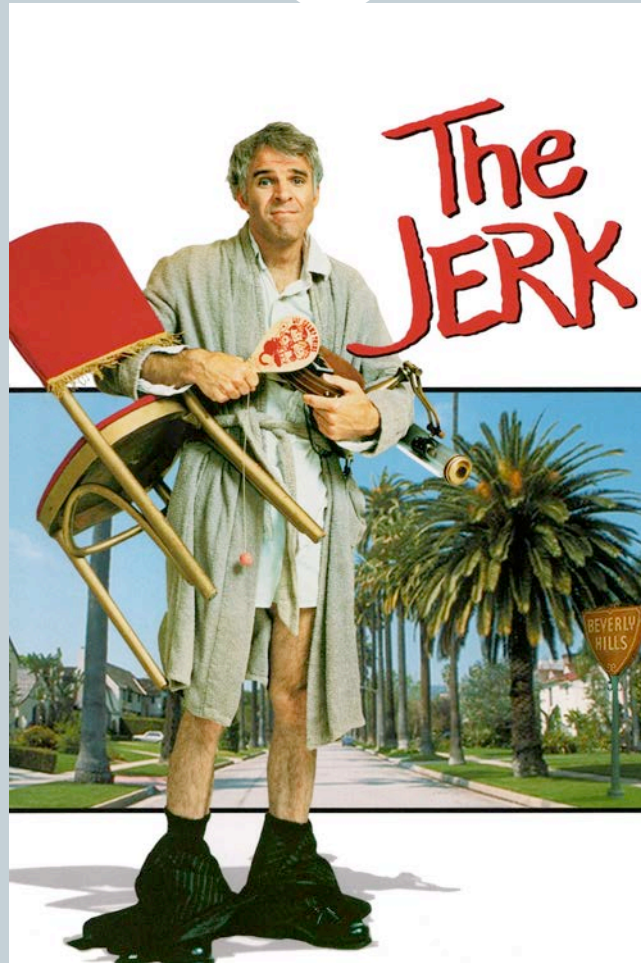


A Few Thoughts On Newsletters



WITH KEVIN YORK
PRINTSYNERGY SOLUTIONS

Remember The Jerk?



Too Many E-Mails



Google

Rapportive - Arik Hanson

Gmail -

1-50 of 25,262

COMPOSE

Inbox (12,992)
Important
Sent Mail
Drafts (111)
Circles
Friends (11)
Family
Acquaintanc...
Following
BlogWorld

Search people...

- Aaron Landry
- Adam Ostrow
- Amy Mengel
- Chuck Hemann
- David Teicher
- Grant Spanier
- Jason DeBoer...
- Jesse Stremcha
- Kendall Bird
- Tara Cegla

Gartner BI Magic Quadrant See Where BI is Going in 2013. - QlikView.com/Magic_Quadrant - Don't Make A Move Without It! [Why this ad?](#)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Alerts	Google Alert - open streets minnesota - News 1 new result for open streets minnesota Open Streets Buffalo KSTP.co	3:50 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spotify	This Week's New Music - See what's new on Spotify View in your browser Spotify They came, they saw, they rocked!	3:37 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FAVES + CO.	[New post] Reddit promotes "Restore Your Rights Rally" on July 4th - Sarah posted: "Reddit is the one of the main	3:33 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rick Kupchella	The Afternoon News - To view this email as a web page, go here. Email not displaying correctly? View it in your brows	3:31 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SuddenBlitz Alert	57% OFF! \$16 for a 8 pack of Mach 3 Turbo Refill Blades with Free shipping a (\$36.99 Va... - Please add campaigns	2:40 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Laura Kaslow via LinkedIn	RE: Opportunity with Allina? - Laura Kaslow Communications expert with a focus in public relations Hi Arik, Thanks fo	2:25 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Julie, me (2)	talk today? - Sure—what's your number again? Or, you can call me at 612.875.2979. Also: Email me at arik@	2:24 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PR Daily Extra	Writing tips for the Web - PR Daily News Feed 13 writing tips for the Web Writing & Editing 13 writing tips for the Web	1:56 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social Media Insider Sum.	Where new business begins and genuine friendships are born (Social Media Insider Summit... - Social Media Inside	1:51 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FAVES + CO.	[New post] Don't let technology take the place of face-to-face interactions in your fam... - Sarah posted: "It was rec	1:42 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sarah Tobin (5)	Join my network on LinkedIn - LinkedIn Logo Arik, Sarah Tobin wants to connect with you on LinkedIn. 10 shared con	1:28 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AirTran Airways Net Esca.	Get Your Beach On - Mexico & the Caribbean on sale! - Deals on flights for travel 8/20 - 12/18/13, car rentals, hotels,	1:11 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	iTunes Store	Your receipt No.126056066605 - Billed To: arik.hanson@gmail.com Arik Hanson 5336 11th Ave S Minneapolis, MN 5	1:10 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FAVES + CO.	[New post] Apply to speak at TED@NYC talent search - Sarah posted: "In 2014 TED will celebrate their 30th anniver	1:00 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PR Daily	5 reasons reporters hate your pitches (and how to solve them!) - They're too long! The quotes are not "human." They sc	12:34 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Larsmont Cottages	E-Break From Lake Superior - Reserve Your Stay A friend told me about a cow moose with twin calves that have bee	11:59 am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Newsle	News about Keith Trivitt, John Bernier, Chris Heuer, Cory Treffiletti, Dan Jasper... - Know your network. Your Linke	11:58 am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HARO	[HARO] Tuesday Afternoon Queries "Facebook Cheat Sheet" Edition - Content marketing requires creativity. But yo	11:43 am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Convince and Convert	Winning the Marketing Battle Between Help and Hype - One Thing :: The News You Need and Nothing Else View this e	11:43 am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Foursquare	Joram Manka wants to be your friend on Foursquare! - Hi Arik, Just a heads-up — Joram Manka wants to be your fri	11:34 am

