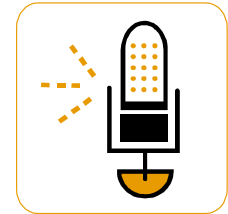


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Lead Story Headline

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 to create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or

people interested in purchasing a product or in requesting your services.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

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.

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Second Story Headline

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 to create credibility and build your organization's identity among peers, members, employees, or vendors.

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Individual Highlights

Inside Story	2
Inside Story	3
Inside Story	4
Inside Story	5
Inside Story	6
Inside Story	7
Last Story	8



