

ACPR Newsletter



This is a combined summer newsletter for July and August. I'm sure you are busy juggling work and the need for a summer break too. If you offer products suitable for gifts, don't forget that glossy monthly magazines are busy working on their Christmas issues, so make a little time to send in products and samples to your top target media.

Find out about a couple of great new books and a useful tool, [Autoresponse Plus](#), that I have been using to work out who is visiting my [Family Friendly Working](#) website, and stay in touch with them.

For more interesting articles and professional advice, check out the [ACPR Blog](#) every week.

Best wishes,

Antonia

Spare Room Start Up

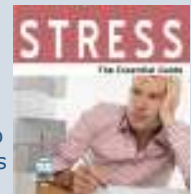


Emma Jones of Enterprise Nation has a brand new book out, and has some tips to share if you want to run a successful home business:

1. Do something you love. Let your business idea be based on a passion, hobby or skill. That way it will never really feel like work!
2. Find dedicated space in the house. This will make it easier to create your ideal work environment and to switch off at the end of the day.
3. Make the most of technology. Invest in tools that make you super-efficient (there are plenty that can be bought on a budget) and use the web to promote you and the business.
4. Get out of the home office. Meet new people - including customers and suppliers - by attending meetings, shows and events. Or just pop to your local coffee shop when in need of a little human interaction!
5. Enjoy! Your commute to work takes 60 seconds and you get more done in the hours you have. That frees up time to do all the other things you like to do. Enjoy each day of being a Spare Room Start Up.

Competition

Are you feeling relaxed after a summer break, or stressed by trying to fit in too much as well as keep the kids happy? This month, you have the chance to learn how to stay on top of stress with a great new book from [Need2Know](#).



Find out how to ease up to the causes of stress, get useful tips for coping in a crisis, and understand how to make positive changes to your lifestyle to help you handle stress.

If you would like to win this useful book, simply email antonia@acpr.co.uk with STRESS in the header.

If you want more ideas from Emma and the many successful home entrepreneurs she has interviewed for the book, you can [buy Spare Room Start Up](#) for the discounted price of just £8.44.

Autoresponse Plus: Using an Autoresponder to increase interaction



I was looking for a way to increase the interactivity of www.familyfriendlyworking.co.uk when a colleague recommended [Autoresponse Plus](#).

When designed, my website was basically a showcase for the Family Friendly Working book. Most people would visit once and use some of the links and resources, but there was no way to interact with visitors and build a relationship with them.

I found out more about the autoresponder, and saw it could meet the needs of the visitors and also help them to build trust in the information I was providing.

Women visiting the site wanted ideas for family friendly work, so I created a short e-course to run over a month giving them a range of different suggestions in each email. The [Autoresponse Plus](#) software made it easy to automate the sign up and delivery of the course. Since then, instead of knowing that people were visiting the site but nothing more, I am getting several sign ups every day. The emails are a chance to tell want-to-be business parents about my other services too: I can include links to www.prbasics.co.uk and www.acpr.co.uk. I'm working on a new site, www.themumpreneurguide.co.uk which will tie in to another e-course and eventually a book for those who do want to run their own business.

I'm really pleased with the results so far from the autoresponder programme. Click [here](#) to find out if it could help you too.

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

Sincerely,

Antonia
Antonia Chitty
ACPR