

428

PUBLISHING
SERVICES

428 Publishing Services: "For a better Newsletter!"

The 428 Update

Newsletter Tip

Including a message from you in your newsletter will give your business a face and personality. It also ensures that your newsletter seems less like advertising material.



If you are having trouble thinking of what to write, fear not, 428 Publishing Services can help you.

Hello and welcome to the 428 Update.

Winter has proven to be very busy this year in the 428 office with many newsletters being produced for football clubs. Club newsletters are a fantastic tool to keep players, sponsors and members informed of the behind the scenes activities. (Not to mention the footy trivia keeping spectators entertained in their cars at half-time!)

Winter has also handed me a case of double pneumonia and while it has been quite painful, it has meant that I have been stuck inside working on the 428 Business Plan. Keep your eye out for some great packages that will help your business move to the next level. More info on that in the next issue.

For more information on 428 Publishing Services check out www.428publishingservices.com.au

Until next time, stay warm and enjoy this issue of **The 428 Update**.

Lynda



Lynda Cahill
428 Publishing Services
Phone: 0438 025 181

Writing Tips... Proofreading Your Work

Have you ever sent off an important document only to realise later that there were errors in it? When you are concentrating on a document it is easy to overlook spelling and grammar mistakes. Here is a checklist to help proofread your document:

- Does the text make sense and flow in a logical order?
- Is the purpose of the document clear?
- Are there any grammatical problems?
- Are there any spelling mistakes or typos?
- Are any words accidentally repeated?
- Have you used the correct spelling of words such as their/there, its/it's or to/too

We all make mistakes, so it may pay for you to have 428 Publishing Services run a fresh pair of eyes over your work to ensure it is polished and professional.

E-mail us at info@428publishingservices.com.au for more information.





Ph: 0438 025 181

If you would like a newsletter produced for your business, club or association, contact us at:

info@428publishingservices.com.au

www.428publishingservices.com.au

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Word Up!

Auspicious *adj.* **1.** of good omen: betokening success; favourable. **2.** favoured by fortune; prosperous; fortunate

Credenza *n.* **1.** a sideboard or small buffet, especially one without legs. **2.** a small side desk attached at right angles to a main desk to facilitate use.

Rouse *v.* **1.** to bring out of a state of sleep, unconsciousness, inactivity, fancied security, apathy, depression, etc **2.** to stir to strong indignation or anger.

Source: MACQUARIE DICTIONARY

Need a way to keep your customers or members up to date on your business or club?

Then consider creating a newsletter. Newsletters are a great way to keep your business in the back of your customers mind and will position you as an expert in your field.

WHEN TO CALL THE PROFESSIONALS

BY LYNDA CAHILL

When I started my business, I had visions of myself spending all of my time creating newsletters. I love the creative process involved in producing a newsletter and I could see myself working in my studio for hours designing and writing and then finishing up for the day feeling satisfied that I had spent the day doing something I loved.

I did not realise how much time I would be spending on all of the little behind the scenes tasks that a business owner has to do every day just to keep the business alive. Marketing, finance and management tasks were taking up a LOT of my time.

While I enjoyed some aspects of this, it frustrated me that I did not have much time left for work I felt passionate about—the stuff I went into business for in the first place. All of the business books and articles I read about starting your own business were telling me that I had to spend time working on my business and not in it.

What the? I was a newsletter editor not a marketing consultant.

But these things needed to be done and I couldn't afford to pay for anyone else to do them. Or so I thought.

I was so anxious to get started that I created my own website. Yep, a DIY website. I spent hours, even days putting the website together and in the end came out with a pretty lousy representation of my business.

If I had researched a little more, I would have found that many web hosts would have given me a flexible payment plan to suit my budget and I would have had a fully functional, interactive website. (Which I now have)

I would have been better off getting a professional to do the job while I invested my time on doing the things I am good at. They would have had access to resources and knowledge that I didn't and would have completed the job in half the time.

In the end, it cost me far more doing it myself than it would have if I had hired a professional to do the job and do it properly.