

## PARTICIPANT'S MANUAL

# The Power of Print

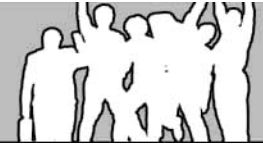
Secrets to Creating an Effective Newsletter

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*JCI (Junior Chamber International) is a worldwide federation of young leaders and entrepreneurs with nearly 200,000 active JCI members and millions of JCI alumni. JCI members contribute to the advancement of the global community by creating positive change in over 5,000 communities in more than 100 nations worldwide.*

*JCI members lead projects in the areas of Business, Individual, Community, and International Development. They meet, learn and grow. By participating in various projects, meetings, seminars and events around the globe, JCI members grow personally and professionally, developing the entrepreneurial and leadership skills needed to generate positive changes in their communities, their countries, and the world.*

## Credits:

### A Manager's Guide to Newsletters

By Abbott, Robert F.

Published by Word Engines Press

Airdrie, Canada

Phone: (403) 948-7774

E-mail: [wordengines@gmail.com](mailto:wordengines@gmail.com)

Website: [www.managersguide.com](http://www.managersguide.com)

### How to Make Newsletters, Brochures and Other Good Stuff without a Computer System

By Gregory, Helen I.

Published by Pinstripe Pub

### Tips to Make Your Company Newsletter More Cost Effective

By Kandler, David

Published by CompanyNewsletters.com

18593 Jasper Way, Lakeville, MN 55044-9681, USA

Phone: (1-952) 892-6943

E-mail: [infor@companynewsletters.com](mailto:infor@companynewsletters.com)

Website: [www.companynewsletters.com](http://www.companynewsletters.com)

### Newsletter Design Clinic: 3Cs

By Bear, Jacci Howard

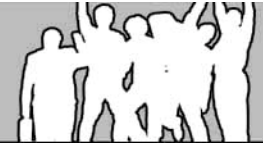
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## **I. INTRODUCTION: “Why Publish A Newsletter?”**

1. Newsletters establish credibility and authority... if they read like news.
2. Newsletters build loyalty... if the information is valuable to your reader.
3. Newsletters can help sell your idea.
4. Newsletters... to announce new activities or projects.
5. Publishing a newsletter forces your local organization to continually refine its objectives.
6. Newsletter keeps members better informed about their organization.
7. Newsletters give people a way to share their passion about the JCI Movement.

## **II. NEWSLETTER CONTENT**

### **A. General Ideas**

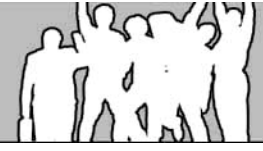
1. Publish stories your readers can't get elsewhere.
2. Include advice and information that is useful to your reader.
3. Know what your audience wants to hear from you.
4. Inform, don't sell.
5. To get read, a newsletter must add value by informing the reader.
6. Avoid confusing phraseology ... just give the reader some quick, readable information.
7. To draw your reader in ... run headlines that defines the problem and then shows how it was solved.

### **B. Typical Content**

1. Cover stories/Headlines
2. News
3. Features
4. Profiles
5. Regular columns/Editorials

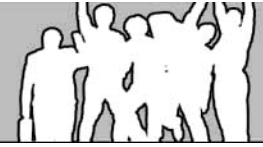
### **C. Some Story Ideas**

1. JCI Members are good newsletter subjects. (Put your members in the newsletter and they'll want to read it). Publish features on successful JCI Members from your local organization. Pay attention to their methods and insights.
2. Try writing feature stories about your local organization in a problem-solution format. Other readers might be encountering the same problem.
3. Include tips about how to boost membership growth or awareness of the Jaycee movement in your communities.
4. Publish interviews with experts from your local organization. Let them share their thoughts and insights. Include alumni profiles... focus on their area of success and how they put to use their knowledge.



### III. WRITING FOR NEWSLETTERS

1. **Get going! Rule number one is to *begin*.** Don't wait around for the right mood or inspiration to strike you. Simply start writing no matter how lame your first attempts. Writing will stimulate your thinking and the words will come.
2. **Start with the easiest story first.** This will help you ease into it... the path of least resistance.
3. **The more you write, the easier it gets.** You don't have to get it right the first time. Get your ideas down on paper as fast as you can think of them. You can rewrite and edit it later.
4. **Look for things that interest you.** If you're interested and excited about something, the writing process is less painful. It can actually be fun. Ask for contributions from others who are excited about a pertinent idea, product or service.
5. **Write in a conversational manner.** Try writing just as you would tell a friend about it ... use the exact language. This method helps build rapport with the reader. Try to use the same enthusiasm with which you would normally use when telling a friend. Maintain the user-friendly tone but continue to edit and rewrite.
6. **Add gusto to your writing.** Write the way you speak. Don't be afraid to begin a sentence with the word "and," use one-sentence paragraphs, or do whatever else you want to make your stories highly readable.
7. **Try listing benefits.** Have a new project or member? Try listing all the benefits ... and then expand on them. Readers want to know what you will do for them. By emphasizing the benefits to your readers, you get their attention and encourage them to keep reading.
8. **Pay attention to headlines, sub-heads, and captions.** Take your time with them all ... sometimes it's all the reader will read.
9. **When you're tired, stop writing.** Most professional writers write in the morning when they're fresh. If you attempt to write when you're tired you'll struggle.
10. **Don't make stupid errors.** Make sure your spelling is correct and pay attention to correct grammar. Careful with your spell-checking program. Proofread for spelling and you'll avoid errors. Do you no what I mean? Now, do you know what I mean?
11. **K.I.S.S. (Keep It Short and Simple).** Simplify your writing style. Use short blocks of copy, short words, sentences and paragraphs. Say what you want to say briefly and concisely. Sentences should be no more than 25 words or so. Keep paragraphs under control ... should be about 100 words in length. Complicated sentences and convoluted words don't make the writer look smart - they usually discourage the reader from continuing.
12. **Study and copy successful newsletters.** Take a good look at the newsletters that come across your desk. Take note of what works for you ... what catches your attention and makes your read on.



