

# NEWSLETTER MAKEOVER CONTEST

## 5 Tips For A Better Instructor Newsletter

Before



After



We tweaked and updated the newsletter of Proponent Group Member Steve Patterson as shown in this Before (left) and After comparison. Your Newsletter could be next – see below for submission directions. Graphic design work is by Lisa Derian of Derian Design.

Five Key Changes to Steve's Design:

1) We made Steve's newsletter title, **Fairways & Greens**, much larger, with a graduated tint background.

2) We expanded the column width to make it more graceful looking and shorten the "scroll" down.

3) Steve's informal portrait photo, previously placed at the bottom, is moved up top.

4) Beside Steve's photo we created a "What's Inside" box to "tease" the contents.

5) All headline copy was bumped up in size, along with the body text of each article.

The result is a better-organized, more flowing presentation, and more reader engagement.

If you'd like your newsletter considered for a redesign, send a sample copy by email to [landerson@proponent-group.com](mailto:landerson@proponent-group.com).

