

Windstone Meadows

Organization Name

Newsletter Date

Volume 1, Issue 1

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Special points of interest:

- ◆ Briefly highlight your point of interest here.
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Lead Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

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 of you and the services you provide.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains. For example, current clients, prospects, fellow realtors, brokers,

Secondary Story Headline

This story can fit 75-125 words.

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

In a few words, it should ac-

curately 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

colleagues, and members of organizations that you belong to. You can assemble a mailing list from business cards collected at open houses, or you might consider purchasing a mailing list from a company.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It is recommended that you publish your newsletter at least quarterly so that it is considered a consistent source of information. Your clients and prospects will look forward to its arrival.

Selling Your Home and New Office Opens Near You.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, information from your MLS, mortgage rates, and trends in home buying or selling.

While your main goal of distributing a newsletter might be to create or maintain name awareness, the key to a successful newslet-

ter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events. You can also include information that promotes your special services or real estate niche. This could include new homes, working with first time buyers, or handling resort properties.

You can also research articles on the Web. You can

write about a variety of topics. Try to keep your articles short yet informative.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you are finished writing your newsletter, convert it to a Web site and publish it to the Web.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on trends in home buying or selling, home improvement information, or mortgage rates.

You may also want to note business or economic trends, or predict trends for your customers or clients.

Some newsletters include a column that is updated every issue. For example, you could include an advice column or a "how to" article that focus-

es on issues such as home improvement. You can also profile new listings or homes you've recently sold.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip-art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.



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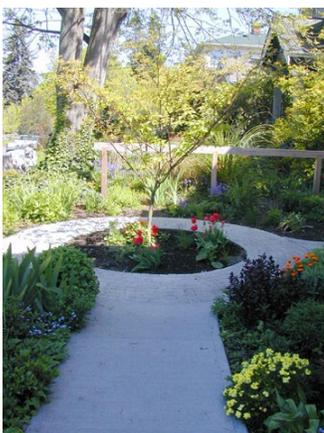
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Organization Name

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Mobile: 555-555-5555
Fax: 555-555-5555
Email: someone@example.com



Agent's Name — Credentials



We're on the Web!
example.microsoft.com

June 2003

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

YOUR BUSINESS TAG LINE HERE.



Caption describing picture or graphic.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer format is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition of your newsletter, or you can summarize some generic questions that are frequently asked about buying or selling a home.

You can also use this space to remind readers to call you when they are thinking about buying or sell-

ing a home.

If space is available, this is a good place to insert a clip art image or some other graphic.

Place text here that describes any company policies or disclaimers. For example: "Each office independently owned and operated."