional info
- hi res images
- video or sound clips
- statistics

Including links means you can avoid bulky emails. And journalists will avoid having to request and wait for images.

Main irritants for journalists, in the survey by Glide Technologies, were

- poor contact info
- news that isn't relevant to them
- bad deadline timing
- large attachments
- obscured sender address
- releases not written for email format
- obvious cc'ing to a list of journalists
- no personal message from sender

See if you can use these pointers to make your press releases more useful to journalists. If you want more tips on sending press releases, check out "[A Guide to Promoting Your Business](#)".

Competition Winners

The winners for last month's competition are

New Reviews on PR Basics



There are several new book reviews on [the PR Basics website](#), including one from Jane Linford of [www.megapartysupplies.co.uk](#) who recently tested [A Guide to Promoting Your Business for Families Solent East](#). She found the book, "indispensable, saying, 'This book is packed full of ideas to help promote a small business like mine. It has simple steps too help create and carry out your promotion plan, I found the section to help promote your website extremely useful. My business is web site based so getting it right is essential. The business has done well so far, but I can now see how it can be improved in terms of increasing my website ranking, choosing the right keywords and selecting appropriate links. Throughout the book there are useful resources, listing websites and contact details for different business organisations. All in all, a useful book that will help me focus on the crucial job of promoting my



The winners for last month's competition are Julie Begbie of Keepstakes www.keepstakes.co.uk and Louisa Simmons of Alphabet Cat Toys, www.alphabecat.com. They each win the 'Articles to Promote Your Business' telemasterclass.

business."

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

Sincerely,

Antonia
Antonia Chitty
ACPR

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with
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- Review and competition sections, free to current advertisers
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- 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