

# How To Publish A Newsletter

## NEWSLETTERS

~ PUBLISHING ~



A beginner's guide  
to creating/publishing  
effective, attractive  
newsletters

Newsletters generally fall into three categories:

1. Information about an organization, including their resources and activities
2. A strictly promotional newsletter, and/or
3. An educational newsletter.

Many printed newsletters are written for 11-by-17-inch paper, then folded in half for mailing. This is fairly inexpensive.

Here are some simple rules to follow to make your newsletters effective and memorable.

### DO:

- Make the newsletter succinct, timely and up to date.
- Target your audience and their level of expertise (attend a function that targets the same audience or organization for ideas).
- Let the subject matter dictate the style – serious for a health newsletter, funny for a social group, etc. – and the length of your newsletter.
- Research the market to see what the competition is doing. Use a clear, readable font. You may want to mix fonts, but the end result should look clean and easy to follow.
- Remember to add eye appeal with small graphics, headers, subheads, etc. They also break up the page.
- Get experience writing in a journalistic style. Definitely buy a style book – there are several excellent ones out there, including some specifically targeted at Canadian writers – take a class, query a local paper (or try writing the article and sending it in with a cover letter).

## DON'T:

- Clutter the page. Be sure to use a lot of white space to set off the text and graphics.
- Fill your newsletter with only one type of content, i.e. long, informative articles or short snippets. People will get frustrated if they always have to spend a lot of time reading it, or can never get enough information.
- Make a lot of sudden changes. Readers like to know where to find their favorite columns. Communicate changes to your readers ahead of time.
- Give up. Start small if you have to, but if you believe your idea is worth doing, be persistent.

## Follow seven simple rules of thumb, and you'll soon be writing great newsletters.

1. *Keep It New:* Your readers won't waste time reading something they already know, so make it 'news they can use'.
2. *Know your reader:* Find out what your reader is interested in. Do some pro-active research, invite response.
3. *Let them know you:* Let your personality shine through. Readers are far more likely to become loyal if they feel they know you. Always include a bit of you in the newsletter, whether it's humour, personal details, personal anecdotes, or personal views.
4. *Subject is headline:* The subject line of a newsletter is like a front-page headline in a newspaper. You need to draw the reader in, so make it engaging and relevant (maybe promise a benefit).
5. *Make it 'scannable':* Make sure you use easy-to-read bullet points and sub-headings.
6. *Easy to unsubscribe:* Make your unsubscribe easy to find. If it's obvious, they'll feel safe and can then appreciate the content.
7. *Forward to a friend:* Encourage readers to forward the newsletter on to their friends and colleagues.

## How To Publish Your Own Newsletter

With the expansion and diversion of businesses, associations, hobbyists, and (of course) churches into more and more specialized areas of endeavour, there is an increasing need for more information. You can write and produce your own newsletter with a surprisingly low overhead.

### What Is A Newsletter?

A newsletter is a special timely report on a single subject. It is a personalized, concise statement from an expert or person thoroughly familiar with a specialized field. Most are printed within low budget means, typewritten, from two to eight pages. The specialized information in newsletters is current, and usually cannot be found elsewhere. Aimed at a select group, they often contain the inside information in the field, hot tips, or news scoops.

Newsletters are not distributed by newsstands, nor are they meant for the mass market. In fact, the average number of potential readers of newsletters in any one field is relatively small. Having said that, there is an endless need for specific knowledge in every field of endeavour. Since there is a high standard of competition within every aspect of our modern life, people search for ways to be in the know, and use that information effectively.

### What It Takes

You can start a newsletter by yourself; you don't need a large staff. A desk, a computer (or, if you're still not comfortable with this technology, a typewriter) and a telephone are all the basic tools you need to create a newsletter. Even when you get into computerized labels and mass mailings, you still will not need a large space. You *don't* need to invest a lot of money to begin a simple newsletter.

## What To Write About

The topics you choose have to be of interest to your specific audience. Assuming that audience is your congregation and/or your community, only you can decide what those topics will be. It's not as hard as it looks. To get you started, read any newsletters you can find. What do they talk about? If you can get in touch with the writer – assuming you're not going to be in competition (highly unlikely) – you might want to talk to a few to find out how they started and what troubles they encountered.

Remember, **the target you're aiming at is simply anyone who will benefit from the information you have.** Not only are the members of your congregation hungry for news, there are people in all sorts of situations seeking knowledge.

