

## **FEMALE BUSINESS AMBASSADOR© PR OPPORTUNITIES**

*NB: A business does not need to employ women to be female friendly but, with 80% of the UK motor industry workforce male, a friendly female presence undoubtedly helps improve the industry image and can be a source of reassurance for some.*

If you are a Gold or Silver FOXY Choice subscriber and decide to list a customer facing *Female Business Ambassador* (FBA) in your website entry these are the extra promotions available.

- The FBA logo and named individual(s) appears in your FOXY Choice entry
- NEW FBA listings at FOXY Choice – for extra visibility online
- Launch PR for your local media – see page 2
- Optional promotion at FOXY Lady Drivers Club (see page 3 for interview)
- Use of the FBA logo to link to <http://www.foxychoice.com/female-business-ambassador-network/>



### **HOW TO PROMOTE YOUR FEMALE BUSINESS AMBASSADOR USING PR**

You can

**EITHER** send a Press Release to your local media, confirming who your *Female Business Ambassador* is and why this makes good business sense (see page 2).

**OR** complete our interview form for *Female Business Ambassadors* (see page 3) and email this, with a photo, to [steph@foxychoice.com](mailto:steph@foxychoice.com). This will then appear at the FOXY Lady Drivers Club website section called 'Women and Work' designed to illustrate the wide variety of exciting career opportunities for women in the UK motor industry.

*Your answers are then written up in a brief article. Don't worry about your writing style or ability. All we need is content to interest a female audience. Feel free to use humour, add interesting stories and express your views! Relevant keywords are then added for business search visibility and you will be asked to approve your article before release.*

**OR** use the FBA logo at your website to link to <http://www.foxychoice.com/female-business-ambassador-network.php>.

**PLEASE NOMINATE ANY FEMALE BUSINESS AMBASSADOR** if not listed already...

See pages 2/3 for suggested Press Releases...

*Suggested PR for your local and online media, to be amended as appropriate*

**LOCAL BUSINESS WOMAN APPOINTED  
AS FEMALE BUSINESS AMBASSADOR**

[Town] based, [FBA name], [Job Title] of [Business name] has been appointed a *Female Business Ambassador* by female friendly business website FOXY Choice.

[Business name] joins a new network of UK garages and dealerships who have signed the female friendly *FOXY Promise* to 'never overcharge, patronise or sell women services they do not need or want'.

*Female Business Ambassador* [FBA first name] recognises that many women feel ill at ease in garages and wants local women drivers in [Town] to know that she is there to help and advise them if need be.

[Business owner/manager name], [Job Title] explained that this appointment is a part of [Company's] commitment to high standards for all motorists when it comes to quality workmanship, value for money, customer service and a friendly welcome.

"Whilst some people might wonder why we have singled females out for special attention, this is because women are very important customers for us and we know that many find garages to be intimidating and overly male dominated places. We want them to know that we are a genuinely female friendly business and that they (and men too of course) can speak to a woman if they would prefer to. We know that happy females refer us to their family and friends so this makes sound business sense for us."

FOXY Choice Director Steph Savill added

"I am always surprised that so many garages and car dealerships continue to market to men, forgetting that women are increasingly independent and wealthy, with different needs and expectations. So much so, I am confident that garages who are promoting proven female friendly standards and services like [Business name] will soon see a lot more female customers at MOT, car servicing and repair times."

-ENDS-

**CONTACT DETAILS FOR EDITOR:**

[Business name, full address and website]

[FBA name] tel:

[Business owner/Manager name] tel:

FOXY Founder Steph Savill tel: 01903 879988; email [steph@foxychoice.com](mailto:steph@foxychoice.com)

FOXY Choice website [www.foxychoice.com](http://www.foxychoice.com)

## **INTERVIEW PR FOR FEMALE BUSINESS AMBASSADORS**

to appear, ideally with a photo, at

<http://www.foxychoice.com/women-and-work.php>

*email this to [steph@foxychoice.com](mailto:steph@foxychoice.com) when completed. Your interview will then be written up and you will be asked to check it prior to publication*

Name:

e-mail:

Business:

Please tell us about you - your background and experience

What is your job and what does this entail?

What brought you into the motor industry?

What makes this a good job for you?

What garage/bodyshop services does xx offer that seem to appeal to busy women in particular?

What advice would you give to young women looking to work in the motor industry?

What advice would you give employers looking to recruit women for the first time?

Add any other comments you'd like to make, ideally to do with training and/or quality issues, with women in mind.

*NB: FOXY reserves the right to edit/publish submissions.*

Ref: fba\_interview