

INSIDE THIS ISSUE:

The Creative Path	2
Show & Tell	2
Tips & Techniques	2
Friendly Faces	3
Recipe Round up	3
Did you know?	3
Scheduled Classes	4

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.

What's Happening Next

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

What a time we had! The Run for the Roses event

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.



Plenty of free parking at Sew Central

New Arrivals

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.



Nice work!

Along the Creative Path...

This story can fit 150-200 words.

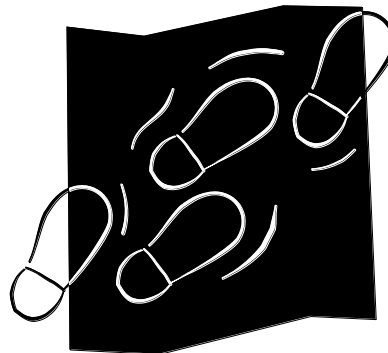
One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

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.



Caption describing picture or graphic.



Show and Tell

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 internal-

ly, 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.

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



Tricks of the Trade - Sewing & Software Tips

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.

Friendly Faces

This story can fit 150-200 words.

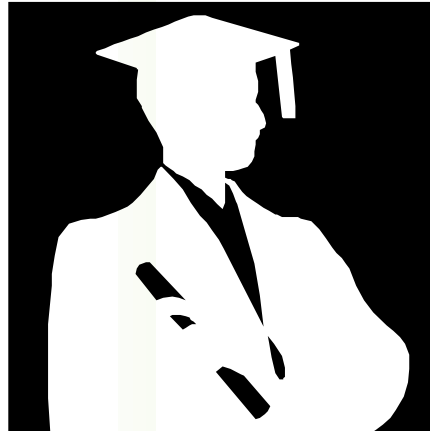
One benefit of using your newsletter as a promotional tool is that you can re-use content from other marketing materials, such as press releases, market studies, and reports.

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.



Caption describing picture or graphic.

Recipe Roundup

The nicest thing about this recipe is that you can make it a day or even two in advance. It lends itself to all sorts of presentations. You can pour it into cupcake liners for individual servings, use a pre-made crumb crust or layer it with fruit or crumbs for parfait. Your imagination is your only limitation.



Key Lime/Ginger Snap Parfaits

Ingredients: 2 8 ounce packages cream cheese, at room temperature
 1 14 ounce can sweetened condensed milk.
 3/4 cup key lime juice

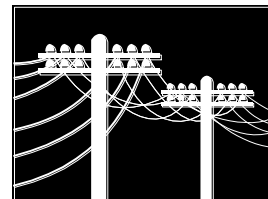
Place the softened cream cheese in a large mixing bowl and beat it with a hand mixer until smooth. Add the can of sweetened condensed milk, again beat-

ing until smooth. Add the lime juice (You can also substitute lemon or orange juice for a different flavor) Beat thoroughly. Pour or spoon into the serving style of your choice. To make the small parfait cups, use plastic shot glasses. Spoon some crumb mixture into the bottom, add a bit of the cheesecake mixture, another spoon of crumbs and top with cheesecake. Enjoy the compli-

**No Bake
 Cheesecake!
 Yummm!**

Did you know??

- You don't have to own a Viking Sewing Machine to participate in our classes and events.
- You get 2% cash back on every purchase at Sew Central.
- Your sewing machine should be cleaned and serviced at least once a year.
- We have fabric from Coldwater Creek, J Crew and Amy Butler.



Caption describing picture or graphic.



353 E. Merritt Island Cswy (SR 520)
Merritt Island, FL 32952

Phone: 321-338-2959
Fax: 321-452-8772
E-mail: info@sewcentral.net
web: www.sewcentral.net

SEW CENTRAL

Create ~ Inspire ~ Design

We're on the web!
www.sewcentral.net

Our Mission Statement: Sew Central's mission is to provide our customers exceptional service, knowledge and products. Learning and teaching are our passions. We believe it is as important to teach how to use our products as it is to sell them. We pledge to respect each individual's creative effort and to make available the means for them to continue down their creative path. Along the way, we pledge to make the journey fun and exciting!



Class & Event Parking

There are double parking spaces along the side of the building. Additionally, the owners of the shopping mall on the hill allow us to park all along the side lot that faces SR520. We have provided a secure stairway for easy access to the back door entrance. Feel free to park in the back for assistance in unloading any of your supplies and equipment and please don't hesitate to ask for help. We will happily carry any equipment or supplies.



Easy to find—across the street from Burger King.

Scheduled Classes

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

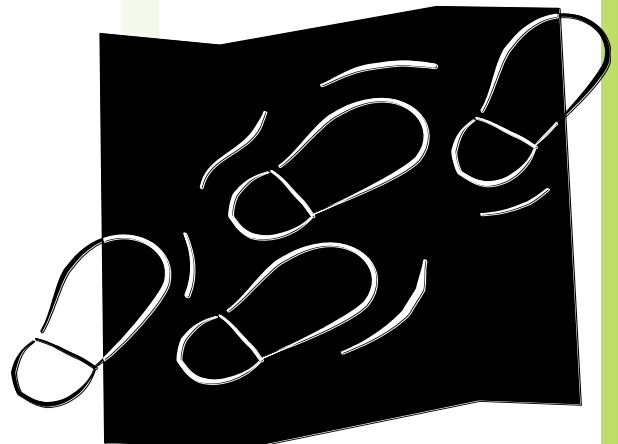
A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.