

THE DEFINITIVE



NEWSLETTER

MARKETING

BLUEPRINT

By Ben Wendel & Zac Nelles

Dates of webinars



By Ben Wendel & Zac Nelles

July 2nd	Module #1	Strategy & objectives
July 9th	Module #2	Design & Layout
July 16th	Module #3	writing & Content
July 23rd	Module #4	Production & Scheduling
July 30th	Bonus Module	The ultimate Referral Machine

WEBINAR TIME: 6:00pm AEST / 4:00pm AWST

Design & Layout



By Ben Wendel & Zac Nelles

What Are We Covering Today?

1. Does Design Matter?
2. Colour or Black & White?
3. Newsletter Length
4. Design Considerations
5. Creating Your First Newsletter
6. Creating Future Newsletters
7. Printing Decisions

Design & Layout



By Ben Wendel & Zac Nelles

Does Design Matter?

Design & Layout



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COLOUR

or

Black & White?

Design & Layout



By Ben Wendel & Zac Nelles

How Long Should It Be?

Design & Layout



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Other Design Considerations

Design & Layout



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How To Create A Master Template?

The Missing Piece

Hills Staff

Your definitive guide to staffing and recruitment solutions.

A Great Way To Kick Off 2014

Welcome to the 1st Hills Staff Newsletter, "The Missing Piece",

I wish you all a very Happy New Year and hope you all had a great Christmas. I love Christmas, from decorating the Christmas Tree to listening to Carols to watching Christmas Movies, It's a magical time and makes me feel very grateful for my family. It's also a good time to think of others that are finding it tough and to give as much as I can.

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Happy reading.

Janette Size
Hills Staff

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Quotes of the Month

Business Customer Satisfaction
Research Tips

Open Up and Speak Freely with
your Manager

Did You Know?

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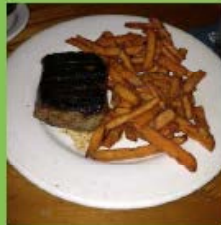
A man walked into a roadside diner and asked for a menu.

A few minutes later he told his waitress:

"I'd like a T-bone steak, medium rare, but instead of that bring me a ribeye steak so well done its crispy and black. And French fries, but instead of that get me a baked potato. And a house salad with ranch dressing, but instead you can serve me French dressing. Iced tea would be nice, but you can pour me a cup of coffee."

The waitress stared at him. "What are you talking about?"

"I'm a truck driver," he explained, "and I've been on the road for six months. So I wanted a meal that reminds me of home."



Follow The Lead of Creative People by Living These Principles

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- **Realism.** At the same time, the best artists, writers, designers, and entrepreneurs understand that hanging on to an idea too long doesn't work. Persistence is a positive trait, but it has to be tempered with an understanding that moving on to a better idea is sometimes the best path to take.

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Masthead

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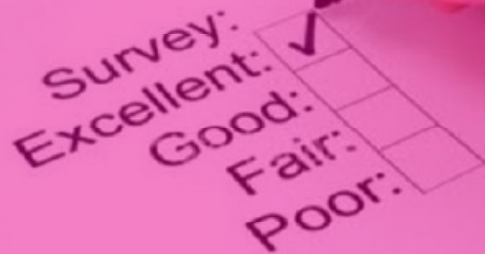
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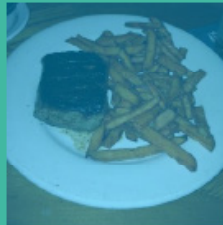
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Article Area

