

# The Bookworm Publishing

Volume I, Issue I



Practical Solutions that Sell

## Creating an Effective Newsletter

When managed correctly, a newsletter mailed from your company or organization will have unmatched credibility.

To create a newsletter that makes the most of its portion of your advertising budget, it should be a publication the recipients will look forward to receiving. Consider these tips:

**An effective newsletter** uses a consistent layout, making it instantly recognizable, issue after issue.

**An effective newsletter** includes all of your company's vital information: hours of operation, contact information, web site, company name & logo, etc.

**An effective newsletter** uses no more than three typefaces.

**An effective newsletter** is mailed on a regular schedule.

**An effective newsletter** gets to the point. "Less is more" is a good rule to follow with newsletters. With current technology, longer articles or additional information can be published at your web site with the site location referenced in your print newsletter.

**An effective newsletter** includes *hard news*: current, topical information that is important to the reader and your industry.

**An effective newsletter includes** in-depth feature stories on a

particular problem, product or people within your company or within your industry.

**An effective newsletter** may include an editorial, a section that allows the viewpoint of the owner or management of the company to express their views on the hard news portion of your newsletter.

**An effective newsletter** has regular columns the reader will come to expect in each issue.

**An effective newsletter** uses advertising wisely. If you are focusing a feature story on a particular product, sell advertising space in your newsletter to the manufacturer. It will help defer newsletter cost and add a level of professionalism to your piece.

**An effective newsletter** could include Letters to the Editor, allowing for feedback from readers. This demonstrates your responsiveness to your audience.

**An effective newsletter** is a great place to list coming events and dates of events your company or organization holds on a yearly basis.

**An effective newsletter** is planned in advance as part of your larger marketing plan. Keep a notebook of possible articles for future issues. Allow enough time for writing, editing, printing, and mailing.



An Effective Newsletter adds credibility to your company or organization.

This newsletter is printed in black & white ink on colored paper to show how you can achieve the look of color at a lower cost.

The use of the terms "business" or "company" in this newsletter are used as general terms only. The term organization, school, care facility, etc. may be substituted.

Contact us if you wish to:

- Send a print Newsletter
- Mail a Postcard or other Direct Mail piece
- Create a Coupon or Print Advertisement
- Make a Flyer or Handout
- Create a Web Presence
- Send and E-Newsletter
- Send out Invitations
- Plan an Event or Seminar
- Develop a Mailing List
- Update a Restaurant Menu
- Create signs or sign templates
- Discuss other possibilities



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In business, it's no longer big vs. small, it's fast vs. slow.

Don't be left behind just because you lack the necessary skills to put your business or organization on the fast track.

Contact Bookworm Publishing if you run a small business, a board or organization;

If you work in a school, senior living center or group home;

If you just need to have someone pick up the pieces so you can have time for other things.

## Make an Impact with your Business Card

They may be small, but they're powerful. Your business card may be the only chance you will have to make an impression on a potential client.

Your card must represent you and your company. If you're involved in a serious business, you need a serious card. If your company is whimsical, a brightly colored card with a creative font will better represent what you offer.

Those in the business of selling their services—realtors, for example—should consider printing their photo on the card.

Because of their size, you can make a strong impact with your business card without spending a lot of money. At the same time, the setup and layout of your card can be an issue because they are so small.

The first thing to consider when you plan your business card is what contact information you want to include.



Your Business Card may be your only chance to make an impression with a new client.

The second thing to consider is the shelf life of the card—how long do you expect this card to be accurate? This is important

when printing your cards. The more you print at one time, the better price you can negotiate.

A card can do more than offer your company's contact information. It can also be a coupon, an appointment reminder, a map to your location, or list your services (such as The Bookworm Publishing's card).

Salespeople may appreciate a blank backside to their card, allowing space for writing notes or product information for the customer's reference.

These are just a few things to consider when creating your business card. You may have specific issues with your business that need to be addressed on your card.

We would be happy to help you along the way.

## Why Your Business Needs a Web Presence

Let's face it, the world of the web is not going away. And web site creation is no longer something that requires a large budget or fancy tools.

When you have a web site, your customers (and potential customers) have access to your business 24/7. This gives you the opportunity to list your location, hours of operation, specials, coming events, and much more.

You don't need to sell products or services online, but you can make the public aware of what you offer.

You can post articles of interest, post copies of your newsletter,

offer online feedback or event registration forms, allow visitors to sign up for your e-newsletter, and make price lists or other important forms and lists [available to download.

The keys to a successful web site are layout, ease of navigation, and maintenance.

If your site is too busy or confusing, visitors will give up before they find what they're looking for. If you don't provide clear navigational tools, your visitors may get lost in your site and end up somewhere else.

Too many times web sites are created and then left to gather

virtual dust. Content becomes stale and out of date. Once a



A web site allows access to your business 24/7

visitor reaches your site and finds the last posting was two years ago, the chances they will return are pretty slim.

The Bookworm Publishing offers basic web site creation and maintenance services.

