

Welcome to Taboo

If you're a mumpreneur, parent in business, or have a product or service targeting the parenting market, then baby, this edition of Taboo is for you!

Editor of Australia's top parenting magazine, *Practical Parenting*, tells us about the glossy's new sections and upcoming features.

Mumpreneur, Alli Price, from *Motivating Mums*, shares some tips for using Facebook and Twitter that she has used to build her profile.

We provide five tips for planning a parent/child friendly PR event. And if you're in need of some DIY PR training, then book now and save on PR Guru's Mentor Program which kicks off in September.

Finally, good luck to all those inspirational women who are finalists of the 2011 AusMumpreneur Awards!

Yours in the media,
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Time in lieu: 2 minutes with ... Genevieve Quigley, Editor, *Practical Parenting* magazine

What sets *Practical Parenting* apart from other parenting titles?

Firstly, the stats... We're the only monthly parenting magazine on the market. We also produce four annual publications a year (PP Baby, PP Toddler and two issues of PP Pregnancy). We are delivering our readers 16 issues a year. We also have the No.1 readership figure of 145,000.

Beyond the stats, many parenting titles are targeted mostly at mums, while we try to be inclusive of all parents. The content is Australian-based and although we share a name with a parenting title in the UK, we run independently as a magazine here. We don't rely on our magazine to be given away for free – all our readers are genuine buyers who've picked us up at the newsagents or supermarket, or have subscribed. It's the loyalty of our readers that makes us unique.

What are your readers interested in? Their kids! Whether they are pregnant, have a baby or a toddler, their child is the centre of their world. They come to us for advice and reassurance as they take on this exciting but challenging journey into parenthood.

"The best stories are...the ones that really help readers. As a parent, it can be really confusing to know which advice to listen to or what will actually work. When we run a story and the response is, "Thank you so much, it's helped my baby/changed my life/made me happier/made me realise I'm not alone", then I know it's worked. Believe it or not, we get those types of emails almost every day.

"The best way to pitch me a story idea is...to make sure you read the magazine first! Get an idea of the type of stories we run, but don't just rehash an idea we've done before. Give me a great possible headline, a sample intro and then breakdown how you'd write the story. Also, include which experts you



would speak to. Also, don't harass me two days later saying "Have you read my email?". I will get back to you when I have time!

"People always say I am...taller than they imagined! In terms of work, they ask how I manage to juggle two small children and a full-time job. Credit here must go to my husband, who does a great deal of the hands-on work with school lunches, drop offs etc...

What's the best part of your job? I love that I can edit a magazine aimed at mums just like me. Often feature ideas will come up courtesy of the chaos of my own home life! I also like producing a magazine that doesn't badmouth anyone or make readers feel bad about themselves. We're all about supporting mums and dads, and helping them raise the next generation – that's a good feeling.

"My guilty pleasure is...I wish I had time for one! Between working and looking after the kids, I don't get much time to myself. You'll usually find me curled up in bed at 9.30pm most nights with a book (of which I'll manage to read half a page!)

"The entrepreneur in me wishes... I had an entrepreneurial spirit. I think I'm one of those people who will always (and happily) work for the man/woman.

"The best piece of advice given to me by husband is...What other people think of you is none of your business." It's a nice way to stop worrying about how I'm perceived and instead just be myself.

Our upcoming features include...For the first time our readers are going to be treated to amazing kids' fashion features and loads of pages of product reviews. We're also broadening our features to not only include the basic 'how-to' guides, but also interesting reads like 'How labour has changed since your nanna's day', which profiles fascinating birth stories from the 1950s through to the modern day.

Motivating mums DIY PR

What is Motivating Mums? Motivating Mum is a website and events service offering support and advice to mums in business, or those wanting to be. I have around 3 000 mums in business involved with Motivating Mums – although this number is growing all the time.

How do you promote your business? I do all my own PR as my business was in startup mode most of the time I was in the UK and now again in Oz – therefore, no money to engage a PR or marketing company! I try and gain exposure through the events I run and the speakers I have and generally produce my own releases, send them out and follow up.



