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| Newsletter title Newsletter DateVolume 1, Issue 1 Company Name, Street Address, City, Postcode  Website address   Email address   Phone number | |
| Getting started  The purpose of a newsletter is to provide specialist information for a targeted audience. To help you achieve this goal, this template offers suggestions that you can also find in the article in the Task Pane titled “Creating a Newsletter.” You may also be interested in reading “Printing a Newsletter,” which describes different printing options, such as using large paper to print your newsletter as a folded booklet. In addition to these template Help articles, the Task Pane contains links to Help topics related to the Microsoft Word features used in this template, such as text boxes. As an added help, before you begin replacing this content with your own, you may want to print this template to have the benefit of its instructions. Inside This Issue lists articles designed to help you write an effective newsletter.  When you create a newsletter, first determine the audience. This could be anyone who might benefit from it, such as those interested in a product.  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 that serves your target customer.  By Author Name | pancakes with blueberryInside this issueGetting Started 1Writing Great Newsletter Articles 1Inserting Your Own Art 2Drawing Readers to Other Articles 2An Article for Everyone 3Fitting an Article into a Tight Space 3The Elements of a Newsletter 5 |

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| ***heartshaped wafles with powder***Page 2 Newsletter title | | |
| Writing Great Newsletter Articles The purpose of a newsletter is to provide specialist information for a targeted audience. To help you achieve this goal, this template offers suggestions that you can also find in the article in the Task Pane titled “Creating a Newsletter.” You may also be interested in reading “Printing a Newsletter,” which describes different printing options, such as using large paper to print your newsletter as a folded booklet. In addition to these template Help articles, the Task Pane contains links to Help topics related to the Microsoft Word features used in this template, such as text boxes. As an added help, before you begin replacing this content with your own, you may want to print this template to have the benefit of its instructions. Inside This Issue lists articles designed to help you write an effective newsletter.  When you create a newsletter, first determine the audience. This could be anyone who might benefit from it, such as those interested in a product.  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 that serves your target customer.  Next, establish how much time and money you can spend on your newsletter. These factors help determine the length of your newsletter and how frequently you will publish it. By Author Name | **blueberry cheesecakebaking goods** |
| “To catch the reader’s attention, place an interesting sentence or quote from the story here.” |

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| ***blueberries and strawberries oatmeal***Page 3 Newsletter title | | |
| Drawing Readers to Other Articles  If you take the time to create a newsletter, you certainly want your readers to read as much of it as possible. You can help achieve this by drawing readers to other articles.  One way to do this is with the table of contents. A table of contents that has descriptive and enticing headlines will go a long way toward getting the reader beyond the articles on the front page.  You can also draw readers into your newsletter by placing an interesting article with broad appeal on the front page, and then continuing that story on another page, where yet another article awaits the reader once he or she finishes. This can also be an effective way to lead the reader to a sales pitch or an order form.  You can have an article go from one page to another by using linked text boxes. Everything in this newsletter template is contained in a series of text boxes. These words are contained in a text box, as is the graphic on this page, with its caption in yet another. A text box offers a flexible way of displaying text and graphics; it’s basically a container. You can move a text box around, positioning it just where you want it; you can resize it into a tall narrow column or into a short wide column, or even rotate it so that the text reads sideways. By linking a text box on one page with a text box on another, you make your article flow from one page to another. By Author Name |  |
| An Article for Everyone Who reads your newsletters, and what are their responsibilities? What segments of your industry are they concerned about? And do you have evidence to back up your assumptions? Being able to answer these questions is critical, because only then will you be able to provide the kind of content that readers will be drawn to.  Not everyone within a business or industry is concerned with the same issues. By understanding readers and their concerns, you can ensure that every issue of your newsletter has something to interest as many types of people as possible. | | |

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| Page 4 Newsletter title | |
| ***cookies close-up*** Fitting an Article into a Tight Space  So, you have space for one more article in your newsletter, and one of your experts out in the field is writing the article. How can you determine how long the article should be?  As in newspapers, the length of a newsletter article can be thought of in terms of how many “column inches” are available for the article.  A column inch is a measure of space, namely an area on a page 1 column wide and 1 inch deep, used to measure the amount of type that would fill that space.  This will vary from newsletter to newsletter depending on the font you are using, its size, the column width, and the amount of space between lines and between paragraphs.  By knowing how many words on average fit into a column inch in your newsletter, and then by measuring how many column inches are available for the article, you can tell the writer how many words an article can have. Let’s take this scenario one step at a time. By Author Name Who reads your newsletters, and what are their responsibilities? What segments of your industry are they concerned about? And do you have evidence to back up your assumptions? Being able to answer these questions is critical, because only then will you be able to provide the kind of content that readers will be drawn to.  Not everyone within a business or industry is concerned with the same issues.  By understanding readers and their concerns, you can ensure that every issue of your newsletter has something to interest as many types of people as possible.  A newsletter about technology in education may have articles relevant to administrators and what they need to know logistically to get technology into their schools, to teachers and how they can integrate technology into their classrooms. |  |
| 1. Fill up at least 10 inches of column with actual article text, then print the page and use a ruler to measure how many inches of column your text takes up. 2. Count the number of words in the text. 3. Divide the number of words in the article by the number of inches the text takes up. For example, let’s say you have 456 words in 12 inches of column: 456 ÷ 12 = 38. That’s your magic number for how many words fit in an inch of column in your newsletter. But you’re not finished yet. 4. Measure how many column inches you have available for the article. For example, we’ll say it’s 7 inches. 5. Multiply your magic number by the number of column inches available for the article, which in this case would be: 38 x 7 = 266. This is the maximum length that the article can be. 6. Get the article to a writer, once you get it back and edit it, you can add or remove words here and there to get the article to the right length. |

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| Page 5 Newsletter title | | |
| The Elements of a Newsletter In the course of adapting this template to suit your needs, you will see a number of newsletter elements. The following is a list of many of them, accompanied by brief definitions.  **Body text.**   The text of your articles.  **Byline.**  A line of text listing the name of the author of the article.  **Caption text.**Text that describes a graphic. A caption should be a short but descriptive full sentence. For photos, it ought to explain what’s happening without being insultingly obvious. It should also add to the reader’s understanding of the photo by, for example, explaining prominent or unusual objects.  **“Continued from” line.**A line of text indicating the page an article is continuing from.  **“Continued on” line.**A line of text indicating the page on which an article will be continued.  **Date.**Either the date of publication or the date you expect the newsletter to be at the height of its circulation.  **Graphic.**A photograph, piece of art, chart, diagram, or another visual element.  **Header.**Text at the top of each page indicating the name of the newsletter and the page number.  **Headline.**The title of an article. A headline needs to be clear in its purpose, brief, and active, and should attract attention by being relevant, inspiring curiosity, or having some other irresistible quality.  **Newsletter title.**The title of the newsletter.  **Volume and issue.**Volume refers to the number of years a newsletter has been in circulation. Issue refers to the number of newsletters published so far in the year. The ninth newsletter in its fifth year of circulation would be Volume 5, Issue 9. By Author Name |  |

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| ***breakfast food eating meal coffee***Address Street Address City, County/Region, Postcode Phone number: Phone number Fax number: Fax number Email: Email address COMPANY NAME | We’re on the Web! **Visit us at:**  Website address |
|  |  |

Customer name

Street address

City, County/Region, Postcode

Company name

Street address

City, County/Region, Postcode