**Newsletter Date**

**Volume 1, Issue 1**

Newsletter Title

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service and also can create credibility and build your organization’s identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or in requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

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***Special Interest Articles:***

• Add a highlight or your point of interest here.

• Add a highlight or your point of interest here.

• Add a highlight or your point of interest here.

***Individual Highlights:***

Inside Story 2

Inside Story 3

Inside Story 4

Inside Story 5

Last Story 6

## Second Story Headline

A. Datum Corporation (708) 555-0101

# Lead Story Headline



One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal in distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to this newsletter is to develop and write your own articles, or to include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics, but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Word offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

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## Inside Story Headline

## Special Interest Story Headline

## Inside Story Headline

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Caption describing picture or graphic.



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The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Selecting pictures or graphics is an important part of adding content.

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Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time, Membership Drive Exceeds Goals, and New Office Opens Near You.

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## Inside Story Headline

## Inside Story Headline

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

##### Company Name

## Back Page Story Headline

#### About Our Organization…

##### Continued Story Headline

Street Address

Address 2

City, ST 78269

Phone:

(708) 555-0101

Fax:

(708) 555-0102

E-Mail:

someone@example.com

We’re on the Web!

*See us at:*

**www.adatum.microsoft.com**

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Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft includes thousands of clip art images that you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

**Company Name**

**Street Address**

**City, ST 22134**

**Company Name**

Street Address 1

Address 2

City, ST 78269