

Creating and distributing e-mail newsletters using Word and Outlook

This course is all about using the potential of your day-to-day desktop applications. Many people who want to send e-mail newsletters subscribe to on-line services or outsource the job of creating them. If you use Word and Outlook then the power is on your desktop already, so this course shows you how to direct your existing word processing skills through a step-by-step procedure for creating newsletters.

1 Create a template for your newsletter

Aims of this session

To establish a layout for your newsletter, and save it in a reusable form.

On completing this session you will be able to

- Establish the component parts of your newsletter
- Establish the layout of these on the page
- Decide on colours and use of images
- Save your template

2 Prepare an edition of your newsletter

Aims of this session

To use your template to create an edition of your newsletter.

On completing this session you will be able to

- Create a new document based on your newsletter template
- Edit the fields of your template
- Add this edition's content
- Save your edition

3 Issue your newsletter by Outlook mail merge

Aims of this session

To send a copy of your newsletter automatically to everyone on your nominated distribution list.

On completing this session you will be able to

- Select the contacts who should receive the newsletter
- Set up the mail merge in Outlook
- Complete the mail merge in Word
- Send your copies from Outlook

4 Sending a single copy of your newsletter

Aims

To send ad hoc copies of your newsletter to individual contacts.

On completing this session you will be able to

- Prepare your newsletter for emailing from Word
- Look up your email address book from Word
- Send your newsletter message