## What To Call It

The title at the top of the newsletter is the most visual aspect of the publication. It reflects the content and it reflects you.

What title is best for your newsletter? If your church is well-known, you can simply use it, i.e. Great United Church Newsletter. Or, think of a few titles that indicate the topic, or use a catch-phrase that sums up the endeavour. Two-word titles work well. Make up a few titles of your own. How do they compare with the titles of other newsletters? Which rings true for your situation? Then, once you've made your choice, *check at the library to be sure your title is original and doesn't duplicate other publications currently on the market.* The title is your trademark.

Although newsletters require very little graphic design, illustrations, or an art director on staff, you may want to consult a knowledgeable designer to help you with the prototype. Since the title of the newsletter is so important, it would be worthwhile to have it designed. Remember, even if you have to pay a one-time fee, you can use it forevermore.

The logo can be very simple. If you have a title that doesn't use your church's name, you might place it under or above the title in small print. Although most publications don't place the address under the title, newsletters often do.

Another aspect of the title at the top of the publication is the date and the issue number. These should be considered in the original design. Since a newsletter has timely information, the date of the issue should be easy to find. A common way to indicate the issue number is to use a "coded" version of the date, i.e. Volume 1 (the year you started publication) Number 3 (the third issue, or if it works better for you, the third month of the year).

**The newsletter should look good when it's printed. If you're using an old, unreliable photocopier that doesn't always reproduce as clearly as it should, seriously consider getting a small budget to have your newsletter professionally printed. Perhaps there's a generous soul in your congregation who can see the value in "putting out a good product." If you can't arrange for this, seriously consider whether you should even be doing a newsletter. Remember, your newsletter represents your church. If it's spotty, faded, washed out ... is that the image you want to have representing you?**

Start out with one colour and keep it as homespun and fresh as the news you'll publish. Avoid fancy type styles or those that are hard to read. And don't go overboard with a clever or cute design. Something simple and clear is what you're after.

## Style And Format

A low-budget newsletter is usually one column, typewritten copy, with ample but not wide margins. However, given the possibilities available through computer word processors like Microsoft Word® and Corel WordPerfect®, i.e. the ability to

create multiple columns, the availability of downloadable clipart and document templates (**take note: yes, there are newsletter templates available**), etc., you can and should experiment.

The most economical way of printing the newsletter is on one or two 11 x 17 inch pages, printed on both sides, and folded. This will give you a small booklet of four to eight pages, each the standard 8 ½ x 11 inch size.

You might consider having it three-hole punched. It doesn't cost much to have this done at the printers or local stationery store, and it could be an added feature to encourage subscribers to save the valuable information.

Any graphics should be kept simple, but don't be afraid to use subheads to break up the copy. A few words capitalized or in a larger or darker print help the reader identify the information, and make it easier to read.

Keep enough white space to encourage reading, but fill the pages to make the subscriber feel the newsletter fulfills its promises.

### **What To Include**

Consider a copy format that is divided by types of information. For example, you can have a section labeled profiles, another on upcoming events. Perhaps you have a calendar of shows, conventions, or seminars that would interest readers. There might be sections on various policies or unwritten rules. Past events and history are always good fillers. And don't forget humour. Although your newsletter is serious, potent information, no field of endeavour is without its light side.

Don't lock yourself into a format you can't always fulfill. Rather, have these sections available for you to use, or not, as each issue is written.

### **Finding The Facts**

Your first few issues won't lack for information, because you already have pages of information to publish. But after that, you'll need renewable sources of copy. What's new? Your associates, colleagues, and church members are the prime source of undercurrents. Renew and make new contacts – they'll be invaluable for getting information.

Although they're sometimes difficult to do, interviews are important ways to get vital information. If you can't contact the people in high places directly, their assistants can be just as – if not more – valuable in acquiring information.

*The newsletter is a personal forum. That means that you are welcome to give your personal comments and opinions on anything. However, they can't be egotistical or narrow minded, or you'll lose subscribers.*

### **Writing Copy**

In this publication, you are the authority. Use strong, direct statements with an active voice. Although you are often offering opinion, the content should be factual.

Assume your readers are intelligent and knowledgeable. You'll need to back up your statements with research. A rule of thumb is that three concurring sources make fact.

Although you don't need to be a polished writer, your copy must be easy to read and understand. It should be exciting, filled with lots of bits of information. The main thrust of the newsletter is enthusiasm. Your readers need to be lured into the subject you are writing about. Don't be afraid to let them know you love the topic as much as they do. Go ahead – get excited. (Remember, too, you don't have to do all the writing yourself.)

