

CLUB NEWSLETTERS

10 Tips for Better Reading & Writing!

1. Make your newsletter's name an attention grabber
2. Keep your audience in mind, always
3. Write your newsletter's articles objectively
4. Write to express, not to impress
5. Proofread, proofread, proofread
6. Use front-page articles to draw in readers
7. Use at least one graphic per page
8. Use image-editing software to sharpen your photos
9. Use accent colors and tints to make your newsletter more eye-catching
10. Give your print shop an electronic file to print from, not paper "originals"