

DECEMBER 20??, Volume One, Number Five, Published by Organization's Name

What you need to know about network security and Hotfix checker

by Christine Example

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DECEMBER 20??, Volume One, Number Five, Published by Organization's Name

Terri Example: The "new world's" most respected system engineer

by Raymond Example

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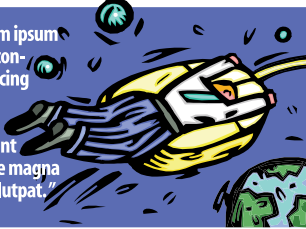
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Contact Ray Example: 987 654 3210 or name@emailaddress.com

Example presents new remote system at Radio Expo

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Contact Sampler Fly Newsletter: name@emailaddress.com

SAMPLER NETWORK'S Top Gear List

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1	Gear Item One Item Name / Publisher
2	Gear Item Two Item Name / Publisher
3	Gear Item Three Item Name / Publisher
4	Gear Item Four Item Name / Publisher
5	Gear Item Five Item Name / Publisher
6	Gear Item Six Item Name / Publisher
7	Gear Item Seven Item Name / Publisher
8	Gear Item Eight Item Name / Publisher
9	Gear Item Nine Item Name / Publisher
10	Gear Item Ten Item Name / Publisher

For the Top 50 Gear List visit us online at <http://www.yourwebaddressz.com/articles/top50gear.htm> or request an e-newsletter at newsletter@name@emailaddress.com

The Postcard Newsletter

BY CHUCK GREEN

Conventional thinking says a newsletter is a good way to keep your name in front of prospects and customers. But if you're going to grab attention in the chaos of the marketplace, you've got to think unconventional. How? By re-inventing big business ideas in small business terms—smart, practical, and cost-conscious. In this case, by boiling a big, difficult to write and produce newsletter to its essence: a Postcard Newsletter. You can design it yourself, step-by-step:

1. Make it look and feel like news

Because you're presenting something familiar in unfamiliar form, make the overall design look as much like a newsletter as possible. Use a newsletter-like nameplate with the issue number and/or date, label it "Newsletter," and write your copy in news form—who, what, where, when and why.

2. Invite the reader in

Don't assume your reader will drop what they are doing to read your newsletter from front to back. A saavy designer incorporates at-a-glance elements that invite the reader in: a headline that promises a significant benefit, the results of a survey, a list of tips, facts and figures, or a chart or graph of pertinent statistics.

3. Maximize information, minimize selling

Use your newsletter to build your credibility and to establish your knowledge of the subject—leave the hard sell for other media. The ideal content is of as much interest to those who don't buy as those who do.

4. Use illustrations to tell a story

Good illustrations are more than decoration—they say something words alone do not. In this case, to me, the front illustration points to the balance between man and machine and the back one demonstrates the "ready or not" nature of computing.

5. Use bylines and credits

Personalize the message by including the names of writers and by crediting sources. This will help you build credibility and a reputation for solid information.

6. Layer ideas

Strive to reach every reader: those who glance, those who read, and those who study. Use images to orient, headlines to summarize, quotations to reveal core ideas, and text to educate.

7. Call the reader to action

Be clear about the next move. Encourage the reader to call for information, read an extended article on your web site, e-mail you with questions, visit your location, and so on.

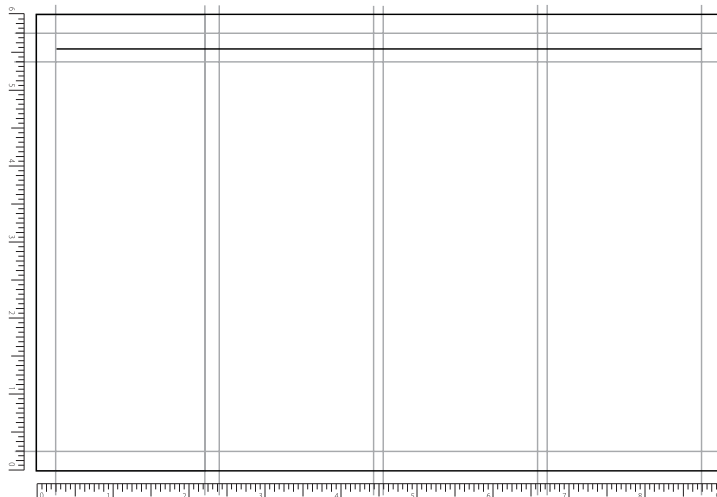
8. Don't overlook the obvious.

Explain the basics about who you are and what you do to readers who do not know you. At a minimum include a defining phrase and lots of contact points, your company name, street address, web site, phone number, fax number, and e-mail address.

9. Follow postal guidelines

Visit <http://www.usps.com/directmail/postcarddesign.htm> for details about preparing a postcard for mailing. And, before you print multiple copies, stop by the post office with your final artwork and a sample of the paper it will be printed on to confirm that your postcard meets postal regulations.

The Layout Grid



The Illustrations



from New Vision Technologies, Inc. at <http://www.nvtech.com>

ABOUT CHUCK GREEN'S DESIGN IDEAS

Effective design targets a precise group of prospects, highlights consumer-centered benefits, presents solutions to specific problems, and uses unique words and imagery to move people to action. Anything less is decoration.

Chuck is a veteran designer, author of *Design-It-Yourself Graphic Workshop* (Rockport Publishers), and the host of [ideabook.com](http://www.ideabook.com): the how-to hub for everyone interested in the real-world, practical application of design in marketing ideas, organizations, and products or service (<http://www.ideabook.com>).

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The Typefaces

Myriad Pro Bold Condensed

Headline

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from the Adobe Type Library at <http://www.adobe.com/type>

Myriad Pro Condensed

Text

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