|  |  |  |  |
| --- | --- | --- | --- |
| Lead Story Headline | | detail of lightened letters | Inside this issue: Inside Story 2  Inside Story 2  Inside Story 2  Inside Story 2  Inside Story 2  Inside Story 2  Inside Story 2 |
| This story can fit 175-225 words.  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 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 requesting your service.  You can compile a mailing list ness cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.  If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.  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 create credibility and build your organization’s identity among peers, members, employees, or vendors.  If you explore the Publisher catalog, you will find many publications that match the style of your newsletter. |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Secondary Story Headline | |  | Special Pointsof Interest |
| This story can fit 75-125 words.  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. |  |  | Briefly highlight your point of interest here.  Briefly highlight your point of interest here.  Briefly highlight your point of interest here. |



**1**

Newsletter Date Volume 1, Issue 1

#### Company Name

Newsletter Title

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

**2**

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

**3**

|  |  |  |  |
| --- | --- | --- | --- |
|  | This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, and profile of the types of customers or members served. | | |
| Back Page 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 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 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. |  |  |
| COMPANY NAME Street Address  Address 2  City, ST ZIP Code  Phone: 555.555.0125  E-mail address |  | logo-placeholder |

**4**