



CATALYSTS^x

Creating a Company Newsletter

Whether your newsletters are print or electronic, readers will learn to look for subject matter or treatment that meets their interest if you follow a standardized template. For example, your newsletter could offer regular features such as:

- Breaking news
- Top 3 issues and steps your organization is or has taken
- Learning/networking opportunities calendar
- Strategic plan delivery updates

Given the popularity of websites, it is advisable to link information offered on your website in articles in your newsletter.

Editorials are most effective when they are topical – OK I'll say it – controversial. This doesn't mean the author has to be "against" everything; au contraire – it can be equally controversial to speak in favour of something.