

# TRADER NEWS

Northwind Traders Newsletter

May 2016

## Advantages of a Newsletter

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build awareness for you and the services you provide. Use positive customer pull-quotes as eye-catching but subtle marketing.

## Tips for Producing a Newsletter

Every time you produce your newsletter, ask yourself:

**Q: Who are our readers?**

A: Existing customers and potential customers,

**Q: What will our readers want to know about our business?**

A: Timely, helpful, problem solving information.

## Add Value to Your Newsletter

Keep your content as current as possible. If you publish a monthly letter, ensure you include content from only the last month. Also, use photographs and other visuals to add interest and enable the reader to scan quickly for information.

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*“Customer quotes, called “pull quotes,” are an excellent way to demonstrate your success and put emphasis on your values. They also add visual interest to your newsletter...”*

*- Kim Abercrombie*

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Photo Caption

## In This Issue

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- Second Story
- Another Story
- Back Page Story



Photo Caption

## Another Story Headline

Place your stories in order of their importance. For example, your most important story should be at the top of the page. Less important stories, or stories that may appeal to a smaller portion of your audience should be lower down on the page.

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

## Second Story Headline

Place your stories in order of their importance. For example, your most important story should be at the top of the page. Less important stories, or stories that may appeal to a smaller portion of your audience should be lower down on the page.

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

You might also designate a consistent spot on the page for lighter, or more editorial content. That way the reader always knows where to look for a certain type of content.

Most successful publications include a mix of content types to satisfy a wide range of tastes. Consider putting your most serious content on the front page, and your lighter content inside.

## It's called a story for a reason

Integrate frequent headlines to announce different sections of your story. Consider writing your content in a personal tone, in the same way you might talk to someone sitting across from you at a restaurant.

## Include paragraph breaks often

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.



Photo Caption

## Sidebar Story Headline

Sidebars complement a main article. Use them when you want to keep your main articles direct and information packed, but you still want to share extra or supplementary content.

For example, if your main story is about your new building plans, consider using the sidebar to talk about the history of the land plot, or to tell a story of your first encounter with the property.



Photo Caption

## Another Story Headline

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it 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 Selling Your Home and New Office Opens Near You.

If you have to break a headline into two rows, try to find a natural break in the content. Each line should stand alone so that your readers can easily understand what is in the story even while skimming.

Newspaper editors consider headline writing like poetry. How can you get the reader's attention and draw them into the story in only a few words?

Meanwhile, you don't want to give too much away, or the reader doesn't even have to read the story to understand the content.

# Back Cover Story Headline

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

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**Northwind Traders brings you the world**

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