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| April 2016 | ACME Corporation | [Phone number] |  |
| PR Notes |
| Lead Story Headline Contents  Special Interest Articles  Article title 1  Article title 2  Article title 3  Article title 4  Individual Highlights  Inside story 2  Inside story 3  Inside story 4  Inside story 5 |
| In a few words, a headline 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.  While your main goal of distributing a newsletter might be to sell your product or services, the key to a successful newsletter is making it useful to your reader.  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. |
| Second Story Headline |
| Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context. Microsoft includes thousands of clip art images from which you can choose, and you can import them into your newsletter. |