

DAILY EXPRESS

YOUR 8-PAGE SMALL BUSINESS GUIDE



TIME FOR ACTION

SIR RICHARD BRANSON CALLS ON ENTREPRENEURS TO COME OUT FIGHTING - SEE P39



WHAT'S INSIDE

Why keeping in touch is child's play



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"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

10 great ways to market yourself

You don't need a big budget to promote your business, says **Emma Jones**

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1 Define your story
Imagine your life is being turned into a movie and plot the script. This should help define the message you convey to the media.

2 Make friends with the media
Research the journalists interested in your industry or trade. Approach them, get to know them and send exclusive stories.

3 Become an expert
The media will be approaching you if you become the expert in your chosen field. You can do this by developing a blog, writing a report, making predictions or writing a book.

4 Communicate often
This applies both online and off. Develop and distribute a regular e-newsletter for online visitors and, in the offline world, agree to attend and speak at events to get known.

5 Enter awards and competitions
This offers an opportunity to get 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.

7 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.

8 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.

10 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 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.theurbanbakery.co.uk



SmallcarBIGcity

Contacts drive city Mini plan

OLIVER Knight and Rob Welch, two of 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 is huge."

● SmallcarBIGcity.com

