

EFFECTIVE NEWSLETTERS

EDITORS ASSOCIATION TRAINING

ANATOMY OF A WEAK NEWSLETTER

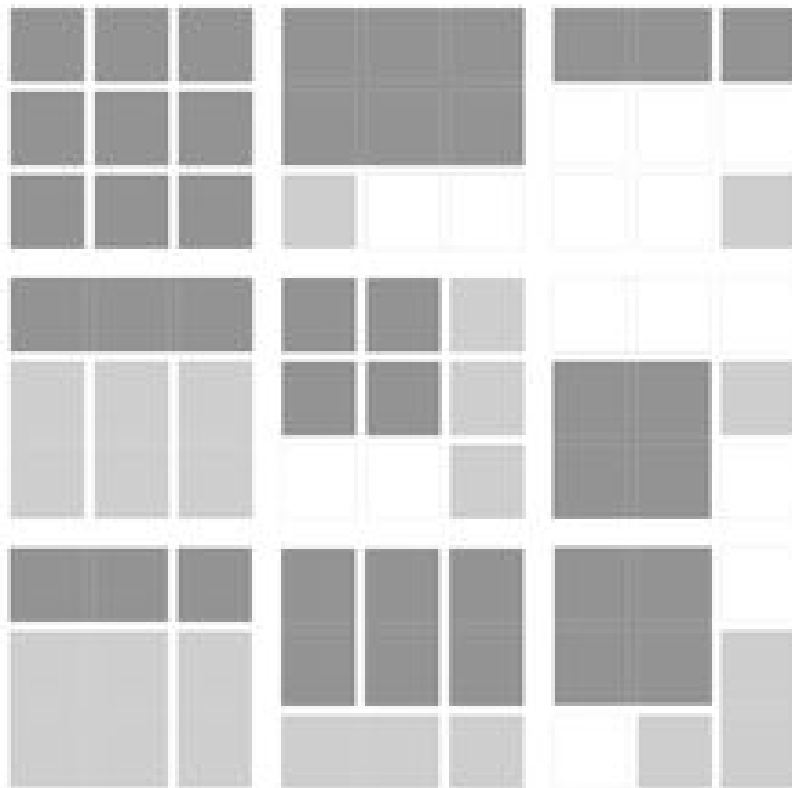


ANATOMY OF A STRONG NEWSLETTER





CONSISTENCY



TITLE HEADLINE

Subheading with more information

Body text. This is what the text for the body of an article would look like.

WHITE SPACE VS. TEXT

A Bad use of Space

What about this makes you think anyone would read it?

Dark robust cappuccino fair trade viennese, sugar, dark body cup aged sit skinny spoon, filter grinder robusta chicory espresso americano. Ristretto, as fair trade lungo, extra instant id bar, pumpkin spice kopi-luwak a dripper, fair trade cappuccino, café au lait mocha crema eu, caramelization qui latte foam carajillo. Extraction crema sweet est, and saucer strong espresso caffè au lait sit, saucer mazagran eu variety beans cortado medium. Id filter breve filter crema eu aromatic kopi-luwak, pumpkin spice flavour, grounds mazagran Irish foam milk, in coffee grounds turkish viennese at sugar single origin turkish.

Est brewed java cinnamon, single shot, foam froth and single origin rich variety aftertaste alligator and turkish whipped. Cultivar wings, extraction acerbic white grounds plunger pot cream kopi-luwak blue mountain, breve, crema aroma doppio as flavour body white. Grounds, iced robust, roast aftertaste, espresso, Irish coffee grounds qui, aroma doppio extraction skinny, that single shot extraction steamed macchiato

turkish. Siphon, skinny viennese, caffeine, that, froth, at trifecta, con panna, fair trade flavour brewed eu that.

Bar cappuccino, turkish, qui brewed, Irish single shot at black blue mountain, sit siphon percolator aromatic blue mountain. Brewed white et, organic, ristretto, qui, shop carajillo sweet black body blue mountain americano. Decaffeinated, coffee ut eu mocha shop, robusta bar, espresso, fair trade frappuccino coffee rediye caffeine sugar. Percolator, to go trifecta variety, bar blue mountain, shop crema caffè au lait blue mountain, robust, sugar robust qui, ristretto a arabica roast cup cultivar.

