



Welcome to the last email of 2007. I hope that you have had a busy year and seen your business grow.

As usual, ACPR is making a donation to help [start a woman up in a small business](#) instead of sending Christmas cards, so I'd like to use this newsletter to thank you for your business over the

last year, and wish you a happy and prosperous 2008.

Best wishes,

Antonia

Article Headline



I am continually looking for ways to keep [A Guide to Promoting your Business](#) in people's minds and raise ACPR's profile. In the last month a couple of features have included tips from me and a mention of the book, in [Craft Business Magazine](#) and [In House](#) magazine.

The latter goes out with every Viking Stationery order, which is a great way to get news out about the book to thousands of small business

owners who I would not reach otherwise.

I got both bits of coverage after responding to requests on [Response Source](#). Journalists place requests for information on the site - a very useful place to know about. It is a subscription service, but if you are serious about promotion, an investment of a few hundred pounds a year is worthwhile.

Advertising Opportunity in Brand New Breastfeeding Mag

A new magazine to support new mums and especially those who want to breastfeed is in development. The magazine, called Mum & Me, will launch in Spring 2008. The initial print run of 120,000 will be handed, free of charge, to expectant mothers via antenatal clinics as well as being sold by mothers' peer support groups as a tool for fundraising.



Read more about the magazine at www.breastfeedingcommunity.co.uk or email info@breastfeedingcommunity.co.uk to enquire about advertising.

Prepare for the New Year



Book review: The Greatest Freelance Writing Tips in the World



I'm enjoying reading The Greatest Freelance Writing Tips in the World by Linda Jones. It is in a lovely format - a small hardback, about 6" by 4" - and written in short snappy sections which makes it easy to read. It is inspiring and motivating, and reminded me how to sharpen up my pitches. However, the shortness of some of the sections can make some of the content seem a little disjointed. It can be frustrating just when you get interested to find that the book has moved onto the next topic. Jones is at her best in some of the longer sections. The chapter on Writing

for the Internet is one of the best, and probably worth buying the book for by itself. I'm finally clear on exactly why blogging is such a good tool to boost your website's profile, and what a Permalink is. Linda Jones is a prolific blogger, and this shows in this section of the book. Read her latest updates to her blog for parents of twins and more, You've Got Your Hands Full or find out more Freelance Writing Tips in her blog of the same name.

The book is very practical, and you can see that Jones has years of experience in the media. She has written for local papers, worked in PR, and currently freelances for a range of newspapers and magazines. Buy the book if you want to get paid for writing, and need some pointers about the best way to achieve this. It will be £6.99 well invested.

Other useful books for aspiring writers which I'd recommend:

The Writers' and Artists' Yearbook, The Writer's Handbook, and the Media Directory are all handy references. Each has its strong points, they all have good information written by well informed people in the media, and will clue you in on how to get started. If you want to find a media contact the guides can be a starting place, although as they only come out once a year contacts may not be up to date.

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

Sincerely,

Antonia
Antonia Chitty
ACPR



Buy a guide to Promoting Your Business and start 2008 with some great PR for your business. Visit [ACPR](#) to buy.

