

# HERE ARE SOME OF RICHARD'S RECOMMENDATIONS:

- Apply for THE SEAFISH FRIERS QUALITY AWARD. When you have achieved it, TELL YOUR LOCAL PAPER!
- Enter THE SEAFISH FISH & CHIP SHOP OF THE YEAR COMPETITION and if you progress, TELL YOUR LOCAL PAPER!
- Use the facility offered by SEAFISH to PROFESSIONALLY TRAIN YOUR STAFF and when the certificates are presented, TELL YOUR LOCAL PAPER!
- SPONSOR LOCAL LITTER BINS and TELL YOUR LOCAL PAPER!



## GET INVOLVED WITH THE PRESS...

Become involved with a local charity and with the local business community. Richard is a great supporter of the Mayor's Charity in South Shields where, as well as raising money for a local charity, he is also networking with the **LOCAL PRESS!**

Exploit a "theme". Richard uses bio-degradable and degradable packaging, he re-cycles his waste frying oil, he only uses fish sourced from well managed sustainable fishing grounds and guess what? He **TELLS THE LOCAL PAPER!**

Richard's advice is to bombard, especially the local press AND the national press during the quiet times of the year - January and February, particularly, are the months to exploit.

**Richard has some final comments about "our industry"...**

**"We have too much competition NOT to market our fantastic product - Fish & Chips!"**

**"The publicity playing-field is a level playing-field and ANYONE can join in".**

**"Because our market is very fragmented, with most people only owning one take-away / restaurant, use everything available to you to market your business, SEAFISH, THE N.F.F.F., YOUR LOCAL SUPPLIER, THE LOCAL PAPER etc.**



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