

SPECIAL POINTS OF INTEREST:

- Briefly highlight your point of interest here.
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# T.E.E.S NEWS

VOLUME 1 ISSUE 2

EASTER 2010

## P.C.P WISH COMES TRUE FOR JOSIE



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

**Caption describing picture**

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 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.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time

## Secondary Story Headline

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.

# Inside Story Headline



Caption describing picture or graphic.

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.

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

# Inside Story Headline

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.

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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

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Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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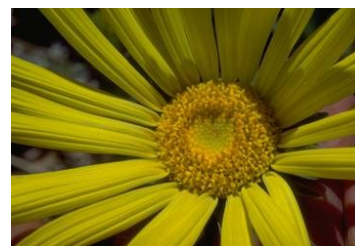
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## Organization

### Newsletter

Tait Business Centre,  
Garvey Centre,  
RT Building, Lisnagry  
Phone: 061 400488 (City) 061 501406  
(Lisnagry)  
E-mail: [tait@lim-docservice.ie](mailto:tait@lim-docservice.ie)  
[garvey@lim-docservice.ie](mailto:garvey@lim-docservice.ie)

**service respect justice collaboration**  
**excellence creativity**

Mailing Address Line 1  
Mailing Address Line 2  
Mailing Address Line 3  
Mailing Address Line 4  
Mailing Address Line 5



## 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 regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.



**Caption describing picture or graphic.**

If space is available, this is a good place to insert a clip art image or some other graphic.