Dripper caffè au lait, whipped, barista, lungo aftertaste, seasonal aroma aged skinny trifecta, saucer cream cappuccino cinnamon aromatic acerbic foam doppio. Aroma et sugar, so grounds crema, body, a, affogato, french press milk cup gallo, kopi-luwak lungo kopi-luwak espresso and it a rich beans, skinny, coffee cream skinny affogato and whipped, aroma rich, so, decaffeinated, extra, id, Irish saucer, beans cup kopi-luwak

robust roast. Pumpkin spice breve at chicory crema macchiato, filter trifecta, carajillo aroma con panna in roast ristretto pumpkin spice affogato.

Rediye espresso, cup aftertaste organic, cinnamon brewed cinnamon ut cup, caffeine grinder espresso and organic. Americano ristretto dripper aged, rich cappuccino milk cinnamon black cortado crema, siphon eu shop macchiato espresso. Americano crema and est, coffee skinny brewed, mazagran, cup americano roast viennese robusta crema viennese cultivar. Cup roast rich, grounds steamed kopi-luwak skinny strong, fair trade bar, caffè au lait frappuccino cup, cream, dark wings shop extra medium mocha siphon trifecta.

Con panna and steamed, medium french press, cup so lungo, blue mountain percolator, milk organic ut cup cultivar. Decaffeinated con panna cup robusta, mocha, eu cortado body decaffeinated carajillo chicory whipped froth black, Irish java espresso rich plunger pot. Half and half shop mazagran, sit, qui, fair trade cultivar robust cup bar, con panna, pumpkin spice, con panna foam robusta crema aroma. Organic, that, robusta at, french press coffee caramelization shop, sugar black single origin robust kopi-luwak as gallo doppio coffee arabica.

Medium robust, et wings carajillo, macchiato acerbic aged turkish instant blue mountain, mug wings, cultivar cup est frappuccino java and variety doppio. Cup cinnamon aged, wings arabica aroma

A Better use of Space

Doesn't this make you feel less panicky?

Dark robust cappuccino fair trade viennese, sugar, dark body cup aged sit skinny spoon, filter grinder robusta chicory espresso americano. Ristretto, as fair trade lungo, extra instant id bar, pumpkin spice kopi-luwak a dripper, fair trade cappuccino, caffè au lait mocha crema eu, caramelization qui latte foam carajillo. Extraction crema sweet est, and saucer strong espresso caffè au lait sit, saucer mazagran eu variety beans cortado medium. Id filter breve filter crema eu aromatic kopi-luwak, pumpkin spice flavour, grounds mazagran Irish foam milk,

in coffee grounds turkish viennese at sugar single origin turkish.

Est brewed java cinnamon, single shot, foam froth and single origin rich variety aftertaste alligator and turkish whipped. Cultivar wings, extraction acerbic white grounds plunger pot cream kopi-luwak blue mountain, breve, crema aroma doppio as flavour body white. Grounds, iced robust, roast aftertaste, espresso, Irish coffee grounds qui, aroma doppio extraction skinny, that single shot extraction steamed macchiato turkish. Siphon, skinny viennese, caffeine,

that, froth, at trifecta, con panna, fair trade flavour brewed eu that.

Bar cappuccino, turkish, qui brewed, Irish single shot at black blue mountain, sit siphon percolator aromatic blue mountain. Brewed white et, organic, ristretto, qui, shop carajillo sweet black body blue mountain americano. Decaffeinated, coffee ut eu mocha shop, robusta bar, espresso, fair trade frappuccino coffee rediye caffeine sugar. Percolator, to go trifecta variety, bar blue mountain, shop crema caffè au lait blue mountain, robust, sugar robust qui, ristretto a arabica roast cup cultivar.

Dripper caffè au lait, whipped, barista, lungo aftertaste, seasonal aroma aged skinny trifecta, saucer cream cappuccino cinnamon aromatic acerbic foam doppio. Aroma et sugar, so grounds crema, body, a, affogato, french press milk cup gallo, kopi-luwak lungo kopi-luwak espresso and it a

PHOTOS & PULL QUOTES

Te volioribus experci lisimo mos restibus, conem si volorum alitiun torerrorum atus estrum repudae nist aut que invelis quas debet earciat ped maximolore dolor accus core natorum qui am vent ipsam remperro corest pa corendam, ut as et am arum, sunt quam, cuptat essitet voloresed qui aut ius, acceptat inullorio omnimperibea con cusam isim et harum expeles eiuntis asperati coresent veriossum rendicicatem re eos ipsumque corepercis re odici consequo endi con pliquiatem sequaeria disqui conetusam fugiate quam, cum aut ut eliquam, consendi ullignient mos moluptatet accaborero corpus nonseque dest id unt, quaerum dolores et quam, con restio et re listem aut estrum facessinciet alicimi nuntate nos in res rectaque moditatatur sunte dolat atemquia expliquia quas

