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The purpose of a newsletter is to provide specialized information

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Headline goes here

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by Name

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. 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.

Subhead within an article

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Picture location – deleted to reduce file size

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

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.

Sidebar Header

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Secondary article headline type style

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

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your "customers" will look forward to its arrival.

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Secondary article headline type style

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. You can also research articles.

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.

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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Local News

A newsletter published by the Chevron Retirees Association, Chapter Name.



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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 readers.

Continued story headline *continued from page 2*

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.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases.

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.

Think about your article and ask yourself if the picture supports or enhances.

Chevron

Chevron Retirees Assoc.
Chapter Name
1234 Street Address
Tel 123 456 7890
Fax 123 456 7890
Email: emailid@domain.xxx

The Chevron Retirees Association is not a subsidiary of the Chevron Corporation but an independent organization comprised of retired employees of Chevron or its predecessor companies.

Continued story headline *continued from page 3*

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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.

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.

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.