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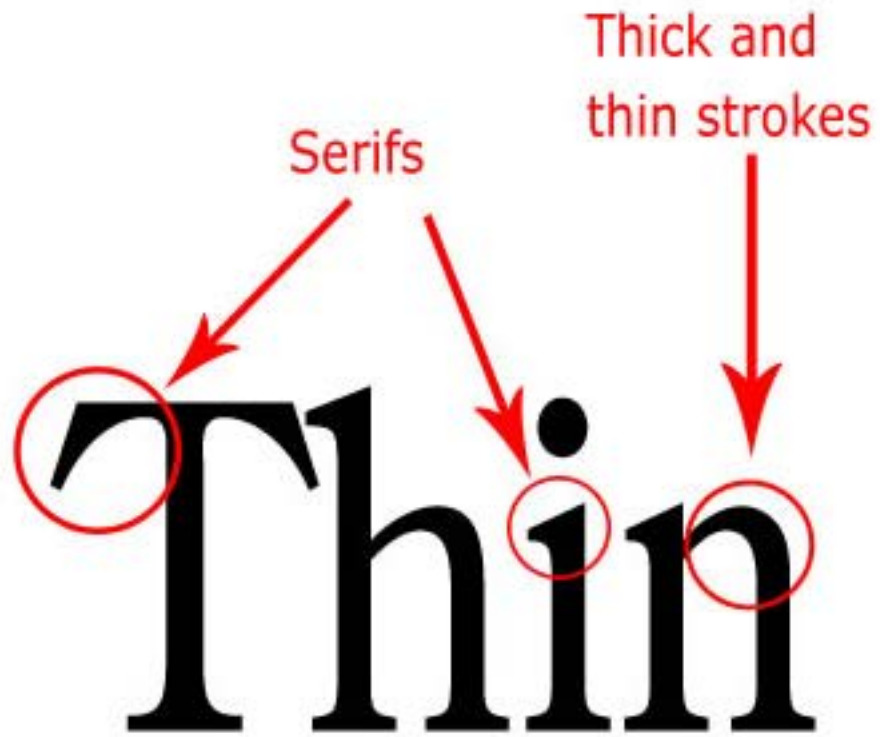
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How To Create Each Issue?

OPTIMISM CLARITY
 WARMTH
FRIENDLY CHEERFUL
 CONFIDENCE
EXCITEMENT YOUTHFUL
 BOLD
CREATIVE IMAGINATIVE
 WISE
TRUST DEPENDABLE
 STRENGTH
PEACEFUL GROWTH
 HEALTH
BALANCE NEUTRAL
 CALM

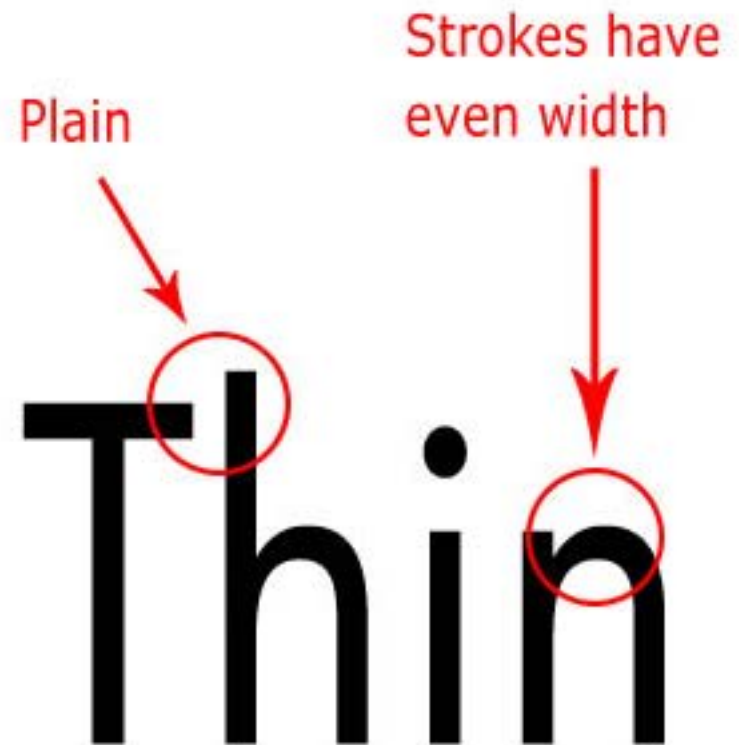


Serif Font



Century Old Style

Sans Serif Font



Futura Book

Left Justified

The text is in line with the left-hand margin.

Right Justified

The text is in line with the right-hand margin.

Center Justified

The text is centered between the left and right margins. Balanced text, but ragged edges.

F u l l J u s t i f i c a t i o n

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Wendy Willows
Hungry Hippo Shoemakers
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Sydney NSW 2000



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CORPORATE



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HALF - PREGNANT

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Brisbane QLD 4000



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ENCLOSED**

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WHAT'S INSIDE?
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• ARTICLE 2
• ARTICLE 3

STEALTH / MARKETING

THE DEFINITIVE



NEWSLETTER

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