

# Lewes Artisans

[www.lewesartisans.com](http://www.lewesartisans.com)

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## Newsletter no.5: October 2002

Dear Artisans,

Another newsletter full of opportunities to promote yourselves for very little money, and generate business and interest in what you have to offer.

In this edition:

- \* Informal get-together 23rd October
- \* Lewes News: 3 page feature next month
- \* Take part in a Sussex Express full page advert for just £30
- \* Lewes Artisans in the news

### Social Evening

Come and meet other artisans! It would be great for us to see any or all of you, you can let us hear your views on Artisan matters or anything else come to that. It would also be an opportunity for the rest of you to meet other people you have perhaps only seen listed on the site. We are also aware that we have only spoken to some of you by phone, and it is always far preferable to meet face to face.

Anyway John, Simon and Robin will be in the main bar of *The Lamb, Fisher St, Lewes* between 5.30 to 8.30 on *Wednesday 23rd October*.

This is a totally informal affair, with the aim of getting together with anyone that wants to turn up for this "after work drink". This is not planned as an extended drinking/eating session, hence the times and venue. The three of us will be there regardless, either wearing special discreet Lewes Artisans badges, or drinking from Lewes Artisans mugs (should you not know who we are).

### Lewes News

The November issue of the Lewes News will have three pages of copy/ads about the Artisans. The copy date for this edition is the 25th October. Some of you advertise in the Lewes News regularly anyway, so it would be helpful for everyone if you could possibly *make sure that the Artisans is mentioned in your Ad at least for this time, the web address in particular.*

We will do some copy to fill the three pages, and it would be nice to include some photos of various people engaged in work/ activities. Simon will be contacting you and hopes to get some willing volunteers for photos. Also if you have any ideas, or things you think should be mentioned in this space let us know asap.

Now we have this Lewes News space, part of the deal is that we go and help fold the pages at *St. John's Church Hall, Talbot Terrace* prior to distribution. We need six volunteers for this

task, and if you can spare two hours on *Saturday morning 9am-1pm 9th November* please let us know beforehand. Having done this service last time, it can be a pleasant and relaxing social activity and tea and coffee are freely available.

### The Big Ad.

Christmas is coming, and whether you read it or not the Sussex Express is *the* local paper for Lewes ... so here's your opportunity to make a real impact on your local customers. None of us individually would probably want to shell out several hundred pounds for a full page ad in the local paper. But under the Lewes Artisans banner you can be a part of one for a mere £30. The full-page ad will hit on 29th November and will be what's commonly called an 'advertorial' - a mixture of copy (written by us) and ads for individual artisans. Adverts placed in this kind of interesting context always get read more than ads on their own, so you're getting a LOT for your money.

There's been interest in this already from Artisans, and as there's only space for maximum 15 individual ads we're allocating them on a first-come first-served basis.

Each individual ad space will be 85mm wide by 55mm high. (About the size of a credit card). Here's how to book your place:

Contact Simon asap (insert phone and email) and either

- get your artwork to him by 16th November at the latest, or
- just let Simon know the wording and he will make up your ad. using the format of previous Express ads.

### Recent Press

One of the things that the member survey highlighted was the feeling that we should be trying to get more publicity in the local press. So we've been on the case, and you may have seen the coverage we got a few weeks ago in both the Sussex Express and in particular the Argus (together with a large photo of Artisans Lani Todd and Chris Saunders). This month we are featuring Peter Cole in our press release on a Bonfire theme. Peter has produced a set of 'Guy Fawkes' figures. These are the kinds of stories that we can make something of in the press, so if you've got a story to tell let us know.

### Email

In the last newsletter we asked you about email addresses. Please be sure to give us an email address if you have one, as it makes communication easier and, if on the web site, people viewing your page are much more likely to use it than write down a number and pick up the phone.

*See you on the 23rd?*

SD JH RH Oct.2002