**Newsletter Date**

**Volume 1, Issue 1**

Newsletter Title

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 and market studies.

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## LAST Information

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 it contains, for example, employees or people interested in purchasing a product or in 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.

## Second Story Headline

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***News At a Glance***

• Add a highlight or your point of interest here.

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• Add a highlight or your point of interest here.

***Individual Highlights:***

Name of Organizaation (708) 555-0101 Other information

# Lead Story Headline