Overflowing Mailboxes



Why We Send Newsletters



- **To remind the recipient that they are a member.**
- **To communicate a handful of key issues and news.**
- **To ask for action or support.**

A Reminder



- **Supporter Passerby**
- **Direct Mail Guarantees A Brief Audience**
- **Direct Mail Keeps**

Why We Send Newsletters

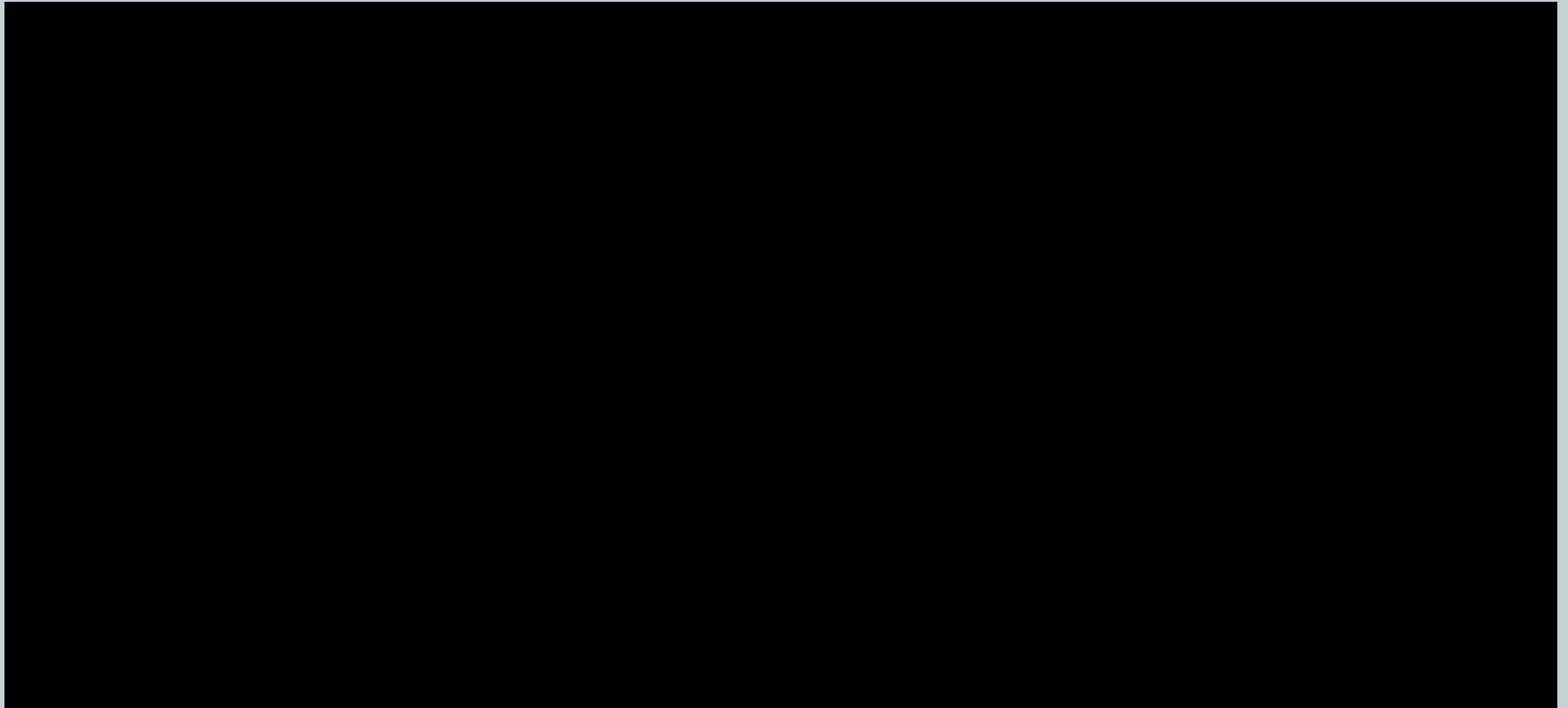


- To remind the recipient that they are a member.
- To communicate a **handful** of key issues and news.
- To ask for action or support.

