PRESS RELEASE

For immediate release

Learn to promote your business

A new book out this month is perfect for business owners, start ups and experienced entrepreneurs who want to learn more about promotion. ***A guide to Promoting Your Business*** takes you step by step through working out what is unique and special about your business, and helps you learn about writing and sending your own press releases. Packed with low cost techniques for getting your business noticed, just follow the steps in the book to reach more customers.

Lizzie Vann MBE, Founder of Organix Brands Ltd, says, *"This workbook is an excellent and concise guide to help anyone who is starting up a new business - it gives some excellent advice, guidance and knowledge for new business owners and entrepreneurs."*

A guide to Promoting Your Business is created with busy business owners in mind, and can be worked through in short sections when you have a few minutes. Clear explanations, examples and exercises make it easy to pick up the essentials skills to boost your business.

There is a website, ***prbasics.co.uk***, to accompany the book, with lots of free resources and essential links. Visit the site to download a template to help you plan your business promotion, a template for writing your own press releases, and more. You can also see extracts from the workbook, and submit your own suggestions for useful resources.

A guide to Promoting Your Business is written by Antonia Chitty, who works closely with many SMEs to help them improve their business profile. The book costs £15, and is available from www.prbasics.co.uk, www.acpr.co.uk, www.amazon.co.uk and can be ordered from any bookshop if you quote ISBN 978-0955534508.
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Notes to editors

1. *Media enquiries to press@acpr.co.uk, or call 07900 580 668*
2. *Copies of **A guide to Promoting Your Business** are available for review and as competition prizes. Antonia Chitty is available for interview and can provide articles on business promotion.*