

## Tips for Writing Newsletter Articles

1. Always seek to reflect the spirit of Christ.
2. Write catch leads that hook your readers. Within 3 seconds the reader decides to read or turn to the next story.
3. Remember to answer the “W’s”, who, what when, where and why and sometimes how. Put the most meaningful things in the first paragraph or two.
4. Make an outline to help organize your article.
5. Remember your audience. Write to inform, not impress. Use language your audience is familiar with.
6. Present things in an unbiased manner; do not include opinion unless you are writing an opinion piece (e.g. Moderator’s Message).
7. Avoid clutter, keep wording concise.
8. Proofread your article on paper (not just on the computer).
9. Have two other people read your article, one who is familiar with the subject and one who is not.
10. Check grammar and avoid run-on sentences. Use the grammar (and spell) checker available in most word processors.
11. Give your editor the right to edit submitted articles for length, style and content. Don’t be offended if your wording has been changed.
12. **Keep deadlines!** If you do know your deadline, contact the editor to determine better ways to communicate this information. Be responsible, it is not the editor’s job to hound you for information.