A HANDFUL Of Key Points!



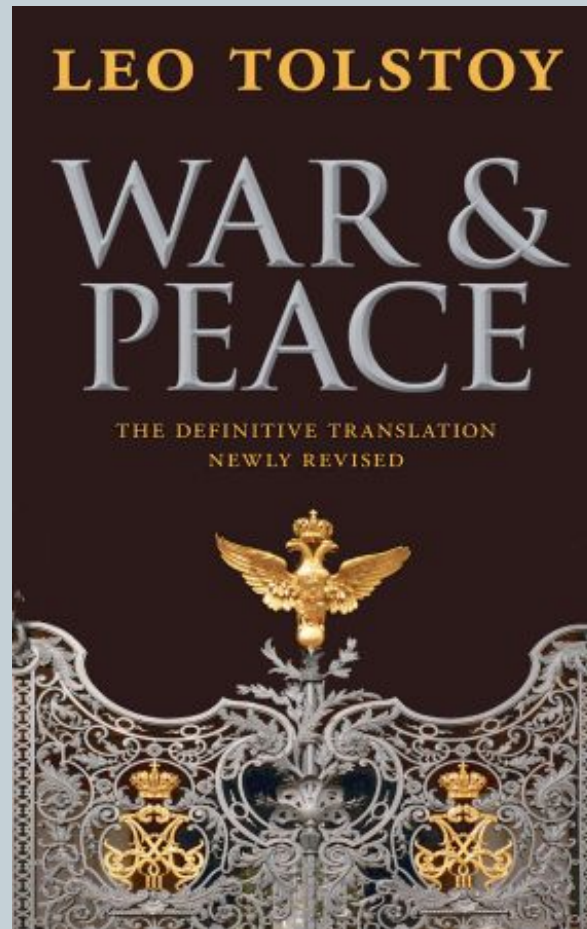
- **Think of your newsletter as a television commercial!**



A Handful Of Key Points



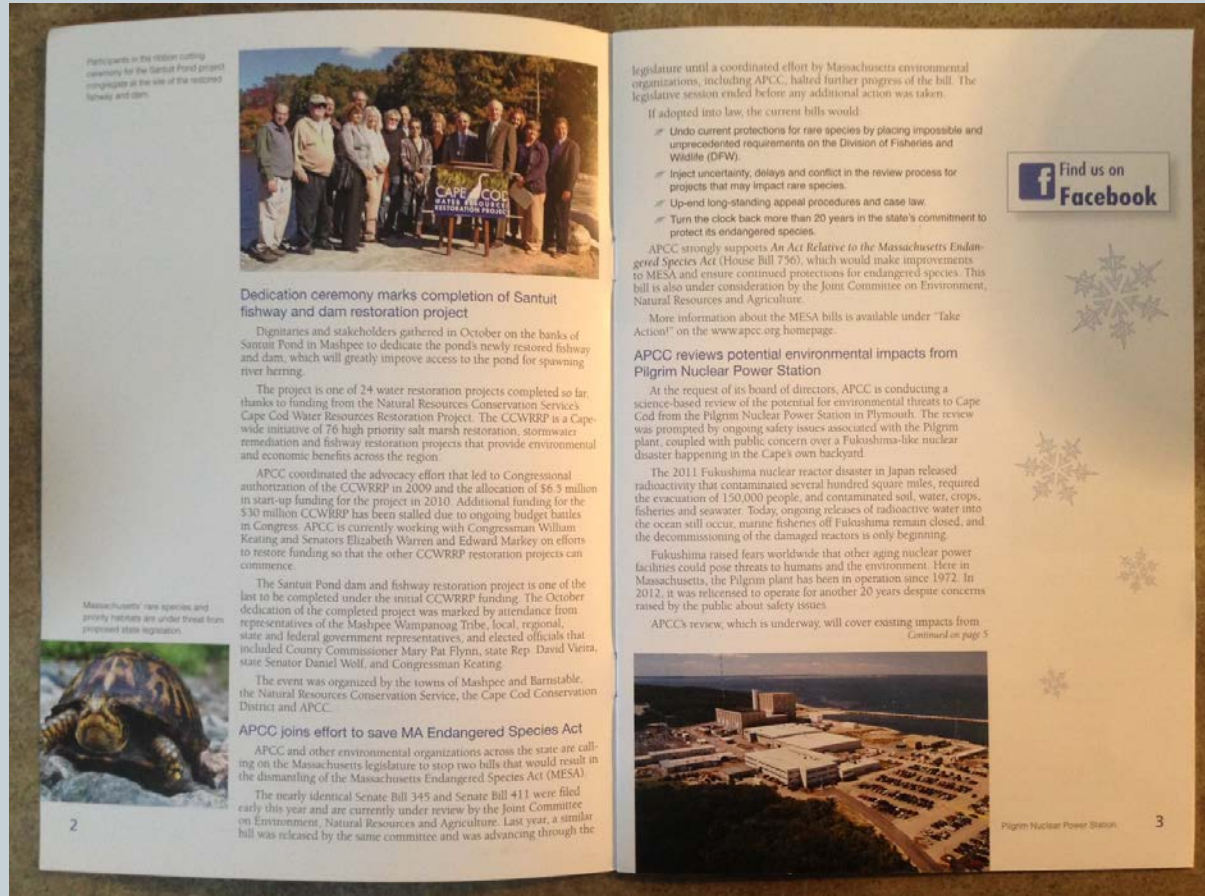
- NOT a tome!



