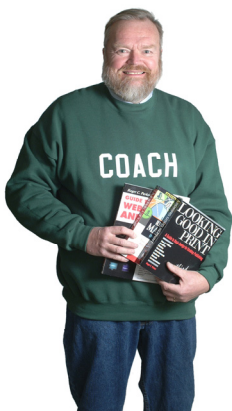


design to sell

Resources for making design
your strategic marketing partner

Fitting in all your ideas

*Resist the
urge to go into
too much
detail in each
issue of your
newsletter*



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

What to do when you have more ideas than space in one of the issues of your newsletter

At one time or another, most newsletter editors find they need *just a bit more space* to squeeze in all the information they want to include in each issue.

The following are some alternatives to either leaving out important ideas from your newsletter or compromising its design and readability by reducing margins, type size, or line spacing.

Review and evaluate

The first thing to do when there's more content than space is to review *your first draft* and make sure that each of the points, and all the words, are *really needed*. Look for opportunities to save space by:

- *Grouping points together.* Find ideas you can consolidate under fewer subheads.
- *Deleting unnecessary detail.* Look for areas where you have included more details than absolutely necessary.

- *Editing for simplicity.* Eliminate repeated ideas. Replace long words, i.e., "eliminate," with short words, i.e. "cut."

- *Removing widows.* Watch for sentence and word fragments isolated on the last line of a paragraph. Delete or edit words *earlier in the paragraph* that eliminate the last line of the paragraph.

Two-part issues

When treating large, important, topics, avoid trying to cover everything in one issue. Instead, consider dividing the topic into Part One and Part Two.

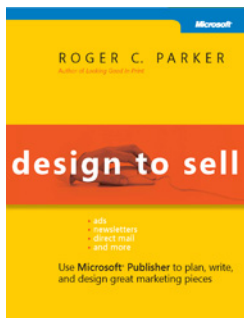
Two-part issues not only create more room for each point, but pre-sell and build anticipation for the next issue.

Bullet lists

Resist the urge to completely develop each point. Consider replacing detailed paragraphs of examples or instructions with lists summarizing the important ideas.

Leave your *readers wanting more*, so they will be more likely to *take the next step*, i.e., attend a question-and-answer session, download a report, attend a workshop, or call you for more information.

Sidebars can be read out of sequence with the primary topic of your newsletter



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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

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Run-in's

Use run-in's instead of subheads to introduce paragraphs containing secondary ideas and information.

A *run-in* is where the first words in a paragraph are formatted in a contrasting typeface, similar to a subhead, but smaller. Run-in's also lack the extra white space that usually appears above subheads.

Web links

When you have a lot of additional content to share, create a link between your Adobe Acrobat PDF newsletter and a longer article or report placed on your website. Use an *active link* that—when clicked—takes readers directly to the page containing the additional information.

Sidebars

Look for topics that you can remove from the main body of your newsletter and format as a sidebar.

A sidebar is a “mini article” that goes into detail on a point or specialized topic that can be read out of sequence with the rest of the newsletter.

The key to making sidebars work is to *format them differently* than the main body of your newsletter. Here are some of the ways you can set your sidebar apart:

- **Contrasting typeface.** If the main body of your newsletter is set in a serif typeface, set the sidebar in a sans serif typeface.
- **Type size.** You can further emphasize a sidebar by setting it in a smaller type size.

Sidebar

impressions Vol. 6 No.2

Snapshot photo or family heirloom?
The difference between a snapshot and a heirloom photo is both technical and aesthetic. A professional photographer brings a treasury of both to family portraits.

Aesthetic: A professional photographer creates pleasing compositions based on location, posing, and placement so all family members look their best.

Technical: A professional can compensate for weather, sunlight, color balance, and can remove unwanted distractions.

Document your family's history with a photographic record of graduations.

The summer break following high school might be your only chance before your son or daughter goes off to school.



Likewise, the summer following college graduation might be the last chance before they move out to set up a new life on their own in another part of the country.



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Engagements and weddings
Capture the couple with portraits that can be used for news release and also

as the signature portrait on wedding invitations and favors.



Use casual group photographs to welcome new members to the family, in addition to the formal wedding portraits.

Other family events

- **Wedding Anniversaries**, especially “landmarks” like 10, 25, 50, etc. Be sure to document these major events.
- **Birthdays**, especially Grand parents with children and grand children as the decades advance: 50th, 60th, 70th etc

Why a professional?
Professional photographers are masters of both the aesthetic and the technical (see sidebar at left).

The first step towards a successful portrait is to call Gene Paltrineri, *Certified Master Photographer/Craftsman*, at 800-775-4771 to schedule a discussion of your family portrait needs.

The sidebar, at left, cut three paragraphs from the main article in the above newsletter.

- **Borders and fills.** Set the sidebar inside a border, or add a background fill behind the text. Be sure, however, that there will be adequate foreground/background contrast for easy reading.
- **Headline.** Add a descriptive headline that “sells” the importance of the sidebar. Format it so it will be noticeable enough to attract attention, but not distract readers from the rest of the page.

For more information

Visit www.designtosellonline.com and check the calendar for upcoming online-training events to help you learn more about *making design your strategic marketing partner*. You'll also find numerous downloadable resources like checklists, templates, and worksheets.