



This month is all about writing at ACPR. This newsletter includes two articles which I have written. Read on to find out more about Business Promotion Basics, in a reprint of my article which is in Accountancy Age.

I've also been looking for good resources for working parents, as part of the preparation for the launch of my book on [Family Friendly Working](#) next February. So, if you're looking to find out about some great new websites for parents in business, scroll down to an article on Websites for Work.

I'm looking for case studies for my next book, all about what to do if your child hates school. So, if you have worked through school problems and don't mind answering a few short questions, please email me, [antonia@acpr.co.uk](mailto:antonia@acpr.co.uk) with SCHOOL in the title.

Thanks and best wishes,

*Antonia*

## Business Promotion Basics

Promoting your business is something that no entrepreneur can ignore. In this article, Antonia Chitty of ACPR shares some simple tips from her book, *A Guide to Promoting Your Business*, which will help every business owner who needs to promote their products or services.

### Making a plan

Planning how you will promote your business is an essential part of a healthy enterprise. Try to work out a plan for the year ahead. This will help you continue with promotional activities at both busy and quiet times, vital if you want to keep up your business profile.

Start by writing down all the different promotional activities you can think of. Include ideas that have worked well in the past, and things you see working for competitors. Look on small business sites on the internet for more inspiration. Talk to people at networking groups, face to face or online, and ask what works for them.

Then, using a spreadsheet or year planner, note down which activities you will do when. Make sure you have a spread of activities throughout the year. Look at where you have gaps and see if you can come up with an event or have a special offer so that you have things to promote all year round. Try to make one phone call or send a few emails every day. Continuous effort is far more effective than big bursts of promotion without any follow up.

**Go to the [ACPR resources](#) page to read the rest of this article.**

## Websites for Work

Mums running their own business, and parents who want to start an enterprise have really struck it lucky in the last few months, with enterprising mums starting up great new sites for information, inspiration and networking. Read on to find out more about these new sites.

Leigh Hunt has been working from home for five years, and she says, "I love the flexibility it affords me, especially now that I have my daughter." Like other mums mentioned in last month's article who have started their own websites for flexible work, Leigh's site came about as the result of conversations with other mums. She says, "I attended mother and baby groups and noticed people saying, 'I need to work, but I don't want to put my baby into childcare. I want to stay at home.'" Leigh was already working from home so gave advice and guidance where she could, but also started thinking about putting her knowledge into a course. She says, "I was already involved in home study education and so it seemed logical to me to help women retrain to start work from home careers. and so

home study education and so it seemed logical to me to help women retrain to start work from home careers, and so this is how [Lotus Courses](#) was born." Leigh offers a range of courses in areas such as health and beauty, caring, and naturally the site focuses strongly on business skills and help with setting up a business from home. Visit [Lotus Courses](#) if you know you want to retrain to start a new career or want that guidance to actually start a business

Leigh has more recently started [homeworkingmums.co.uk](#) ,a blog site which is full of inspiration if you want to start your own business. The site contains start-up stories from mums that already work from home. Leigh says, "As the site builds it will be packed full of real-life start-up stories all contained within one site."

Jane Hopkins has been running MumsClub since the beginning of 2007. She says, "The site is somewhere mums in business can go for advice, readily meet lots of like minded mums and browse relevant business information. You can meet other like-minded mums with all levels of experience, from a business-mum-to-be looking for inspiration through to an established mum willing to share her experiences and advice. The beauty of MumsClub is that all mums can easily build both nationwide and local relationships or 'buddy up' with other mums in the same line of business." MumsClub also offers features on subjects like networking, writing a business plan, and other useful business topics, alongside news items, advertising opportunities and a marketplace.

Jane has her own inspiring story about becoming a work at home mum, "I became a single mum when my baby was just six weeks old. I was left with some hefty financial commitments that needed far more than a part time job could ever provide so it was clear that I needed something that I could do from home. I have a marketing degree and have experience of graphic design so I was looking for a way to use my skills. I joined some Internet business forums looking for inspiration and found that I spent the majority of my time talking to other mums, which totally inspired me. So I worked late into the night sourcing the contacts and knowledge I needed and eventually managed to upload my own forum, for mums in business. News spread quickly and within weeks I had a thriving forum, packed with other passionate mums."

Come back next month for news on two more great new sites for mums and dads in business.

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

Sincerely,

*Antonia*  
Antonia Chitty  
ACPR