A Handful Of Key Points



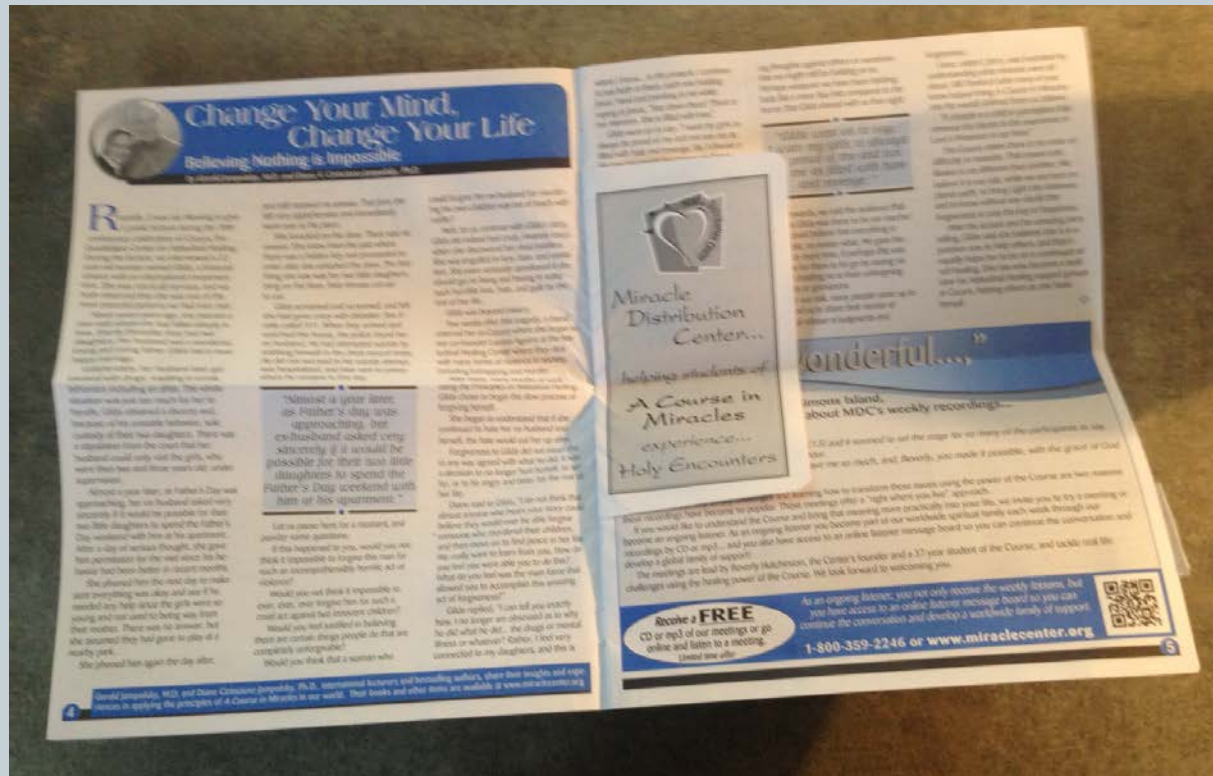
• This ...



A Handful Of Key Points



- Not This ...



Why We Send Newsletters



- To remind the recipient that they are a member.
- To communicate a handful of key issues and news.
- To ask for action or support.

Ask For Action Or Support



- **Include A Remit Envelope**
- **Ask For A Specific Action**
- **Offer A Volunteer Opportunity**

Bonus Tips



- **Intelligent Barcodes / Tracing**
- **FSC Certification / Environmental Awareness**
- **Flat Versus Letter-Sized Mailing (The Apple Model)**

The Apple Model



Questions?



Thank You!