The success of the newsletter lies with the quality of information you have. Not the quality of writing – the quality of information. If a reader can review an entire copy and say, "I know that," you're not coming through with inside information or new trends. Quality of information is the dozens of little tidbits of information, expert advice, and tips for success. That is the core of the newsletter, and should be the core of your own interests. That is why you have a unique knowledge to offer, and why your newsletter will be successful.

What interests you? You are the best judge of lively topics, and are the best critic of the newsletter. If you subscribed to this publication, would this be what you'd expect? Are you delivering the full potential of the subject matter?

Above all, is the information practical? Can a person reading the newsletter gain from having acquired that information?

The personal approach is the best attitude to take in both gathering information and in writing copy. Since the newsletter is an informal publication, the copy should read informally – as though you just heard the hot news and are writing it quickly for your best friend to profit by.

### **Getting Ready For Printing**

Once you have all your copy finished, you need to have it typed. If you are an expert typist with an excellent computer (or typewriter), you're ahead of the game. But if not, spend the money necessary for the final copy to be letter perfect. Any errors will reflect on you – even typographical errors.

The first few newsletters you publish will require a lot of trial and error with copy and layout. You'll need to decide how many spaces to leave between the end of a paragraph and the beginning of a subhead, how many spaces to indent, and how big the margins will be.

Think about what is important to the format. Some newsletters use italics or underlined words to emphasize the importance. And, some overuse these methods. Always let good taste dictate the layout and style of your publication.

When a whole line is taken up by only a few words, or the last half of a hyphenated word, it is called a widow. These look sloppy in any type of publication, so you may rewrite the paragraph to extend or shorten that sentence.

Be careful about carry-overs to the next page. It's very awkward to hyphenate at the bottom of a page, or have only one line at the top of the next, then space for a subhead. As you get more adept at preparing copy, you'll be able to write to fit. And that looks good.

The basic standard for a newsletter is clarity. Can you read the type? Are the ideas well presented and easy to understand? Do the subheads interest and motivate the readers?

*The final typed copy is exactly what will be printed.*

*Remember – the pages must be clean.*

At least in the beginning, stay away from multiple colours. However, if you're lucky enough to have a photocopier that prints in colour, learn how to use it properly. Colour certainly adds to the quality of the finished product, but like any good thing, too much can be – well, too much.

For the first year of publication, you won't need to put in any photos – in fact, you may never use photos. Give yourself a long enough time to get established before you go on to more expensive elements (see the previous comments about colour).

## **Printing**

The least expensive – and most practical – way to print your newsletter is at an instant printers. These small local businesses can print, collate, fold, and stuff into envelopes – all for a reasonable fee.

Unless you have a high-quality, high-speed photocopier, or you're only running off 10 or 11 copies every two or three months, *don't "print" your own newsletter*. Aside from questionable quality, you'll find the wear and tear on your photocopier just isn't worth the few dollars you think you're saving.

This becomes an even more critical point if you want to use two colours in the newsletter (see above). If you decide to do that, first have your masthead and perhaps border designs printed in huge quantities. All the black type can later be printed on those two-colour pre-printed sheets.

*(The other side of the coin, of course, is that you don't need to go to the expense of elaborate printing until your subscription volume is high and you advance into a different format. Almost any publication you read – newspapers, books, magazines – are printed on large roll presses and require typesetting. Typesetting is expensive, but it certainly gives a professional finish to publications.*

*If your funds are unlimited, you probably wouldn't be reading this booklet, anyway. You can afford to hire a professional writer!)*

## **How Often To Publish**

There are a lot of factors to consider when deciding upon a publication schedule. The main one is how fast can you produce a newsletter.

Work backwards. You want a subscriber to receive the newsletter on a certain date. It needs to be in the mail a few days before that. And before that, it will take the printer how many days to deliver the printed materials. How long will it take a typist to finish the copy, and for you to decide on the final layout? How long will it take you to research and write material for your newsletter? This may be a deciding factor in the size of the publication. Perhaps you'd prefer to get a four-page newsletter out every other week rather than an eight-page newsletter out every month.

If your topic is filled with today's news, then you'll want to get that out to your readers as fast as possible. Other subjects can be done monthly, bimonthly, or even quarterly. Be careful with infrequent mailings, however, because the readers may just forget about it. And what use is a small newsletter only a few times a year?

