



Insert Company Name Here

NEWSLETTER

Month and Volume

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Do it Yourself Public Relations

By Bonnie Jo Davis

Stretch your marketing budget by developing a low cost public relations campaign that you can handle in house. Publicity is a much more powerful tool than advertising and a successful campaign lends credibility to you and your company. Here are a few ideas to help you get started.

Write articles such as customer case studies, book reviews, how to advice, editorials, etc. and develop a snazzy by-line that drives readers to your web site. Submit your articles to directories, newsgroups, e-zines, web sites and off-line newsletters and magazines.

Speak for free at your local Chamber of Commerce, trade associations and clubs. Ask the sponsoring organization to hand out your business cards and brochures to all attendees prior to the event.

Write a free e-book on a topic of use to your potential clients. People have become accustomed to receiving free information that is nicely formatted and easy to read. You can advertise your products and services in your free e-book and sell or swap advertising with other related businesses.

A well written and intriguing press release can lead to stories in the press

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Typography Terms in MS Word

by Author's Name

The following is a glossary of some common typographic terms you may encounter when working with fonts in Word:

Ascender: The part of certain lowercase letter that extends above the x-height of a font.

Baseline: The line along which the bases of all capital letters (and most lowercase letters) are positioned.

Cap Height: The height of the

uppercase letters within a font.

Descender: The portion of a lowercase letter that extends below the base line of the letter.

Font: The complete set of characters for one typeface at one particular type size, excluding attributes such as bold or italic.

Font Family: Group of typefaces with similar characteristics. For example, the

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This is the picture caption

Public Relations (continued from page 1)

that increase sales, enhance credibility and give your company a competitive advantage.

Sponsor events and contests. Grand openings of shopping centers, businesses, car dealerships, etc. are some events you may want to sponsor along with fairs, festivals, open houses and community events.

Solicit testimonials and use them. Request a testimonial from every past and current client. Offer sample testimonials or an outline to those clients who are reluctant writers. Send out testimonials to prospects, include them in your marketing materials, add them to your web site and e-mail signature block, add one to each press release and put them on the back of your business cards.

Frequent the newsgroups, topical lists and on-line boards that cater to your profession or your target audience. Offer free advice, URLs of helpful articles or web sites and your opinion. Don't overtly promote. Be wise and helpful while showing your expertise and your reputation as someone to be trusted will grow.

Building your public relations presence is an ongoing process that is most effectively achieved when you employ multiple strategies. Develop a plan, think creatively, promote consistently and your business will stand out from the crowd!

MS Word Toolbar

by Author's Name

By default, the Standard toolbar appears every time you open Word; it is usually docked below the menu bar, although it can be moved anywhere in the Word window that is most convenient for you. You can also turn the toolbar off by right clicking it and deselecting it from the list that pops up, although unless you are extremely proficient in Word and know all the shortcut keys, you will probably leave it in place. Depending on which version of Word you are using and the customization that you or another user has done to the toolbars, the buttons that appear on the bar may vary.

The following buttons are the first set on the toolbar and control file commands such as saving and searching for files:

- New File:** Creates a new Word file.
- Open File:** Opens a Word file saved to your hard drive or removable media.
- Save File:** Saves the current document.
- Email:** Emails the current document.
- Send to Mail Recipient (as Attachment):** Emails the current document as an attachment.
- Search:** Opens a dialogue box that will guide you through a search of the current document or your hard drive.

Printing Buttons

The second set of buttons on the standard toolbar help you put the finishing touches on your final document and print it. Again, the buttons displayed on your toolbar may differ.

Home Business Marketing Tips

by BZ Riger-Hull

State Your Business

Know what you are selling and to whom and state it in one complete sentence. You should be able to say what you do in a short, concise, and compelling manner catching their interest and giving you time to expand their understanding.

Become an Expert

Television and radio programs, especially local shows, are always looking for programming, as are many business organizations. Become an expert who is available and agree to appear without charge. Become such an interesting guest that the word begins to spread about your speaking abilities. Schedule at least one appearance monthly. Be sure to bring a sign up sheet to allow you to follow up with written materials after your presentation

Get Your Business Mentioned in the Media

Develop both a press kit containing interesting and pertinent information about you and your business and a media list (A list of all newspapers, radio, TV, and publications in your community). Write a press release about upcoming events or news happening in your business and distribute the release to the contacts on your list.

Advertise in Newsletters

Many associations publish newsletters, which they mail to their members at their cost. These newsletters may target individuals or groups that you really want to reach. Often they sell ads at minimal rates. Identify the newsletters you want to reach and send a press release, flier or advertisement to their membership.

Network!

Networking is more than just going to special business events to specifically market your business. Networking is a way of life. Every day, everywhere, every person you meet socially, professionally, or athletically is part of your network. Rather than looking for an opportunity to sell your services look for an opportunity to be a resource for other people at the networking event. This is how you build relationships and show people the value of the services you offer. Remain open to going to new places and meeting new people, you never know where the next contact will lead.

Ask for Referrals

Your best source of clients is not from a cold call, but from a satisfied customer. Always ask for two referrals with every sale you make. If you're in a service business, have a meeting over lunch with your client to discuss the outcome of your project. Offer a discount or special bonus on your customer's next order, if they agree to recommend five people who would be interested in your products and who they think would like to receive a copy of your catalog or brochure. Always follow up immediately on those recommendations.

Attitude is Everything

Treat people with respect! Be consistent. Be credible. Be nice. Service will not be forgotten when your customer buys again.

See www.in-spiros.com for more Marketing Tips.

Sidebar Headline

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Article Two (continued from page 1)

sans serif typefaces Arial, Arial Bold, Arial Bold Italic, Arial Italic, Small Fonts, and MS Sans Serif are all part of the Swiss font family.

Font Size: The size of type, measured in points between the bottom of the descender and the top of the ascender (the vertical point size of a font). Sometimes referred to as the Type or Point Size.

Font Style: Refers to the specific characteristics of the font. The four characteristics that can be defined for fonts are italic, bold, bold italic, and roman.

Kerning: The adjustment of spacing between letters. Also called Letter Spacing.

Leading: (pronounced "ledding") The amount of vertical space between lines of type.

Letter Spacing: Extra space inserted between letters in a word. Also called Kerning.

Line Spacing: The amount of vertical spacing, expressed in points, from the baseline of one line of text, to the baseline of the next line.

Pica: A unit of measurement equal to one-sixth of an inch. There are 12 points to a pica.

Point: A unit of measurement, often used to measure type size, equal to 0.013837 inch (approximately 1/72").

Article Three (continued from page 2)

Print: Prints the current document.

Print Preview: Shows you how the page will look when printed.

Spelling: Will check the selection or sheet for spelling errors.

Editing Buttons

The editing buttons on the standard toolbar are among the most useful. They provide you with the ability to move text around in the document, helps ensure formatting uniformity, and allow you to correct any errors you make.

Cut: Removes the current selection and places it on the clipboard.

Copy: Copies the current selection to the clipboard.

Paste: Pastes the last cut or copied selection.

Format Painter: Copies formats from a selected object and applies it to another object.

Undo: Undoes the last command or action.

Redo: Redoes the last command or action.

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