

OUR FAMILY REUNION

LEAD STORY HEADLINE

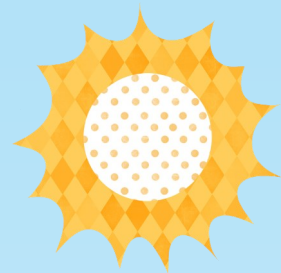
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SECONDARY STORY HEADLINE

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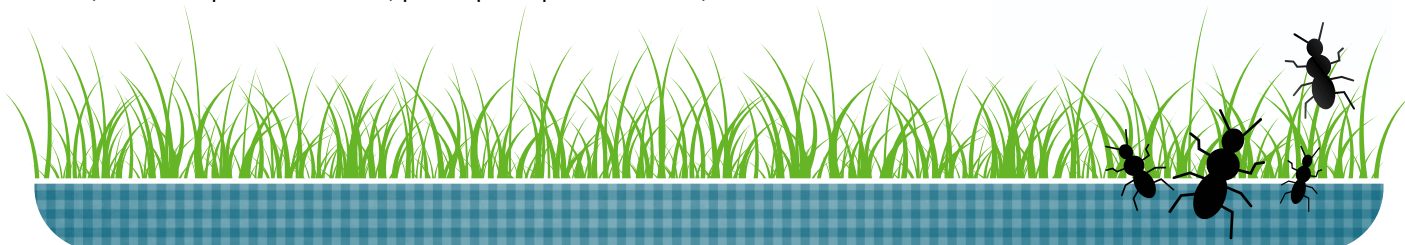


INSIDE THIS ISSUE

SECTION 1	1
SECTION 2	2
SECTION 3	3
SECTION 4	4

IMPORTANT DATES

- 05/31 GRANDMA & GRANDPA JOE'S ANNIVERSARY
- 06/26 PICNIC AT THE LAKE (DON'T FORGET YOUR SWIMSUIT!)
- 07/29 SUSIE'S 35TH BIRTHDAY



INSIDE STORY HEADLINE

THIS STORY CAN FIT 75-125 WORDS.

SELECTING PICTURES OR GRAPHICS IS AN IMPORTANT PART OF ADDING CONTENT TO YOUR NEWSLETTER.

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 PUBLISHER INCLUDES THOUSANDS OF CLIP ART IMAGES FROM WHICH YOU CAN CHOOSE AND IMPORT INTO YOUR NEWSLETTER. THERE ARE ALSO SEVERAL TOOLS YOU CAN USE TO DRAW SHAPES AND SYMBOLS.

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SECTION 1

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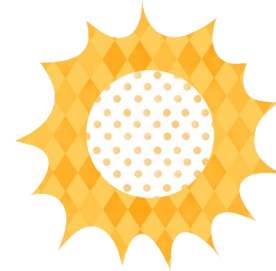
THIS STORY CAN FIT 100-150 WORDS.

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.



“TO CATCH THE READER’S ATTENTION, PLACE AN INTERESTING SENTENCE OR QUOTE FROM THE STORY HERE.”

SECTION 2

THIS STORY CAN FIT 150-200 WORDS.

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 YOUR 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 PUBLISHER 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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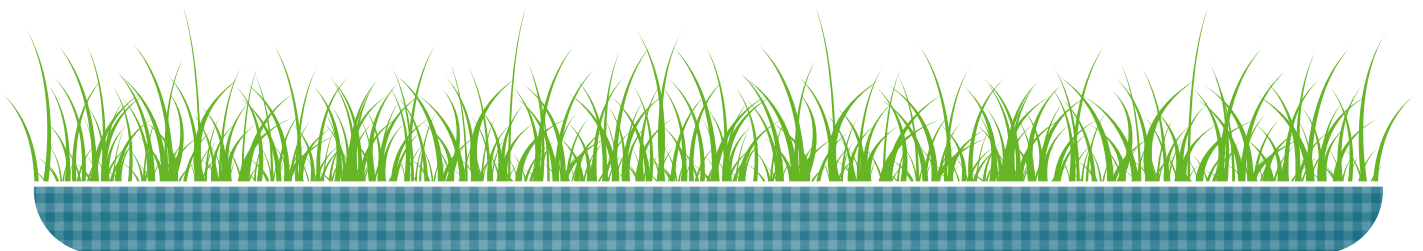
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CAPTION DESCRIBING PICTURE OR GRAPHIC

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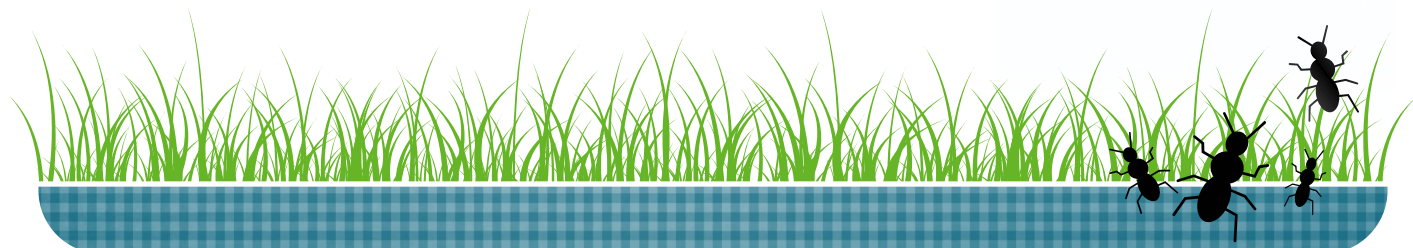
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BACK PAGE STORY HEADLINE

THIS STORY CAN FIT 175-225 WORDS.

IF YOUR NEWSLETTER IS FOLDED AND MAILED, THIS STORY WILL APPEAR ON THE BACK. SO, IT'S A GOOD IDEA TO MAKE IT EASY TO READ AT A GLANCE.

A QUESTION AND ANSWER SESSION IS A GOOD WAY TO QUICKLY CAPTURE THE ATTENTION OF READERS. YOU CAN EITHER COMPILE QUESTIONS THAT YOU'VE RECEIVED SINCE THE LAST EDITION OR YOU CAN SUMMARIZE SOME GENERIC QUESTIONS THAT ARE FREQUENTLY ASKED ABOUT YOUR ORGANIZATION.

A LISTING OF NAMES AND TITLES OF MANAGERS IN YOUR ORGANIZATION IS A GOOD WAY TO GIVE YOUR NEWSLETTER A PERSONAL TOUCH. IF YOUR ORGANIZATION IS SMALL, YOU MAY WANT TO LIST THE NAMES OF ALL EMPLOYEES.

IF YOU HAVE ANY PRICES OF STANDARD PRODUCTS OR SERVICES, YOU CAN INCLUDE A LISTING OF THOSE HERE. YOU MAY WANT TO REFER YOUR READERS TO ANY OTHER FORMS OF COMMUNICATION THAT YOU'VE CREATED FOR YOUR ORGANIZATION.

YOU CAN ALSO USE THIS SPACE TO REMIND READERS TO MARK THEIR CALENDARS FOR A

Your Name
Your Address Line 1
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

PLEASE
PLACE
STAMP

MAILING ADDRESS LINE 1
MAILING ADDRESS LINE 2
MAILING ADDRESS LINE 3
MAILING ADDRESS LINE 4
MAILING ADDRESS LINE 5