You must deliver the newsletter on a regular basis. Whatever production schedule you've decide on, keep to it. Later, when it's successful and you have more people to help you with it, you may step up the production and publish more frequently.

## **Distribution (Mailing)**

You can use computer services in your town to have labels printed up, or if you're only dealing in a small quantity, you can have mailing lists photocopied onto address labels. That being said, the most sophisticated, and the easiest method of mailing to subscribers, is by computer. Assuming you have one, or at least access to one, you need a database program that will store and print out names and addresses on labels, or even directly onto an envelope, or the newsletter itself.

If you decide to go this route – printing directly onto the newsletter – talk to the post office. Requirements are very stringent for this type of addressing.

In fact, you should talk to the post office, anyway. For example, if your mailing is fairly substantial, and you're willing to pre-sort by postal code, you might be able to get a bulk rate for mailing and save money. As well, if your newsletter can meet certain specifications, you might even be able to get a special second class rate permit. Talk with the postal people to find out what you need to do. You might be surprised how much money can be saved.

### **A Few Words Of Warning**

The content of the newsletter must be documented by facts if you get into any dispute. If you don't border on libel, you shouldn't have any problems with lawsuits for the content of your publication. However, consult your attorney if there are any problems with copyright, confidentiality, or access to news.

If you write with integrity, you'll have no trouble with staying on the right side of the law.

# NEWSLETTERS

~ WRITING ~



A beginner's guide  
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## Writing for Newsletters

Writing the content for a newsletter is a very important part of the process of creating a newsletter.

Now that may look funny – isn't *writing* a newsletter the same thing as *creating* a newsletter? Well, no, it isn't. Read the sentence again:

**Writing the content for a newsletter is a very important part of the process of creating a newsletter.**

The writing is *part* of the process of creating a newsletter.

First and foremost, then, don't worry when you start to write the content whether the appearance (or setup) is "pretty" or not. You'll take care of that later. The key phrase is "*writing the content.*"

So, the order you should follow when putting your newsletter together is write the body copy (content/text), *then*:

1. Evaluate readability – make corrections and determine the level of your reader
2. Format the body copy – develop a "trademark" appearance for your newsletter, and
3. Proofread, proofread, proofread!
4. Did we mention proofread?
5. Have *someone else* proofread (maybe even two "someone else's").

If you don't read any further, but you do remember these points, you'll be (at least partially) a successful newsletter writer.

Writers for newsletters should have one major concern: to accomplish a purpose by being effective. That purpose may be to get action, to inform, or to create good will. Here, then, are four objectives to strive for when writing for newsletters:

1. **Clarity** - misunderstandings anger people, cost money, and endanger credibility.
2. **Conciseness** - concise writing saves reading time, writing time, and paper. It also enhances clarity; so that main points stand out rather than fade into a collage of details.
3. **Proper Image** - people notice errors. They either smile and overlook them, or think the writer or church is careless. Poor writing not only affects your church's image, but also your personal image. Writing characterizes.
4. **Cost Efficiency** - effective writing results in money saved in reading costs, writing costs, and reproduction costs.

## Five Steps for Effective Writing

1. *Consider your audience for the proper angle.*
  - Decide how your readers will use your information and narrow your message to their interests.
  - Choose details to be included on the basis of the audience's experience and knowledge of your subject.
  - What are the interests of your audience?
  - How will the reader use your information?
  - How much does the reader know about the subject?
2. *Anticipate special problems in your reader's reaction.*
  - If you think your reader will be skeptical of data you cite or policies you advocate, or if you foresee a personality or situation problem in the general acceptance of your message, deal with the problem up front. Usually this means refuting alternatives and supporting your conclusions with additional evidence and authority.

3. *Outline your message functionally.*
  - Think before you write.
  - Summarize your entire message in two or three sentences at most.
  - Decide what action your reader needs to take or what action you plan to take.
  - Answer who, what, when, where, why, and how details.
  - Then expand this basic outline into some logical format.
4. *Develop the first draft.*
  - Start writing your draft at the computer.
  - Do not stop to edit and polish grammar, but rather concentrate on the logical flow of ideas.
  - Collect and assemble data.
  - Enter text.
5. *Edit for content, grammar, clarity, conciseness, and style.*

Once you've accomplished these tasks, use this checklist as a guide to a polished, well written, final draft:

### Content

- Is the angle narrow and consistent?
- Does proportion match emphasis?
- Check accuracy and completeness; add authority.
- Eliminate repetitious details.
- Paragraph by idea and for eye appeal.
- Use informative headings and adequate white space.