## IV. DESIGN, LAYOUT, AND PRODUCTION

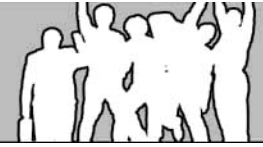
### A. Design

1. The "look" of the newsletter attracts the reader. The appearance of your newsletter is important but it need not be extravagant. Black in on white paper is still the most popular "look". Each issue of your newsletter should look the same. Choose a simple format and stick with it.
2. Collect newsletters that appeal to you ... let them be the inspiration for your newsletter.
3. You can use colors or special paper to enhance the "look" of your newsletter.

*Tip: Here's an inexpensive way to inject color into your newsletter... Design and print a large quantity of two, three or four-color newsletter templates and then overprint with black ink for each issue.*

### B. Style

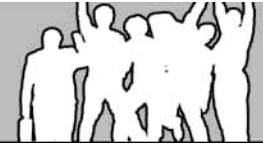
1. **Make it easy on the eye.** Long lines tire the reader's eyes quickly ... use newspaper columns. Use at least one illustration or picture per page. You don't have to fill every last inch of space on a page. Avoid continuing articles on another page ... the reader may lose interest.
2. **The cover sets the tone.** The cover of your newsletter is most important ... it sets the tone and motivates people to read it. Be sure to include information telling reader what the newsletter is about and who publishes it. Pay special attention to the design of the nameplate ... it's important since it is used on each issue. Make the newsletter title bold and/or distinctive so readers identify the newsletter at a glance.
3. **Typefaces ... People do not comment on good type.** Play it safe use standard typefaces like Times, Courier and Helvetica. Avoid using unusual looking typefaces.
4. **Italics can slow reader.** Use Italics when called for ... don't use them for long articles. Too many italicized words slow down the reader down ... Italic typefaces are read about 30 per cent slower than Roman (non-italic) typefaces. Used judiciously, Italics help communicate the message.
5. **Text size.** Body text: serif typefaces are best. Some good serif typefaces are *Palatino*, *Times Roman*, and *Garamond*. Serif typefaces are easier to read. Text should be no smaller than 10pt. An older audience appreciates larger type (12pt). Standard size for bold headlines is 18pt or 24pt and for sub-headings, use 14pt.
6. **Use bold type to highlight people's names.** Use bold letters to pick out people's names ... and to point out important details. Non-serif typefaces are good for headings (such as *Helvetica* or *Arial*). Avoid using all caps in headline ... or elsewhere.
7. **Illustrations ... make sure they're relevant.** Use illustrations, artwork and line drawings when appropriate. Make sure the illustration is relevant to the content of the newsletter.
8. **Use clip art.** Feel free to modify clip-art to meet your needs. Don't over-do the clip-art thing. Too many illustrations confuse reader. Don't put boxes around your illustrations ... they'll make your pages look cluttered.
9. **Photography ... knows thy camera.** You do not want to be distracted by your camera ... you need to concentrate on your subject. Make sure you know how to use your camera.



10. **Take People Pictures like a Pro ... Here's How.** When photographing people, take control. Direct the subject to the poses you want and ask the subject to look into the camera. Eye contact very often makes for strong pictures. Get a variety of poses ... you'll have a lot more pictures *from* which to choose to illustrate your story.
11. **Production ... Figure about 8 hours per page.** You can sub-contract with an outside provider or you can produce your newsletter in-house. Appoint one person to be responsible for the newsletter. Choose an editor who wants to be the editor. Meet to discuss style, content, deadlines and costs. Avoid a newsletter committee... it slows you down and you miss deadlines. Set clear goals and establish a budget.
12. **Desktop publishing... Only if you know what you're doing.** Desktop Publishing (DTP) can make the newsletter production process easier or harder depending on the hardware and software ... and, more importantly, the skill of the desktop publisher. Don't use DTP unless you know what you're doing ... otherwise, you'll waste big chunks of time and the newsletter becomes more expensive to produce.
13. **Printing.** Printing by offset litho (used by most printers) provides the best quality. The more copies you print the more cost competitive it is. Photocopying is cheaper and quicker and is suited for short-run newsletters (well under 300 copies).

## V. FEEDBACK AND EVALUATION

1. Are people reading your newsletter? Skip an issue or two... see if anyone notices.
2. Do your members mention the newsletter? Try including a survey form with the newsletter.



## Session Evaluation Form

The questions below are designed to help us evaluate the program you have just completed and to pinpoint those areas that should be redesigned for future participants. Please take a few minutes of your time and answer as honestly and accurately as you can. You need not sign your name unless you wish to do so.

1. Please indicate your overall reaction to the training session just completed.

- Very good       Good       Fair       Poor

2. Did the topic presented relate to your needs and the needs of your LOM?

- A great deal       Somewhat       Very little       Not at all

3. Will you be able to use and apply the material presented in your LOM?

- A great deal       Somewhat       Very little       Not at all

4. Would you please give us your overall reaction to the way the trainer presented the session?

- Very good       Good       Fair       Poor

5. If used, what was your reaction to the visual aids that were used?

- Very good       Good       Fair       Poor

6. What was your reaction to the quality and content of the handout materials?

- Very good       Good       Fair       Poor

7. What suggestions do you have for improving this session?

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