

Company Name, (503) 555-0125

### Special Interest Articles

Add your point of interest here.

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## Lead Story Headline

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 to 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 services.

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.

Next, establish how much time and money you can spend on your newsletter. These factors will help

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### Individual Highlights

Inside Story	2
Inside Story	3
Inside Story	4
Inside Story	5
Inside Story	6
Inside Story	7
Last Story	8





*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

## Inside 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 of distributing a newsletter might be to sell your product or services, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your 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. So, when you're finished writing your newsletter, convert it to a Web site and post it.

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## Special Interest Story Headline

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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

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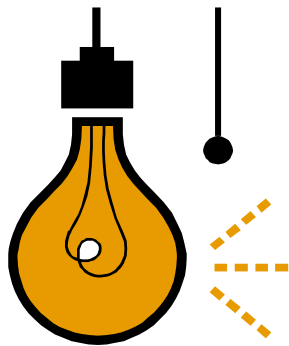
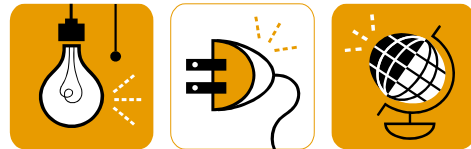
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spend on your newsletter. These factors will help determine how frequently you publish your newsletter and its length. You should publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

Your headlines are an important part of the newsletter and should be considered carefully.

In a few words, the headline should accurately represent the contents of the story and draw readers into the story.



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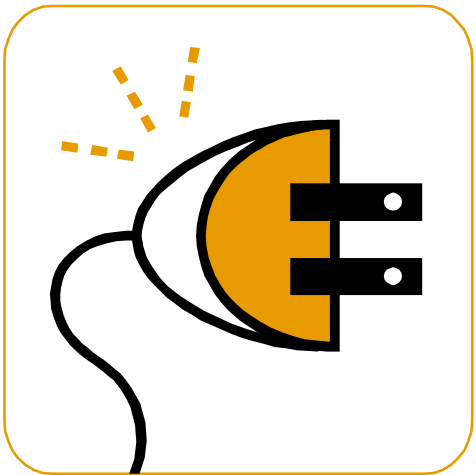
The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

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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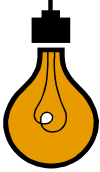
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## Inside Story Headline

## Inside Story Headline

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## Inside Story Headline

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These factors will help  
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distributing a newsletter  
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product or services, the key  
to a successful newsletter is  
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reader. Your customers or employees will  
look forward to its arrival.

## Inside Story Headline

## Inside Story Headline

Company Name  
COMPANY NAME  
STREET ADDRESS  
ADDRESS 2  
CITY, ST ZIP CODE  
Phone supports or  
facilitates the message  
you're trying to convey.  
Did selecting images  
appear to be out of  
context.  
meone@example.com

our Tagline here.



Product Can Save You Time,  
While your main goal of  
distributing a new letter  
in a few words, it should  
highlight your product  
or service, the key to a  
successful story you can  
choose from the story  
market based on additional  
readings, you can use  
newly attached content  
the best ones will help use to  
keep the press and your

Examples of possible  
headlines include Product

**CUSTOMER NAME**  
STREET ADDRESS  
ADDRESS 2  
CITY, ST ZIP CODE

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.

## Product Page Story Headline

## About Our Organization

