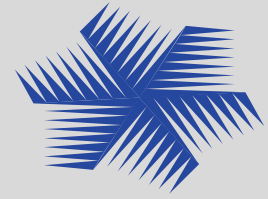


Small Business Briefings



Communications Made Easy for Busy Professionals

Published by Michele Nuzzo, MA

Michele Nuzzo is a professional copywriter with experience in corporate and clinical settings. She helps nonprofit organizations and entrepreneurs promote their mission and market their services.

Michele Nuzzo will research, write or edit the following:

- Brochures
- Direct Mail Packages
- Employee Manuals
- Grant Proposals
- Newsletters
- Press Releases
- Training Materials
- Web Site Copy

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Newsletters Turn Prospects into Clients

Are you missing an opportunity to reach your audience and grow your business?

You are if you're not sending professional newsletters to a targeted list.

A professional newsletter can educate, motivate and entertain your readers. It can generate referrals. It can tell your readers how your product or service will help save them time and money, reduce their stress or make them rich.

Start by defining your audience and setting performance goals for your newsletter. You can plan to add clients and increase sales. In your newsletter, you can recognize key customers, clients, vendors or employees. Find ways to involve them with surveys, response cards and contests.

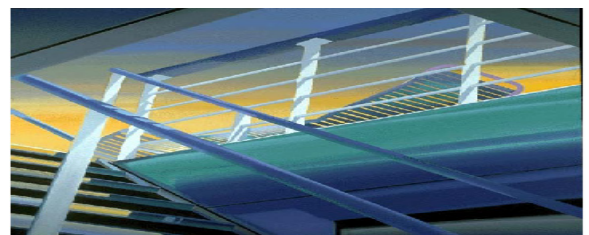
When you write your newsletter, pay attention to grammar, punctuation and style. Aim for a consistent look and use color to accent what's important. Use photographs, captions and graphics to capture and hold your readers' interest.

For maximum benefit, make your newsletter part of a larger marketing plan. Combine it with direct mail, brochures and press releases. Attend seminars and trade shows. Join associations and network at your local chamber of commerce.

For the Best Return on Your Investment:

- Send your newsletter on a regular basis.
- Plan, research and set up a good database for mailing.
- Get a bulk mail permit and work with a mail house.
- Take good photos and work with a professional printer.
- Browse these sites for more design and distribution tips:

www.stellarstuff.com



www.medialink.com

Step Up Your Marketing with Newsletters