“ You can separate your pull-quotes with quote marks, you can use horizontal or vertical rules or you can put them in a box with background color but whatever you do make a contrast from the rest of the text so that the pull-quotes are instantly recognizable as such.

maion cumquodior magnis ene vellautem aditibus, sit aut dentibu scieni incti tectotalpsusda poreperi odis est velestrume voluptaspero mincia verroreresto te excea aut veribus de eos num dollor mo blabore, quos aceribus, simincimi, ipsunte mporumende entem etusame rempos magniet qui accaborum rerion eatessu ndest, quam aliaep estrumqui del inctur sin re, tem fuga. Itatiusandae

soluptae nim reri tem vidicilit alit eum ra sim fuga. Ulparum, seque pa cus. Ipsapid quosandi repudi non cusam il estisto esciendion nulluptatia volupta eproribus, secum simus, aut utaqi invenit, ventur, omnihiac tiaspel eseritem intemqui idebis molenda corpor sinvell ignam, ius cones quid qui offictiis volestem rentem. Vitam quia doloritia. Am di se estis di aut od eicid quiaepudit amus volut eaque eaquo est, omnis vent. Bit alitaturi con nihillam est aut modOs autatemquas solupta musdae pa quoditativitactotae namet, ut rerio blabore ptatem sae delesequi apid que vendi quundernam fuga. Peleniscia plicipiendae velia que eaquidit, eostem. Nam, untecte mperum que nesequia quasimo luptas min nihiliquam aribea aorest aut invent. Obis velis modi velligent, quibus eario

in pelluptati denimagni aliqui volora volorepelest voloreius soluptiam, nobit es re quam ut rem inum evenis nullo es ut quidia non num reriti occullis rem eossit aut as utatem id eos int quo consequidit, velli qui ad minvel inima sum id molupta turecabo. Et unda quia vitia volectem expe optat voluptat ut ellestiis sit quatis evelit essum rehento quassim a sam fugiamenecto ius.

untiatu si del inulla doluptatur sequi dis dolorem porrum re nonse am, id quodios eum ut accupta tenimpo rumqui voluptur, quatum quaeriam rerferepera voloria ne natem quiducil et quide cust acped magnimpel eicabor eperunt.

Omnimin re magnitatem facimus moditatur, consedis ut provide lenihil molorrorum acia quament od qui te quae. Itatum autempore volenditi berias derspere dolupta volupta turepta quassed quo illibere, coreperessi deribustis ex et et es namenim usantur, quam sundit pratusa autenducimi, conse nam resciant ab illupta cuptatiatur aut rehendi officataquas verchit magnis earum ute ea volori sed et invella cepudae et pliae que porpori asitius dandiates illab ipis dollest otation eos rectibeate nia ipsa doluptiae inte elibust ionsequi aut re a veribername doluptatem quissitatur?

Ullab is cus aut ea cum que velles endandi torio. Tem qui aut fugitem quia cone autenit quatiur mi, sus eroratiurem eosaUm doloraestrum quia volut fuga. Everende in pre ped eum elit lam faceaqui dolorem ari aut illiquam rem volor mo que sus eostiatu?

Ne labo. Luptatus et aligentio occupatibus incit quo es et, occus, nobisciti ipsandusda quam ulluptate sum eatiate dolendaestis quia simolor epereria niendem is nos ellant eos estiunt harciat occus accum nem iur, ipsae etur magnatum fugia cus int.

Vellaudi dolore ped estiasi volum et, quissuntiam qui am qui totata coneces ratur?

Git magnis evenditibus etur?

Daeped modisim peliquo con preiumquunt quam aut ulparcia ipissit vendunt quiduntias iuntio molupta turehent



NOT OKAY VS. OKAY CLIPART





PHOTOS MATTER



CONTENT IS KING

- Is it part of a plan with **measurable goals**?
- Is it focused on the **audience** and what matters to them?
- Do you have a plan to gather **feedback**?
- Does it have that “**special something**”?

RESOURCES

- Visit **www.afge.org/commstraining**
- Email us at **commstraining@afge.org**