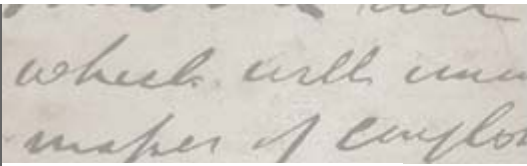


Cassie Hart

From: "Cassie Hart" <cahart@att.net>
To: <solutions@branmarcdesign.com>
Sent: Wednesday, January 10, 2007 7:21 AM
Subject: Write Tips - Jan/Feb 2007 - Preview



Cassie Hart Copywriting
& Editorial Services



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Jan./Feb. 2007

INTRODUCTION

I don't know about you, but for me, 2006 was a pretty crazy year. Much of it had to do with the arrival of our daughter last spring. She's a healthy, happy baby, and I'm thankful for that. But as any parent knows, infants are a lot of work! I didn't realize how difficult it would be to juggle the demands of motherhood while running my writing business from home. I had to be available whenever my daughter needed me, and I certainly didn't want to miss any deadlines for my clients. But there are only 24 hours in a day, so something had to give—and that something was this newsletter. That's why you haven't received a *WriteTips* issue in a little while. I blew one of the rules I urge anyone who publishes a newsletter to follow—determine a publication schedule and stick to it.

But now, being a more experienced mother (having an older baby who can entertain herself for bits of time helps a little, too) and being more than ready to get back in the saddle work-wise, *WriteTips* is back on track. I'm glad to be back, and it's great to correspond with you again. Here's to a wonderful New Year for you, your family, and your business!

Best,
Cassie Hart

Feature Article

Cool Content for Newsletters

Do you publish a newsletter for your business or organization? If you're in charge of writing and editing it yourself, you know how much time it takes to find information that will be of interest to your readers, assign the articles to contributors (or write them

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Write
Tips

yourself), make sure you receive manuscripts on time, review and edit submissions, piece copy (and maybe design) together, and get the completed issue out before the deadline. And all of that is on top of your "regular" job!

Wouldn't it be nice to make the publishing process simpler? Here's a tip: you can save a lot of time by planning ahead.

How often have you found yourself trying to come up with article ideas at the last minute, leaving little time to spare before the deadline? This is a real pain in the neck if you are delegating writing duties to others, because you have to allow enough time for contributors to research and write their piece, and you have to make sure there's time to review their copy before going to press. But it's also tough if you are doing all the writing yourself, because selecting relevant content for each issue is only the first step in putting together a newsletter. There's a long way to go before your ideas reach your audience in print or on screen.

That's why a publication schedule—also called an editorial calendar—is a lifesaver. And with the new year just beginning, now is the perfect time to create one. It's a relatively simple process: just jot down the weeks/months your newsletter will be distributed. Then come up with possible article topics for each issue. They don't have to be set in stone—it's a good idea to be flexible when it comes to content development—but having a general idea of the topics you want to cover in upcoming issues can prevent major headaches later as deadlines rapidly approach. And they *always* approach rapidly, it seems.

Need ideas for content? We've got 'em! Here are just a few suggestions:

Personnel profiles

How much do your clients know about your staff? They may talk to Janet the Receptionist every time they call your office, but to them she's just a voice. Consider showcasing your employees by including articles about them. Highlight their education and experience, note the number of years they've been with the company, ask them what they like best about their job, or discuss their personal and/or professional interests. You can present the article in Q&A (question & answer) format or use their responses to write a prose-style article, maybe throwing in a few quotes from the source.

Client recognition

Has one of your clients done something noteworthy lately? If so, they'll appreciate you noticing. Instead of (or in addition to) sending a congratulatory box of chocolates or a golf pass, consider giving them some free publicity instead. Conduct an interview to find out

more about their achievement and do a brief write-up. Your client will appreciate it and it'll reflect positively on your business for acknowledging successful individuals and their companies, too.

Quizzes

Who doesn't love a quiz (well, besides students)? They're fun when you're not being graded. Just keep them short—no more than 10 questions. And remember to provide the answers somewhere in your newsletter!

Event overviews

Did your company attend or host a special event, like a conference or seminar? You can write a brief overview about what occurred if you think it may be of interest to your readers. Be sure to provide the 4 W's: who, what, when, and where.

What's new?

Did your business bump up its revenue last quarter? Have you changed locations or started offering a new product or service? Whatever's new with your biz, share it with your readers.

Employee birthdays

If you are publishing an internal newsletter (for employees only) you might include a section listing employee birthdays. Who wouldn't want to know when their boss is turning 40? (Or 50, or 60....)

Resources

Offering suggestions for helpful books, software, websites, etc. isn't just useful to others, it's a nice thing to do. If you've discovered value in a particular item, share it with your subscribers.

These are just a few suggestions for newsletter content, but the possibilities are practically endless. Just remember to keep your writing focused on your audience and gear your writing to suit their interests. Your readers will appreciate your efforts.

FEEDBACK CENTRAL

Have suggestions or comments about how to make this ezine even better? I'd love to hear from you! Are the articles useful? Have any of these tips helped with your own writing? Send me an [email](#) and let me know how I'm doing!

ABOUT CASSIE HART

Over nine years of professional writing experience has afforded me the opportunity to learn the finer points of writing efficient, effective, and creative copy. Press releases, brochures, newsletters, website content, and articles are among the many types of marketing and

promotional communications I regularly generate for clients. To discuss potential projects not listed here (or to obtain more information about any project types listed above) please [contact me](#). All initial consultations and estimates for projects are FREE!

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