

Jason Dae & Associates, Inc.

Newsletter Title

Business Continuity

Special points of interest:

- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.



First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

Inside this issue:

President's Corner	2
Inside Story	2
Inside Story	2
Exact Forms Sale	3
Featured White Paper	3
Coming Events	4
Inside Story	6

Featured Client — Finn & Conway

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!, Membership Drive Exceeds Goals, and New Office Opens Near You.

President's Corner



I think I can . . . I think I can . . .

This story can fit 150-200 words. One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can

also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're

trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you

can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

Exact Forms™ Offers 20% Discount on All Orders

Exact Forms Division is offering a 20% discount on all orders placed between May 21 and July 8, 2008.

Exact Forms™ has designed flexible document solutions that match every budget and business requirement. Exact's software-compatible forms are available in three different product lines: stock, standard and custom. And, most important of all, Exact's software-compatible forms

are guaranteed compatible with your Exact Software product.

Visit Exact Forms™ at www.exactamerica.com/exactforms for more details or to view their online catalog. If you've never ordered from Exact Forms, contact Jason Dae & Associates to help you determine your business forms needs.

Hurry — your 20% savings expires July 8, 2008! Mention special offer **WBSUM08** to save 20% on all your document solution needs. Contact Exact Forms™ at 800.468.0834, extension 2602 to save 20% on all orders placed between May 21st and July 8th.



**Exact Forms™
20% Summer
Savings!**

Featured White Paper From Exact®

Traditional ERP solutions can be leveraged to help you balance supply with demand, but the needs of today's organizations are constantly changing. Companies that take advantage of the opportunity to automate other areas of their business are realizing returns on their business software that they previously did not think were possible.

Exact Software presents an exclusive white paper that will help you understand how modern enterprise software technology can fulfill the early promise of ERP.

Exact's latest white paper *What is Your ERP Solution NOT Doing For Your Organization?* Explains how modern Business Process Management tools ex-

tend ERP to previously untouched areas of the enterprise. Contact Jason Dae & Associates to receive your free copy of this white paper today.

Call us at 708-562-3900 or email us at sales@jasondae.com today.

“Mounting competitive pressures necessitate that organizations achieve greater visibility . . . across the entire enterprise.”

Coming Events

May 21 and 22

Secure World Expo 2008

Donald E. Stephens Convention Center — Rosemont, IL

www.secureworldexpo.com

June 9 –12

Internet Retailer 2008 Conference and Exhibition

McCormick Place West — Chicago, IL

www.internetretailer.com

June 10 and 11

Sensors Expo 2008

Donald E. Stephens Convention Center — Rosemont, IL

www.sensorsexpo.com



**Save the
date!**

1836 Belleview Avenue
Westchester, IL 60154

Phone: 708-562-3900
Fax: 708-562-3215
E-mail: sales@jasondae.com



Growth Through Managed Integration

In This Edition . . .

"I think I can . . . I think I can . . ." —
President's Corner Page 2

JASONDAE
& ASSOCIATES, INC.