

EW

Editor's Workshop

Dear Communicator:

You need to stay current with editing, design, writing, and photographic techniques. However, between checking sources, dealing with clearance problems, and meeting deadlines, how can you possibly remain abreast of these trends?

Editor's Workshop, the newsletter that helps to improve your publication, delivers what you need each month to make your job of communicating just a little bit easier. Our editors bring you ideas, how-to stories, commentary, debates, and profiles to make your publication more effective.

Enclosed is your FREE sample issue of *EW*. In it, you will find dozens of proven ideas and tactics to strengthen your publication. For instance:

- * Don't bore your readers -- words and phrases to avoid, p. 2
- * Learn how to make meeting pictures more memorable, p. 4
- * Use simple, often-overlooked ways to spice up your publication, p. 6
- * Know the "surefire" strategies to get more letters and feedback, p. 7
- * Why you should turn to the HR department when in search of story ideas, p. 13

These are just a few examples of the topics we'll be covering in every issue of *Editor's Workshop*. When you sign up today, you'll get a special introductory rate of \$99 a year. That's \$20 off the regular subscription price. There's more: When you send payment, you get 6 FREE BOOKS to add to your communications library.

You will also receive our no-risk guarantee: If *Editor's Workshop* doesn't help improve your publication, we'll refund your entire subscription price. No questions asked.

Sincerely,



Mark Ragan
President

P.S. Remember when you subscribe today, you get a \$20 discount, 6 FREE BOOKS to add to your communications library, and the cutting edge information on editorial techniques that you can put to use in your communications. Can you afford not to subscribe today?