

Your Natural Touch Marketing™ Newsletter

The Print Version

You will need Adobe Acrobat version 7 or greater to open your printable newsletter. If you don't have this software, it is available free at: <http://www.adobe.com/products/acrobat/readstep2.html>

Printing your newsletter

You can print your newsletter on your own printer, or copy it to a CD and take it to a print shop.

Each newsletter has two pages and is meant to be printed front-to-back on a single sheet of paper. To print front-to-back, print page one, then reload those sheets into your paper tray to be printed on the back with page two. Experiment to find which way to reload your paper for 2-sided printing. If you're using an ink-jet printer, let the ink dry between printings.

Some copy centers, such as Fedex Office (Kinko's), now allow you to submit your jobs over the internet, eliminating the need to burn a CD.

Mailing your newsletter

Sending your newsletter first class is fastest. Plus, first class has free return service with address corrections to help you keep your mailing list up-to-date.

To prepare for mailing, fold your newsletter in half and close it with an adhesive. If you have added an insert to your newsletter, put a tab on each open end as well. It's a good idea to write or stamp "first class" on the mailing surface. You can buy tabs and "first class" ink stamps at any office supply store.

If you have a large mailing you might save money by using bulk mail as opposed to first class. This requires a permit which can be expensive, so we recommend you work through a mailing service (listed in the yellow pages). You simply give them your printed newsletters along with names and addresses in an electronic file, and they do the rest. Some will even print your newsletter, too. Because mailing services are expensive, they may not be cheaper than first class, but for large lists you will save yourself a lot of time!

Beyond mailing ...

There are many ways to use your newsletter beyond sending them out as mailings.

- ☞ Send them as follow-ups to a first appointment, or include them in a welcome packet.
- ☞ Put them at your front desk or in your waiting room for people to take with them.
- ☞ Hand newsletters out at public presentations or when you are participating in an event or health fair. Encourage people who attend events to sign up for a free newsletter "subscription" to encourage a longer-term relationship.
- ☞ Ask if you can leave a stack of newsletters in other professional offices such as naturopaths, acupuncturists and chiropractors. Other good places are health clubs, spas and salons.
- ☞ Send newsletters with press releases or articles when you are publicizing massage events or other community activities.

Updating your newsletter

Once you purchase a newsletter there are a lot of ways to use and reuse them, so you can update them from time to time to reflect changes in your practice. It's easy ... and it's free!

Just logon to our website and go to Your Account page. From there you can return to any newsletter you have purchased. When you reopen a purchased newsletter, it reflects the most recent information you have entered for any newsletter. For example, if you have updated your return address or your banner, you will see it when you reopen another newsletter.

Simply review your newsletter on the proof page, make any further changes needed, and download.

Note: If you want to preserve any newsletter in its original form, be sure to save a backup copy on your computer or a CD.