

FALL 2009/WSN 27

BENEFITS OF A WORLD'S SMALLEST NEWSLETTER™

- Can be read cover-to-cover and remembered
- Often saved in a file for future reference
- Catches people's attention
- Drives traffic to your company's website

AVAILABLE IN THREE SIZES



6"x11" (S), 6"x9" (XS) & 4"x6" (XXS)

Think Small.

In a down economy it's critical to stay top of mind with your target audience. At North Star we utilize the World's Smallest Newsletter™ (WSN) to drive a significant amount of new business and the word is catching on! As a faithful reader of our WSN, did you know you can utilize it for your business?

A WSN can show your clients, prospects and referral sources that you understand their time is important. Clients that utilize the WSN receive great feedback from their customers who love that they can breeze through it in a couple of minutes – instead of reading through a 4-6 page newsletter.

We can work with you to design your WSN template and then lay out the copy and images you send us. Or, our full-service option includes layout and design, editorial calendar, copywriting, and printing and mailing services. So cut through the clutter, stay top-of-mind with your customer base and think small the next time you need to communicate.

Happy Marketing,



April Williams McCrory
President & Visionary

AS DESCRIBED BY HEATH ROW OF FAST COMPANY MAGAZINE, "...IF THIS [WORLD'S SMALLEST NEWSLETTER™] ISN'T GOOD MARKETING I DON'T KNOW WHAT IS."

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Mansfield Bank – A WSN Success.

Mansfield Bank approached North Star Marketing in 2006 to identify how best to keep in touch with customers, prospects and referral sources. We recommended sending a World's Smallest Newsletter™ to get target audiences to focus on the Bank and its key differentiators for a couple of minutes every quarter.

Three years later, Mansfield Bank continues to receive rave reviews for its WSN. The commercial lending team says it's not unusual to see the latest WSN pinned to clients' bulletin boards. The mailing list has grown 360% and the newsletter has been important in customer retention and lead generation. It has even generated brand new relationships and business for the Bank. Hal Horvat, Executive Vice President of Mansfield Bank, says, "I always enjoyed receiving North Star's WSN and wanted to see if we could use it in the banking world. I couldn't be happier with the results."

Until next time,
The North Star Team

View samples of other World Smallest Newsletters™ in our portfolio at www.fortheloveofmarketing.com/site/portfolio.php



www.worldsmallestnewsletter.com

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