

Lead Story Headline

In a few words, a headline 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.

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

While your main goal of distributing a newsletter might be to sell your product or services, the key to a successful newsletter is making it useful to your reader.

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

Second Story Headline

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 from which you can choose, and you can import them into your newsletter.

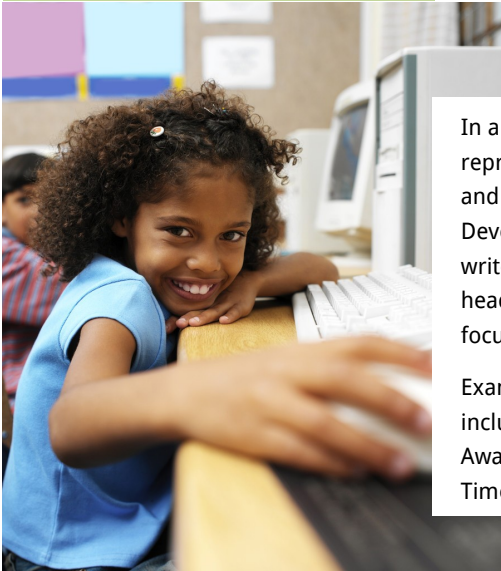
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side Story Headline

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Replace this text with a quote from the document or a summary of an interesting point. You can position the text box anywhere in the document.

Inside Story Headline

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.

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 vendors needs.

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

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While your main goal of distributing a newsletter might be to sell your product or services, the key to a successful newsletter is making it useful to your reader.

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.

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

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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 from which you can choose, and you can import them into your newsletter. There are also several tools you can use to draw shapes and symbols. Once you have chosen an image, place it close to the article. Be sure to place the caption for the image near the image, too.

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. Much of the content you put in your newsletter can also be used for your Web site.

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[Company name]

[Company address]
 [Phone number]
 [Fax number]
 [E-mail address]

[Company slogan]

Find us on the Web:
 [Company URL]

[insert your logo here]

Back Page Story Headline

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[Company name]
 [Company address]



[Recipient Name]
 [Street address]
 [Address 2]
 [City, ST ZIP Code]