

ACPR Newsletter



I love networking online and in real life. At the moment I'm enjoying being part of a new forum for women in business, [Giant Potential](#). Why not sign up for the site, which is a great place to showcase what you do, and get your questions about business answered. Read the article below to find out more about this and another new site for [Mothers who Work](#)

ACPR is now also on [BTTradespace](#), an easy-to-use new shop window for businesses. It's simple to set your site up with a Tradespace page, and there's the facility to offer a few products for sale too. Why not set up your own page and see if it brings new customers?

ACPR has just subscribed to an even bigger and better database of media contacts, so if you're using us to promote your business for you, you'll be pleased to know we can get your press release to an even wider audience than before.

A guide to Promoting your Business is currently on offer at Amazon - I think they want to make space for Christmas! It's £9.90 instead of the usual £15. We'll be matching that at ACPR until the end of the month, so [buy now!](#)

Best wishes,

Antonia

Websites for Work

Finally in this series of articles on great resources for working mums (and dads!), we look at one of the newest, and possibly most attractive looking magazine sites for mums, Mothers Who Work., and work-from-home networking site, [Giant Potential](#).

Mothers Who Work founder Joycelyn Akuffo says, "I had just started a new job when I found out I was pregnant. Although I was happy to be pregnant. I had to deal how they would perceive me professionally once they found out. Then there was the issue of what I would do when Joshua was born - and that's when I looked into flexible working. I applied, and was allowed to work from home, going into the office when my journals went to press."

NEWS

Looking for Look!

Family Friendly Working was mentioned in Look magazine on 22nd October. I'm still in need of a copy of the article if you have the magazine. Many thanks. More mentions for the book should be coming up in She and Woman and Home early next year. Let me know if you see them.

Case studies needed

Have you sorted out a problem with your child's school? I need people to fill in a few questions to help with my new book for White Ladder Press on what to do if your child hates school. If your son or daughter has had problems at school and you are happy to share your experiences, please email antonia@acpr.co.uk.

Start Up Seminar

If you're based in the South East and want a kick start for a new business idea, this is your last chance in 2007 to attend a **Mums in Biz** Business start up seminars. Complete with lunch and a subsidised creche, take an afternoon out to focus on ideas and issues that affect busy mums. Go along for answers, fun and inspiration to get your business moving, plus sessions on business planning, and time management.

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**

nicky@acpr.co.uk

when my journals went to press."

Homeworking opened Joycelyn's eyes to a plethora of issues. She says, "On the one hand it was great that I could work from home, as it meant that I could spend time with Joshua, too, but I always felt that I had to prove myself to people in the office. When jobs came up, I felt sidelined because other departments within my company assumed that I would want to work from home permanently. When Joshua started nursery, I got an internal promotion and it worked in the office full-time. But even here, I had to deal with other problems - working with people who were happy to stay in the office for hours after their contracted time. And on the days that my husband picked him up, I still didn't see the need to stay working late in the office just for the sake of it, but I still had to compensate in some way." Joycelyn's story probably sounds familiar to many working mums who have come across the draw backs of flexible working. After being made redundant, Joycelyn has used all her experience to develop a website for working mothers. She says, "The government is trying to get mothers back into work, but employers seem to resent having us in th workplace. They like our skills and our experience, but they don't seem to want to bear the brunt of our 'baggage' - a family outside work. I felt I needed to create a place for mums to share their experiences and empower each other: Yes, it is ok to leave work on time without feeling guilty because other people choose to stay later. Yes, it is ok to work flexibly without having to look over your shoulder all the time. And yes, you can have your cake and eat it - work, family and your life as a person! It's all about balancing and planning your life."

Visit [Mothers Who Work](#) for information and articles on: pregnancy at work, money, going back to work after maternity leave, setting up your own business, health - and forums and blogs to boot. Joycelyn finishes by saying, "For me, the benefit of the website to working mothers is that they can find out all about their maternity rights, their parenting rights, how to deal with difficult situations at work - and if they're not happy, they can set up their own business."

[Giant Potential](#) has grown enormously since its launch at the end of September 2007. the networking site was founded by energetic mum to four, Roberta Jerram, who combines it with being a successful independent associate for Mini IQ. She says, "During the course of my work I come across many women running an enterprise from home, or working as a rep for a direct sales company. The common thread seemed to be that although we all understand how essential networking is to sustain and grow our businesses we are all limited by time and responsibilities and can't always get out to meet people whilst we're caring for our children. My vision for Giant Potential was simply to create an online community where UK women in business (especially mums) can promote their business to other like-minded women, build solid relationships with others, network on their own terms. Unlike other sites, I want people to take part in [Giant Potential](#) with a giving nature rather than everyone selling their wares to each other, and to build up a trust that would lead to others partaking in what you have to offer. All for free." Roberta continues, "Women can share their brand, discuss issues and concerns, share business knowledge and contacts all within a safe, passworded online community."

[Giant Potential](#) has a Chat Forum, and space for members to create their own profile about themselves and their business. You can

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Free Downloads on PR Basics



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.

their own profile about themselves and their business. You can customise your profile colour scheme, add a links to your own website, and upload logos and product photos. It's easy to scroll over other members photos to look at other profiles, message people and join groups where there's a common interest. The forums are easy to navigate and contribute to, there's space to keep a blog, you can build a friend list, share information about events, exhibitions and networking meetings in the real world too and do business. Roberta says, "This site is particularly useful if you have children under five. You don't need to feel isolated running your own business. At [Giant Potential](#) you can take a particular issue to others on the site for discussion and there's inevitably someone who's been through it already that can help. Participation in discussions can be as much or as little as our members wish, there's no need to get value for money as membership is completely free. If you take a break for a while it's easy enough to just pick up later where you left off. With no membership fees and no advertising to pay for, and as long as everyone remains courteous and friendly tapping into Giant Potential can be a win:win situation for everyone."

If you've enjoyed browsing some of the recommended sites you may also want to join some other parenting websites with active homeworking forums:

www.mumszone.co.uk, www.babygreenhouse.co.uk and www.netmums.co.uk

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

Sincerely,

Antonia
Antonia Chitty
ACPR

Advertising Bonus for ACPR Clients @ SLing Meet

[Sling Meet](#) offers you the opportunity to reach nearly a thousand families with babies and young children.

The [Sling Meet](#) website links parents who want to meet others and have a chat, while getting tips on the best ways to carry their baby, choosing the right sling and learning to use it. Parents can try out other people's carriers, and make new friends too.

Advertise on [Sling Meet](#) to reach a wide range of parents with babies and toddlers. Sign up for an advertising banner on the forum (£60 for 12 months) and get a free banner in the newsletter worth £20.

Email press@calinbleu.com to enquire, or call 0845-862-0073 (local call) Monday to Friday 10am to 4pm.

Offer Expires: 30 November 2007