### Grammar

- Do not write fragments for sentences.
- Punctuate correctly.
- Use appropriate words.
- Spell correctly.
- Do not capitalize without a reason.

## Clarity

- Measure readability.
- Position to indicate emphasis.
- Use clear transitions.
- Use clear references.
- Use concrete words and phrases.
- Use a consistent viewpoint.

## Conciseness

- Prefer active voice verbs.
- Avoid wordy sentences.
- Cut out clichés, redundancies, sentence padding, etc.

## Style

- Vary sentence structure and length.
- Revise weak verbs.
- Prefer a personal, conversational tone.

## Evaluating Readability

Readability refers to how easy your written words are to read and comprehend. Here's a formula to help you write better sentences.

### Simplify Your Writing

Look at any 150 words of your writing. Count the number of one-syllable words in the sample. Divide that number by 10 and subtract the result from 20.

The number you get is the number of years of school your reader needs to read your writing easily.

Let's say you find 60 one-syllable words in your 150 word writing sample:

- Divide 60 by 10 = 6
- Subtract 6 from 20 = 14

*This is the grade level required to read your writing: high school plus two years of university or college.*

The tougher the intellectual challenge to the reader, the simpler your writing should be. If the subject is hard to understand – “Quantum Physics for Dummies”, for example – write one or two levels below your audience's highest reading capabilities.

What level do you think *The New York Times*, *Forbes Magazine* and *The Wall Street Journal* are written for?  
**Grades 8 through 12.**

Remind yourself that most readers want their information fast and uncomplicated.

So, to make your newsletter more readable:

- replace words of 3 or more syllables with words of one or two syllables, and
- shorten sentences.

## Formatting Body Copy

After writing the text for your newsletter, the next step is to format the body copy. This includes selecting standardized formatting for:

- Typeface
- Type Size
- Leading

- Alignment
- Type Styles
- Paragraph Formatting.

Consistent formatting throughout a publication can help to create a professional image. Write down your exact specifications for each type of formatting and stick to them as you create your newsletter.

### **Typeface**

- For your typeface, your goal should be to find one that is easy to read.
- Many typefaces (fonts) which work well for display purposes – in a nameplate or headline, for example – aren't appropriate for body copy.
- Even when set in small sizes, display type calls too much attention to itself, slowing readers down and creating visually distracting patterns or textures on the page.
- Start by deciding if you want to use serif or sans serif type. Serifs are small strokes at the ends of characters that help readers make letter to letter transitions. Serif type is more conventional/traditional; sans serif (with no serifs) more contemporary. Times Roman and Palatino are typical examples of serif type. Bookman and New Century Schoolbook have very pronounced serifs that can make body copy look busy. Typical examples of sans-serif type include Helvetica, Helvetica Light, Avant Garde.

### **Type Size**

- 10 to 12 point type is normally used for text.
- Make headlines and subhead significantly larger.  
(*This booklet uses Times New Roman 12 point for the body and Avant Garde Bk BT in 24 and 16 point for the headings.*)

### **Alignment**

- A decision must be made about whether to set type flush left/ragged right or justified.
- Alignment affects appearance and readability.
- Culturally, we are accustomed to seeing "serious" communications (newspapers, and magazines) set in justified type.
- Studies have shown that flush left/ragged right type is more readable because the equal word spacing helps reader move more quickly through the body copy.
- More importantly, in flush left/ragged right copy, word spacing is tighter, leaving less white space between words and more white space at the ends of lines. The resulting larger areas of white space produce a stronger effect and greater impact as a design element.

### **Type Styles**

- You can selectively emphasize certain words, sentences and paragraphs by varying type styles.
- Most body copy is set in normal (regular upright, unslanted) type. Other styles – used for emphasis or variety – include boldface type, italics, bold italics, underlining, and small capitals.
- Boldface and italic type should be used in small doses within body copy. Boldface type can draw attention to names within columns, but it can also make it harder to read adjacent words.
- When more than a few words are set in boldface type, the text block tends to dominate the page.
- Italics should also be used with discretion. The slant of italicized type slows reading down and makes it harder to correct typographical errors. Bold italics darken a page and take up even more space.
- Underlining should generally be avoided in desktop publishing. It reduces readability by obscuring the bottoms of lowercase letters.

