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Yorkshire based Lyons Tales Editing gets a Twitter (X) boost from Theo Paphitis.

A South Yorkshire based firm has received a business boost from Retail Entrepreneur Theo Paphitis.

Last week, Victoria Lyons, owner of **Lyons Tales Editing**, tweeted Theo about her copywriting business during 'Small Business Sunday' and was one of six weekly winners to gain a retweet or repost by Theo to his over half a million Twitter and Instagram followers. The weekly initiative, set up by Theo in 2010, now has over 3,500 #SBS winners and supports small businesses in the UK.

Business and retail entrepreneur and self-confessed Shopkeeper, Theo re-tweeted Victoria's message to his over 500,000 Twitter and Instagram followers and as a result, **www.lyonstalesediting.com** has seen a huge increase in traffic, more followers and extra orders for their copywriting, content writing and editing services. They are also profiled on the #SBS website (www.theopaphitissbs.com) that is exclusive to all Small Business Sunday winners.

Mrs Lyons said, "I only started this business on the side of my 9-5 job and have been building slowly in my spare time. It's a huge boost to have support from Theo because it's been tough trying to raise our profile around other work commitments and Theo has recognised our hard work and helped spread the word about what we do to his following."

Small business champion and Ryman Stationery, Robert Dyas and Boux Avenue Chairman, Theo Paphitis, said: "We are thrilled to welcome new #SBS members every week and highlight just how important it is to support our small businesses here in the UK. My vision is that everyone who has ever won an #SBS re-tweet from me becomes part of a friendly club; like-minded individuals who can share successes and learnings. The website will also give a valuable profile to the winners chosen and I wish Lyons Tales Editing every success."

Anyone looking for a re-tweet from Theo should tweet on Twitter or do an Instagram post to him about their business on Sunday between 5 PM and 7.30 PM and include the hashtag #SBS. Six lucky businesses are re-tweeted every Monday at 8 PM and then invited to enter their profile on the new website, attend the annual #SBS networking event and take advantage of the networking opportunities.

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For further information, support with writing or content creation, please don't hesitate to contact the service or reach out via the website – lyonstalesediting.com

