

white space

Through our experience we've learned that if you want to do something well, you have to know something about it. We would like to share some of what we have learned with you. Our newsletter is where you'll find marketing and visual communications topics related to retaining, communicating with and growing your organization's

### A 3D Path to Your Newsletter

It's time for that monthly update that defines one of the largest roles between your organization and your audience. It's time for your capabilities to make an extraordinary impression within a few captivating columns. You might develop a bit of perspiration...Maybe a little unwarranted stress. But you've got some great news and it's ready to be showcased. It's time for the Newsletter.

Let's not be too modest—in your industry, you are the professional. You are the expert. You are the specialist that holds the confidence of your clientele. Your newsletter should, without any reservation, convey your services, current news, and upcoming events in the proficient way by which you execute them. It's 2008, the marketing and business worlds are more versatile than ever, and it's your time to develop a newsletter with innovation and modern appeal.

Serving as the middleman between you and your clients, it's certain that you want your newsletter presented in the most engaging way possible. In order to carry you down the right path to success, we've divided the trail into a few good strategies that could relieve that pressure. Our 3D's will aid you in constructing your best visual and informative representation yet!





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### D-1. Design

# “Good Design is Good Business.”

–Tom Watson, former Chairman of IBM

As we referred to earlier, your professional services are your expertise. You are the thinkers, the innovators, the specialists in your field—and conveying this message is what you most likely wish to accomplish. Your newsletter is your chance to distribute this information in an inquisitive and interesting level.

#### Who.

As the Newsletter's design begins, one of the first points to consider is your audience. The tone of the newsletter should reflect this relationship and should understand the “who” you are targeting. A powerful newsletter begins with the intention of engaging its associates and objective audience properly.

#### How.

Once the tone is established, the design now thrives on “how” to captivate. Now it's time to utilize graphics, color schemes, photographs, font versatility, quotes, and spacing formats. Enhancing color tones sparks attention more than any other attribute of your newsletter, quotes advance reader curiosity, and graphics, when organized properly, transform from picture into strategy. Let's also not forget the importance of white space—an equal balance between images, text, and space avoids clutter and keeps your look professional.

#### Why.

In the conceptual phase, successful companies assess the importance of “why” they invest so much time into a newsletter's presentation. It's important to remember the benefits an inventive design will give you. For one, it reminds your associates of your exceptional professional abilities as well as showcasing that expertise to prospective clients and supporters. It also, if not more importantly, promotes the establishment of your brand. If your audience becomes more familiar with your brand within emotional dimensions, you will continue to connect more powerfully with people and their needs, and have a stronger presence in their lives. It maximizes awareness on a personal level in a modern lifestyle that thrives on the experience of the customer.

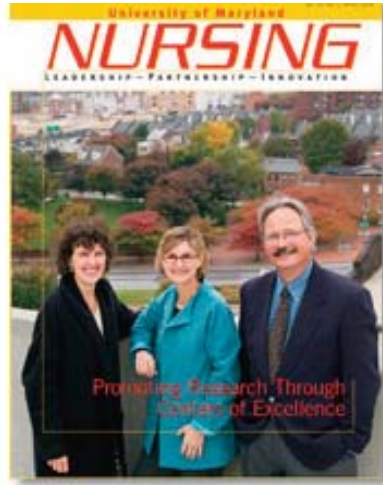




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### D-2. Development



At this point in your newsletter construction, you have a successful design and it's time to focus on the production phase. This can be commonly referred to as the "hands-on" stage that concentrates on the way you wish to display your newsletter. The development period also considers a quality layout with concise proofing, as well as your financial capabilities.

There are mainly two outlets for your newsletter presentation—by web-based communication or by a printed version. Both have different advantages, and it's your decision, depending on your goals and your budget, how you wish to display the information.

#### Web Communication.

If you wish to create an e-version, this satisfies for a less expensive alternative that can reach a large number of your associates. You might choose to use CSS/HTML or Plaintext, which are both the most common ways of displaying email newsletters, but there are ups and downs with either format. Plaintext is found to be user-friendlier for downloading and reading, but it often requires some repositioning and lacks professional quality. An incorporation of Cascading Style Sheets into your HTML (CSS/HTML) provides a more attractive and professional approach that portrays your newsletter in the format created, but you run the risk of the file being too large, image controls, or your graphics not downloading properly—if at all. To prepare for this, avoid overwhelming your newsletter with too many images, keep flash media minimal, and make sure your newsletter has clarity in case your images don't appear. Nevertheless, e-mailed newsletters can be efficient, and cost-friendly.

#### Tangibility.

Responsible printing also has its benefits to your organization, and can provide your associates with something tangible and meaningful. It can be a more reliable and thoughtful source of information, and expresses that your organization invested the time and money into developing concrete material. E-mails may occasionally cause some uncertainties of assuring that your message is displayed exactly how you want it, and may be viewed as a bit impersonal to loyal clients. Although printing may become more costly, the slight expense can be worth the relationship with your associates, and most printers have converted to environmental-friendly practices to relieve paper usage concerns. Finally, before heading to the printers, make sure you have taken the precautions to proofread your newsletter thoroughly. It's extremely important to be meticulous before setting it all in stone!





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### D-3. Delivery.

#### Be an Implementer.

The last phase of our strategies to success involves the message making it to your audience—the implementation. E-mailing becomes effective here because it's easily managed—you may link it to an electronic newsletter on your website, or take advantage of Adobe PDF capabilities that contain interactive functions like video, java scripting, pull down menus, etc. It also allows you to track your audience to discover their preferences and responses to your newsletters. Don't be afraid to experiment! Find out what works by incorporating a few new ideas to see if the numbers shift. For example, consider switching up your subject line; altering your top-story order; changing the day of the week you send it out. Any subtle alteration might help you determine the best results.

#### Efficiency.

If your organization has chosen, or has decided to incorporate both e-mail and printing services, consider the different postage possibilities; the costs of first-class and standard mail, or the opportunity to qualify for non-profit rates. Your newsletter implementation resources depend on your budget and capabilities, but don't be afraid to expand your mailing list to prospective clients, and try to create easy, manageable ways to enlarge your amount of recipients (i.e. Through your website, conferences, etc.). Maximizing your associates and the familiarity of your organization creates outstanding returns—if done efficiently!

Being a "Thinker" as well as an "Implementer" will confirm your capability of creating a professional balance between imagination and efficiency, and will keep you on the path to an enthralling newsletter. Let your work be a reflection of your dedication and expert quality—the reasons that established your loyal associates in the first place—and what now keeps them coming back, hungry for more.

