

WHAT'S INSIDE

Why keeping in touch is child's play



Mini firm goes large



Business of recovery



"If you're leading your business through tough economic times, see how 250 others have managed"

Geraint Elvans, Relationship Manager





At NatWest we're committed to helping British business. Our latest report 'Recession strategy – an insight from the SME market' in partnership with Ipsos MORI gives you insight into how small and medium sized UK businesses have responded to the economic downturn and how they're now planning to move forward.

To get your free copy of the report and to find out how we can help your business call 0800 408 0826

NatWest

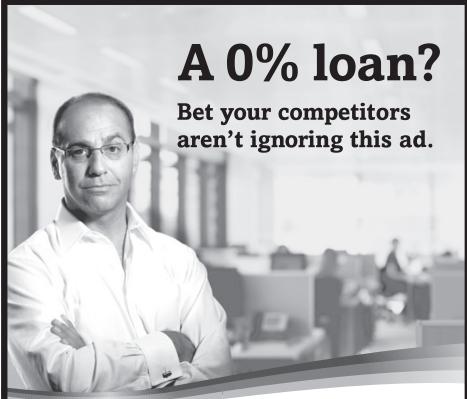
Helpful Banking

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great ways to market yourself

You don't need a big budget to promote 1 Define your story Imagine your life is being turned into a movie and plot

your business, says **Emma Jones**



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your name and face in the press and a nice night out too. Most awards are free to enter and writing the application helps define plans and goals.

6 Use good imagery
Journalists love stories that come with good images. Have a professional photo taken of you and design a nice-looking logo for the company. Aim for a constant image across your website and on printed material.

turned into a movie and plot

the script. This should help

Make friends with the media Research the journalists interested in your industry or trade.

to the media.

define the message you convey

Approach them, get to know them and send exclusive stories.

Become an expert Become an expert
The media will be
approaching you if you become

the expert in your chosen field. You can do this by

or writing a book

developing a blog, writing a report, making predictions

Communicate often
This applies both online
and off. Develop and distribute

a regular e-newsletter for online visitors and, in the offline world,

This offers an opportunity to get

agree to attend and speak at events to get known

Enter awards and competitions

Create a virtual window to the world Develop a website or blog, keep

it updated and watch it rise up the search-engine ranks. Make the most of social networking applications (Twitter, Facebook, LinkedIn) for business purposes.

Paint your car with the Company name and logo Well, why not?

9 Do things that make you stand out Host an event, carry out a poll or

survey, or launch a competition. Have something to say and say it in a way that people will remember.

Tell Enterprise Nation

your story...
...so that we can
pass it on to journalists who ask us for case studies of successful home business owners.

Emma Jones is the founder of home business website Enterprise Nation (www.enterprisenation.com) and is the author of Spare Room Start Up How To Start A Business From Home.

The Urban Bakery

Marketing is icing on cake

WITH a background in digital marketing and TV production, Anne-Marie Curran (below) is putting her promotional skills (Verlow) is pating fire prohibitional sails to good use in her new business, The Urban Bakery, which makes cupcakes. "My first bite of a cupcake was at the famous Magnolia Bakery in

New York, Neither I nor the cupcake had any idea of how it's future would change." Anne-Marie

returned home, researched the market and turned her kitchen into a home office. It's from there that she cooks up ideas for her business. "I had promotional

postcards done and have been dropping

these into local businesses with a hope they catch people's eye. I also have my website, a Facebook group, am on Twitter and have a blog. I also have a raft of friends and family who are constantly pimping my business by spreading the word.

www.theurban bakery.co.uk

SmallcarBIGcity

Contacts drive city Mini plan

three founders of the newly-formed SmallcarBIGcity, met at a recruitment fair, retired to the pub and shared stories of their fondness for London and the classic Minis they both owned.

"Before we knew it, we'd come up with the idea of offering London sightseeing tours in our cars," said Rob. "We don't have the budget to advertise,

so we promote the business by generating press interest and

working alongside the London visitor and planner publications.

"We focus on companies that can provide us with contacts and expertise in the tourist industry. We're currently building relationships with hotels."

The company also uses Twitter and Facebook to

promote interest.
Oliver said the plan is

to take the business to other parts of the UK. "I want to see MGBs in Brighton and Morris Minors in the Cotswolds," he said. "The potential

SmallcarBIGcitv.com