The best ways I get the word out about Motivating Mum are using social media – I am on Twitter and Facebook every day – and I try to offer tips and advice for mums in business so they walk away with something of value. I also aim to call or make contact with one mum in business a day – just to make contact, let them know what I do and see if there are opportunities for working together.

Lastly, everything I do I try and do 100% so that the word of mouth is always good – luckily for me, the business I am in – mums talk between themselves a lot and I can get a lot of great exposure simply by helping mums out and putting on great events.

How much media coverage have you had for Motivating Mums? Thus far, I have had a couple of stories in *Melbourne Weekly* and the *Herald Sun* – which is more than I ever had in the UK! I have found it infinitely easier to make contact with journos over here and have found the local angle i.e. being from Melbourne works a lot more effectively than being from London.

How does having a story in the media impact your business? I was talking about this recently with mums at my latest lunch as I have to say that it has been positive but certainly hasn't crashed my website! I actually believe that people put so much stock in PR that sometimes the results can be disappointing. I believe that a more rounded marketing plan (including PR) is more effective and that you shouldn't put all your eggs in one basket.

Do you have any upcoming news to announce? I have a fab lunch coming up on September 13 with parenting guru Tizzie Hall talking about building her business from being a nanny to now running an online business, writing books and more.

Five tips for planning a parent/child friendly PR event:

1. **Pick the right venue.** Look for one that is easily accessible and with heaps of parking and possibly childcare facilities. Make it easy for your audience to attend.
2. **Get your timing right.** Avoid school drop-off/pick-up and peak traffic times. Be mindful that many parents are in lock-down between 6-8pm for dinner and getting their kids ready for bed.
3. **Entertain the kids – the parents will thank you.** Whether you hire a face-painter, a performer or a jumping castle, having an activity for the kids is a must particularly if you want to get the parent's attention.
4. **Everyone loves a 'show-bag'.** Gift bags always go down well at an event and they're great for letting people sample your product. A cute idea is to have one for the parent and one for the child.
5. **Don't forget the media.** Develop a media kit, and invite relevant journalists to your event. Invest in a professional photographer to capture snaps of your event that you can then use for PR if no media attend.

Media debuts and departures

- Alix Clark is the editor of SBS's *Feast* magazine – the first edition of the new monthly food magazine is on sale now. Rachel Bartholomeusz, is the editorial assistant.
- Look forward www.lookforward.com.au is a new website for event listings handy online diary service for Australian journalists, PRs and marketers with details of more than 4,000 upcoming events at your fingertips.
- *Famous* editor-in-chief Gereurd Roberts, has been promoted to publisher – his replacement to edit the title is yet to be confirmed.
- Judith Whelan is leaving *Good Weekend* magazine to become Saturday editor of the *Sydney Morning Herald*. Lauren Quaintance, managing editor of Fairfax Magazines, is acting editor of *Good Weekend*
- *The Weekend Australian* Magazine is getting a make-over and new columnists: author, Nikki Gemmill and former Vogue Australia online editor, Damien Woolnough. Damien will have a fashion column. A new "A Plus Weekend" section will cover food wine, gardening and social events.
- Jaymz Clements is the new editor of *Triple J* magazine, replacing Jenny Valentish.
- *New Idea* magazine is getting a makeover and will have a new section on wellbeing and nutrition



Looking for a DIY PR Mentor? Meet Julie Morgan...

Need help getting results from your DIY PR effort? Join PR expert and founder of PR Guru, Julie Morgan as she takes you through an in-depth webinar series covering the secrets to getting priceless publicity – the pitfalls and tips to success. The six 50 minute sessions cost \$598. And if you book before 15th August, you'll get 15% discount!

<http://www.prguru.com.au/pr-guru-mentor-program.php>



Melbourne small business expo tickets...

The Small Business BIG Marketing expo is on again in Melbourne on August 25. Come meet the PR Guru team at the half-day event jam-packed with inspirational speakers, exhibitors and workshops. Registration is only \$40. More information is available at:

www.business.vic.gov.au/festival



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