

## NEWSLETTER MAKEOVER CONTEST

# Simple Cleanup for a Monthly Blast Email



Before



After



Some instructors create videos of their students regularly but aren't eager to get in front of the camera. That's hardly the case with Cathy Schmidt, a Proponent Group member who teaches at clubs in Bradenton and Palmetto, Fla. Setting up her camcorder and shooting a video tip or message of three to 10

minutes in length is a constant activity for the LPGA certified teacher.

Where she gets hung up is over the "blank page" of most written communications. For that reason, her regular email message to students—which enjoys a high open rate of over 60 percent, on average—is basically a video wrapped in the briefest of notes. As you'll see in the makeover exercise, Schmidt is energetic about branding herself. Her use of logos, slogan copy and affiliation brands actually dominates the email you see at left on the "before" side of this comparative layout.

The Proponent editors and design shop went to work on this piece and here's what we did and why we did it:

- Organize and re-size the main logo program. Her "boot camp" symbol, with its two slogans, one up top and one below, was tweaked so that the image would go at left and the text messages go to the right. We added a hyphen to "Fore-Free" for clarity.
- Relocate the three affiliation logos—FlightScope, Zenolink and Digital One Coaching System—so that readers registered them later, after they grasped what the current email was about. Schmidt's LPGA logo needed to stay near her contact information.
- Adjust the signature block, which was oversize, somewhat awkward and needed a few text fixes. In the new version Cathy's two locations are beside each other, not stacked.
- Created four horizontal bars to delineate the four customary segments of her messages to readers.

Just recently the Southeast Section of LPGA Teaching and Club Professional Division elected Schmidt to the position of Secretary, to fill a two-year term running 2013-15. That honor brings with it the challenge of putting together a news summary for members. Yes, the idea of producing those news bulletins as short videos has occurred to her.