

Seven Points For Printed Newsletters

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Newsletters

are not press releases. They are abbreviated newspapers, and deserve attention to detail and content.

1. Crisp Headlines are Vital

Newsletters

are articles put together. Each article has a heading or headline, with the main article having the primary or 'lead' headline. A headline should be a short phrase that tells the reader what the article is about. The heading should interest the reader. Writing good headlines makes your newsletter easier to read.

Even if it is

only a small internal corporate newsletter, your headlines should match the quality of newspapers like the New York Times, Washington Post, etc.

2. Appeal to your readers

Good headlines

will not matter if articles are boring. Articles should relate to the theme of the newsletter. This ensures that the articles interest the newsletter's target audience.

If it is an

internal company newsletter, all employees should find some articles of interest. If a newsletter is for a special audience such as investors or clients, then vary content accordingly. So make sure of your target audience, and write your articles for them.

3. Use pictures and sketches

Besides text,

add pictures to your newsletter. A newsletter with a big block of text on its front page may appear boring to many. This is especially relevant for your main article which should have an accompanying image alongside. This adds more visual detail than words. People respond better to pictures, so plan a full color newsletter if your budget allows.

4. Create sections delineated by hard lines

You cannot

have a mixture of articles with differing topics or themes. So put them sections, then readers can go directly to the section that interests them.

Some suggested sections are News, Features, Opinion, Announcements, Interview and even a "fun page" if you like. Sections make a newsletter easier to read and more professional.

5. View and proofread

After writing a newsletter, it is important to review the draft which is best done by someone else. Then run the spell check and proofread your draft. This is a later stage of quality control. The pictures and layout should be examined so that they look good and are functionally efficient.

6. Print on time

Always print on schedule. This is so that readers know when to expect it. If you delay releases readers will think that your newsletter is not a serious production, and disregard it when it is produced.

7. Print using a professional agency

Lastly, do not forget to print professionally. There are printing services that you can hire. These printing companies are experts, so you will be assured of a quality color newsletter. If you print on your own printer with a simple template, your publication will appear amateurish.

Follow these guidelines. Think and work on newsletters carefully.