

ACPR Newsletter



Dear Antonia,

How is your business promotion going? With the kids back at school you probably have some more time to work on the business. If you're looking to attract more customers, but are short on ideas, download the free [Action Plan](#) from the [PR Basics](#) website. It lists lots of low cost ideas you can get started with straight away.

If you want one-to-one help to solve your PR problems or work out a promotion plan, I offer consultations both by phone and face to face. If you would like to arrange a meeting, consultations can be booked in London on Thursdays or in East Sussex on Tuesdays. Email antonia@acpr.co.uk or phone to book.

If you want to get in touch with ACPR, we have a new phone number, 0845 643 1874. You can also still speak to me directly on 07900 580668.

Best wishes,

Antonia

Tips for women running their own business from Pace of Life

Almost everyone running their own business find it hard to balance the demands of work and home life. This month we have some tips from Allison Marlowe, a professional coach who works with women to enable them to balance business with motherhood. Read Allison's suggestions and see if you can do one thing to change your life this month.

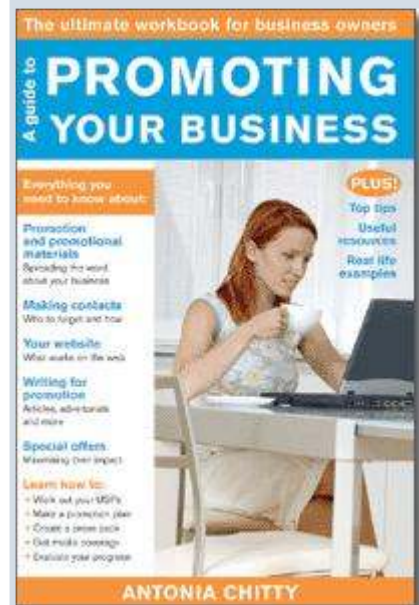
Build your support network

We all need a good support network around us, not only for the essentials like childcare but also for when life throws the unexpected at us. Plan in advance who can step in and help you at short notice if things go wrong. Who do you know who can fix your pc at short notice? Who can take over child care if your childminder goes sick? Write a list and keep it somewhere to hand. For those occasions when you least expect them.

Tap into the right people and enhance your results

Are you trying to do it all? Ask yourself which aspects of your work/home life could you delegate to someone else. They are usually the tasks that take up too much of your time or are not your strong point, like feeling distracted each time the phone rings, or having to clean the house when you feel whacked at the end of a busy day. Who do you know who would answer the phone for you one morning a week? If these aren't your strong points tap into the right people in your support network and ask them to help. You will be surprised, people like to feel useful and genuinely want to help.

View Reviews on PR Basics



Cakes and Sugarcraft magazine said, "The perfect companion to Starting a Cake Decorating Business, this workbook covers everything from writing and who to target to using the internet to promote your business alongside tips, resources and real life examples."

There are more book reviews on [the PR Basics website](#).

Watch out for an article on promoting your business in next month's Accountancy Age enterprise supplement.

Pregnancy and Baby Show 2007

Visit [the Pregnancy and Baby Show](#) in Dulwich, London on 20th October and help raise funds for Tommy's.

Take regular time out

Running your own company can be very demanding on your time and energy. Think back to when you first decided to become your own boss, were you drawn by the luxury of managing your own time? Are you making it happen? It is essential to maintain some time especially for yourself, even if it is just an hour a week, book it into your work diary shut the office door and switch off. Go for a swim or a walk, have a facial, do anything that you really enjoy. I often find that it is during these periods of quiet that my best business ideas spring to my mind which in turn increases my productivity.

Set your own rules

If you multi-task then stop. Studies have shown that you are less effective and achieve less when multi-tasking than when focused on one task at a time. So set some new rules for yourself Things like, not checking your emails every time one 'pings' into your inbox, or leave a ringing phone to go to answer phone. This will help you to stay focused on the most important aspect of your business and the job in hand.

Pace your Life

Life is simply too short, so don't let things pass you in a blur. Take steps to stop and enjoy the things and people around you. Schedule enough time between meetings so you aren't rushing to the next. Allow yourself some free evenings each week or time every weekend to spend with family and learn to distance yourself from the issues that cause you stress.

[If these tips have helped you, find out more about what Allison can offer at www.paceoflifecoaching.co.uk and www.ukparentcoaches.org](#)

© Pace of Life 2007

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

Sincerely,

Antonia
Antonia Chitty
ACPR

Following last year's success the show is bigger and better, with a chill out cafe, children's zone, competitions and lots of shopping for mums and mums-to-be.

There are still opportunities to advertise, book a stall, or supply flyers for inclusion in the goodie bag. Email thepregnancyshow@yahoo.co.uk to find out more about using the show to promote your business.

Business Start up Seminars, Brighton

Nicky Chisholm has had a great idea to help mums in who want to start a business. **Mums in Biz** runs Business start up seminars that focus on ideas and issues that affect busy mums. Go along for answers, fun and inspiration to get your business moving.

The seminars include sessions on Business planning, Time management, child care opportunities, business ideas and where to go next.

It is easy to attend: the venue, free car parking and subsidised child care from Asquith Nursery are all within 2 minutes of each other. Lunch is provided. The seminars take place on Tuesdays: October 2nd, November 6th, and December 4th from 12.15 to 3.15pm. Cost - £25

For more information call Nicky Chisholm at **Mums in Biz on 01273 681 484** or email nickyc@mumsinbiz.co.uk

Media Contacts Databases from £25

There is still time to get your products and services into Local Magazines before Christmas. To help you get in touch with a selection of the hundreds of [local magazines](#) across the UK, ACPR offers a database of contacts. Normally £70, for September only you can buy the database for £50.

There's a discount on the [parenting media database](#), which has contacts at around 100 local parenting magazines as well as national media and websites. For the rest of September, this costs just £50 too.

And if you have bought a contacts database in the past but have let it get out of date, previous customers get database updates for half the price of the new database. That means if you want an updated parenting magazine database, and have bought it before, it will only cost you £25 this month.

Email Antonia@acpr.co.uk to find out more.

Offer Expires: 30 September 2007