

# design to sell

Resources for making design  
your strategic marketing partner

## Choosing the right title

### The right title plays a major role in your newsletter's success.

*Your name, or your firm's name, is not an appropriate title for your newsletter!* You may be its publisher, but your name does not offer a reason why clients and prospects should read your newsletter.

Following are some of the concerns you should pay attention to when choosing and formatting your newsletter's title.

### Focus on your market

*Use the title of your newsletter to target—or identify—your readers.* This shows them that your newsletter is about *them*, and *their needs*, rather than about you and what you want to sell them.

Here are some ways you can use titles to make your clients and prospects feel your newsletter is written expressly for them:

- **Industry.** Try naming your newsletter after your primary market, such as **GRAPHIC DESIGN NEWS** or **PETROLEUM INDUSTRY UPDATE**.

- **Occupation.** Name your newsletter after the specific profession or job title you're targeting, i.e., **TRAUMA SURGEON**, **E.R. SUPERVISOR**, or **LEAD INVESTOR**.

- **Problem.** Choose titles that describe the goal your firm helps clients and prospects achieve, i.e., **DRY BASEMENTS** or **MARKETING ON A BUDGET**.

Try “composite” titles that combine two, or more, of the above ideas, i.e., **MARKETING LEGAL SERVICES ON A BUDGET**.

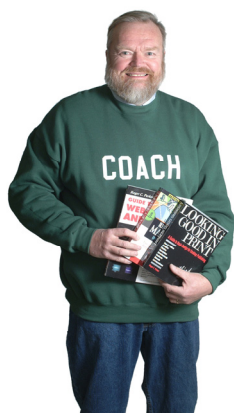
### Case study

Consider the example of Espresso Dave, a firm who provided portable espresso and cappuccino services to large corporations exhibiting at trade shows.

Although it might have been fun to call Espresso Dave's newsletter **COFFEE TIME**, the title would not have appealed to his primary market—trade show managers at large corporations.

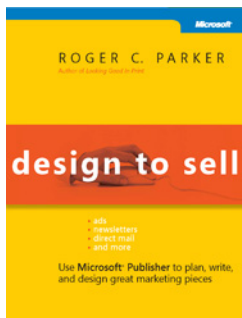
Instead, we called Espresso Dave's newsletter **TRADE SHOW MARKETING**, because the goal was to show trade show managers how to use Dave's service to build qualified traffic to trade show exhibits.

*Titles should be short and focused on markets and benefits*



Roger C. Parker has been helping firms and individuals profit from design since 1985

*Successful  
newsletters  
begin with a  
carefully  
chosen title*



Free! Download  
2 chapters from  
[designtosellonline.com](http://designtosellonline.com)

*Nobody does a better  
job of showing how  
to use design to build  
lasting customer  
relationships than  
Roger C. Parker.  
Jay Conrad Levinson  
Guerrilla Marketing*

©2006 Roger C. Parker  
PO box 697  
Dover, NH 03821  
603-742-9673

### More title tips

Keep titles as short and telegraphic as possible. The shorter the title, the larger the type size you can set it in. This increases the title's impact on the page.

Consider combining a short title with a longer, explanatory, subtitle—or tagline—that tells a story your firm. For example, *Helping multi-national law firms profit from technology since 1975,*” etc.

Personalize your newsletter's title with your firm's name as publisher above the title, i.e., *Murphy Parker's*.

### Action words and alliteration

Whenever possible, use action, or “ing,” verbs, i.e., **POWER MARKETING**.

If possible, use *alliteration*—repeated consonants—to help make newsletter titles memorable, i.e. **FACT OR FICTION?**

Combine the above two points, for example: **PACKAGING PROFITS**.

### Design considerations

Here are some ideas for formatting the title of your newsletter:

- **Separate graphic file.** Never create the title graphic as part of the file containing your newsletter. Instead, create it as a *separate graphic*. This makes it easier to place and resize the title. You can also easily add your newsletter's title to your business cards, postcards, and website.

- **Typeface choice.** Since your title graphic is more to be “recognized” than “read,” you can choose a decorative type-

face design that reflects the desired image you want to project.

- **Spacing.** Pay careful attention to letter spacing. Use *tracking* to uniformly reduce letter spacing throughout your title. Use *kerning* to fine-tuning the spacing of individual pairs of letters. Reduce *line spacing* so titles emerge as a single visual unit.

- **Color.** Use color with restraint. With color, less is always more. Whenever possible, use a title color that forms a strong contrast with other text on the page.

- **Avoid clutter.** Keep borders and background simple. Avoid adding backgrounds, boxes, or borders, around titles unless they're really needed.

- **Symbols.** Use the appropriate symbols for copyright, ©, and trademark, ™. Replace the word “and,” with an ampersand, &, perhaps setting it in a contrasting typeface, type size, or color. (*See below*)

---

*Roger C. Parker's*  
**Guerrilla Marketing  
& Design**

---

Click to view [sample issue](#).

### Conclusion

A strong title is an investment that attracts readers and helps set your firm apart. *It pays to do it right the first time!*

Call me at 603-742-9673, or e-mail me at [roger@designtosellonline.com](mailto:roger@designtosellonline.com), to find out how I can set you up for years of “do-it-yourself” newsletter marketing success by creating a personalized [template](#) you can use for years to come.