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LEAD STORY HEADLINE	
This story can be 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 in your newsletter, 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's online, 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 the newsletter and its length. It is recommended that you publish your newsletter as often quarterly as this is considered a common source of information. Your customers or employees will look forward to the arrival.	
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