

**SIX DEGREES OF SEPARATION — BETWEEN YOU AND THE DAILY NEWSPAPER**

A properly executed newsletter has a concentrated impact unlike any other form of corporate communication. It has the selling power of a TV spot with the information and targeted focus of a sales call. Carefully done, a newsletter has unmatched credibility.

But like any successful project, a newsletter is a collection of small details that adds up to a whole greater than the sum of seemingly simple parts. Often the hardest

part is to decide what to include in the newsletter. If it contains only pictures of employees and praise for your company and details of interest only to your staff, you are probably wasting every penny on the project.

Here are six types of stories that can benefit your company while keeping the interest of your readers. The rules work whether it is a publication aimed at your customers or your in-house employees.

**one****Hard news**

This is the key to making your newsletter seem like more than advertising. Include items that are new and of interest to the reader and your industry.

**two****Features**

These articles can constitute an in-depth look at a particular project, problem, situation —any topic directly relevant to the reader-as-customer. If you are a manufacturer of dental tools, then you would choose a topic of interest to dentists. And, even better, feature equipment use.

**three****Editorials**

Not only do opinion pieces unabashedly share your ideas and rally others to your point of view, they also contrast with the news articles, giving them credibility.

**four****Regular columns**

Columns are another kind of editorial opportunity but are more informational. Under the byline of an expert in your company, columns give the readers information that you want them to have and make the company columnist an expert merely by presenting him/her as one.

**five****Advertising**

Advertising gives credibility to the rest of the newsletter. If you want to introduce a new product, for instance, you can use an ad to make sure it is noticed. Also do a straight article about the product. When compared with the advertisement, it seems more believable.

**six****Letters to the editor**

Feedback such as letters to the editor demonstrates your responsiveness to the readership. You can answer complaints with frankness, and letters to the editor offer an opportunity to solve problems and to lend another note of credibility to the newsletter's other information.