- Underlining is useful for typewritten copy; in fact, it's one of the few ways you can add emphasis with a typewriter. For desktop published documents, however, boldface and italic type are much better choices.
- Small Caps (approximately 80 percent of the height of uppercase letters) can add emphasis to a few words, perhaps the title of a book, without darkening the page the way boldface type does.

### **Paragraph Formatting**

- Another decision to make is how to start new paragraphs. You have the options of indenting the first line of each paragraph or adding extra line space for separation with no indent. You should do one or the other and be consistent throughout your newsletter.
- If you choose to indent, you must determine how deep you want the indent to be.
- Extra space between paragraphs can impart a dignified, formal atmosphere, especially when used with justified type.
- Indented paragraphs are often considered more intimate and conversational and are often the preferred choice for flush left/ragged right type.
- If you indent the first line of each paragraph, be sure the depth of the indentation is proportionate to both the type size and the column width you've chosen.
- Adding paragraph spacing equal to a little less than half of your normal line space is more pleasing than the exaggerated paragraph spacing created by double-spacing.
- The lines are far enough apart to indicate the start of a new paragraph, yet not so far apart unnatural horizontal bands of white space appear on your page.

### **Column Endings**

- A decision must be made about whether to align the ends of columns at the bottom of a page.
- Aligned column endings create a more formal tone, but they take more time to prepare.
- Irregular column endings lighten up and add contrast to a layout by creating varying amounts of white space at the bottom of each page.
- Irregular column endings also speed up production, since no one has to labour over lining up column endings.

### **Sentence Spacing**

- In high-school typing class, you were probably taught to press the space bar twice after the period at the end of each sentence. This was good advice when you were using mono-spaced type. The extra space was necessary to accentuate the end of each sentence. Now you are using proportionally spaced type, this is bad advice. With word processing and desktop publishing, two spaces after each period create unnaturally large "holes" between sentences, especially in justified columns. (This booklet is written with only one space between sentences.)

The world of writing has come a long way from the quill-and-parchment, fountain pen-and-vellum, even ballpoint-and-paper methods used to communicate from person to person. Today, computers are used for most of your business writing and correspondence.

Despite all these technological advances, the idea for any writing must still originate in the brain of a human being – you. You are the one who determines the content, organization, wording, and format of the information you wish to send. You are the one who is ultimately responsible for the message that you send.

You owe your audience your best effort.



## Finally ...

While I'm sure there are many out there who can come up with an excellent newsletter layout, there are others who might wish to get a bit of guidance, at least at the beginning of the newsletter-design adventure.

Here are a few places where you'll find newsletter templates. In all cases, you simply replace the sample script with your own words and, voila!, you have instant newsletter.

Not sure how to do this? When in doubt, read the instructions.

Good luck! Oh, one last thing: newsletters are no longer just printed. They also appear digitally on the www. So, when you do your search for "free newsletter templates", be aware that the majority of your results may be for use online. These, however, are for print:

### **Microsoft Office/Publisher Users:**

<http://office.microsoft.com/en-ca/results.aspx?Scope=TC&Query=newsletter>

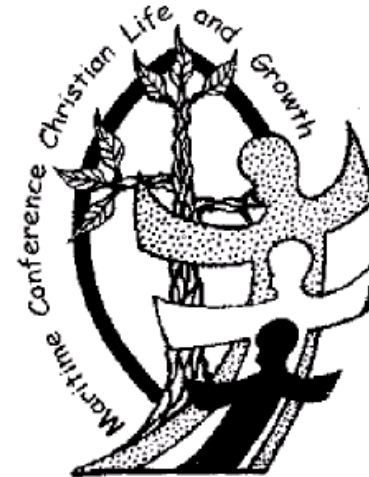
### **Microsoft Office, WordPerfect and MAC Users:**

(definitely the best site!)

<http://www.hp.com/sbso/productivity/office/brochure.html>  
<http://www.newz2me.com/templates/newsletter-templates.htm>

**WordPerfect Users:** WordPerfect (which, incidentally, is a product of Ottawa's Corel Corporation) does offer some excellent templates. However, I have not been able to find any freebies. In other words, there's a catch: you have to buy them as part of Corel's "WordPerfect® OfficeReady® Solution Pack." If you're prepared to go that route, here's how you can find out more about the package, as well as purchase it online:

<http://www.corel.com/servlet/Satellite?pagename=Corel2/Products/Home&pid=1047023057190>



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