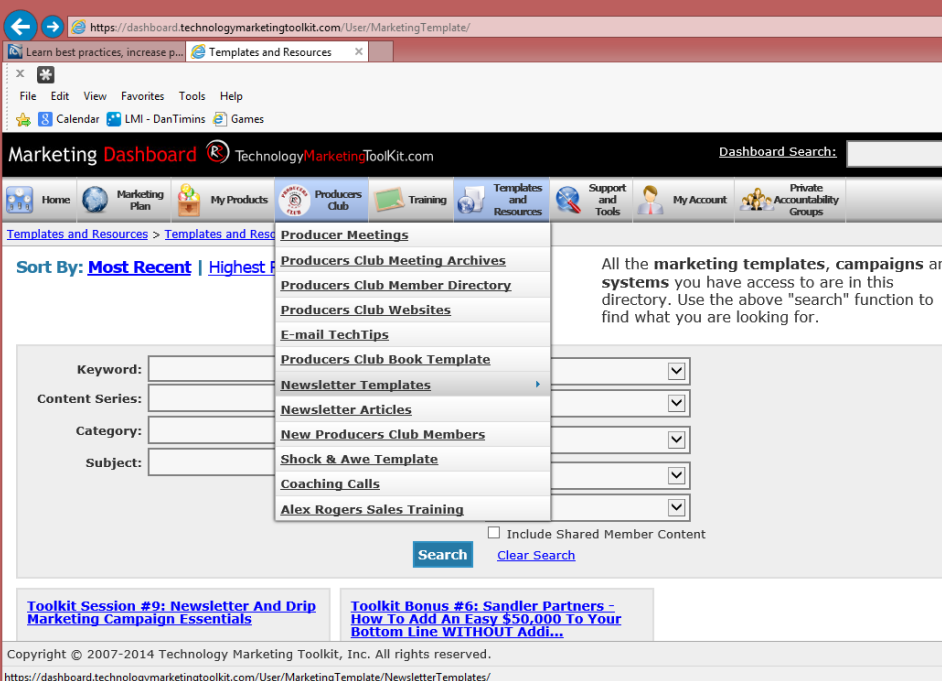
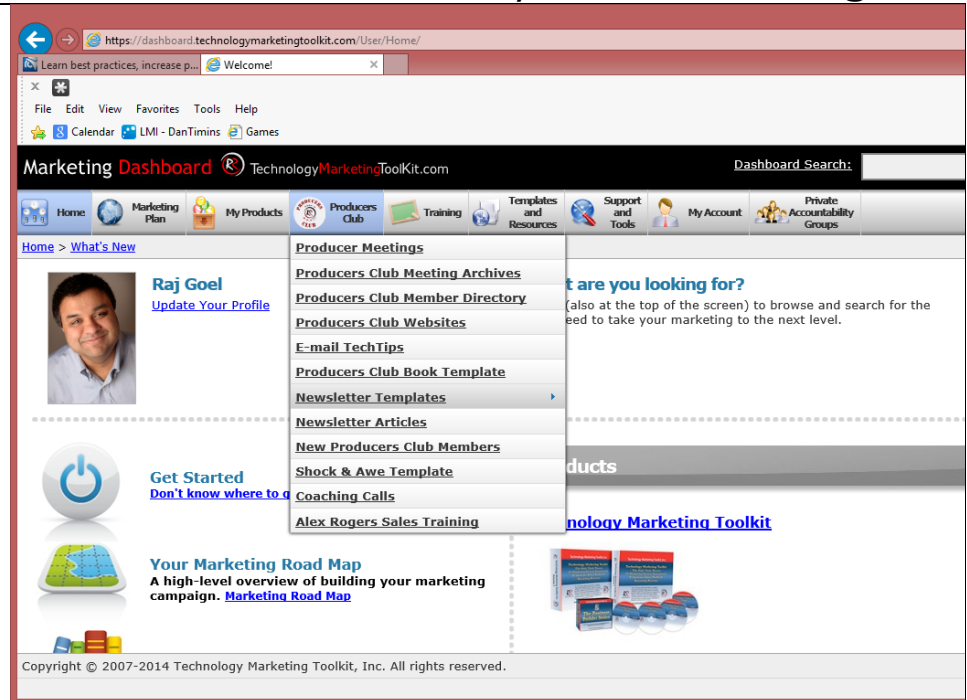


SOP – Create Monthly Newsletter

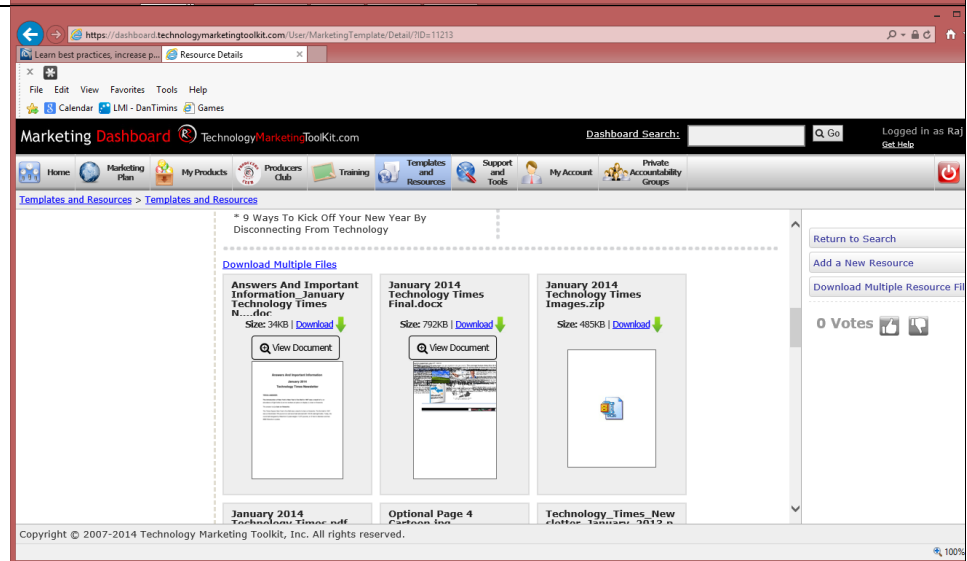
Step	Description	Screenshot
<p>Process: Monthly newsletters are created by the end of each month and emailed to the printer by the 10th of the following month. Once the final version of the newsletter is sent to the printer, it is also emailed to Pronto for posting on www.brainlink.com.</p>		
<p>1.</p>	<p>Log in to: https://dashboard.technologymarketingtoolkit.com/User/Home/ to pull Robin Robin’s latest newsletter for content ideas.</p>	 <p>The screenshot shows a web browser window displaying the 'Marketing Dashboard' for TechnologyMarketingToolKit.com. The user is logged in as 'LMI - Dan Timins'. The main content area is titled 'Templates and Resources' and features a search bar with the text 'All the marketing templates, campaigns and systems you have access to are in this directory. Use the above "search" function to find what you are looking for.' Below the search bar is a list of template categories with dropdown menus for selection: Producers Club Meeting Archives, Producers Club Member Directory, Producers Club Websites, E-mail TechTips, Producers Club Book Template, Newsletter Templates (selected), Newsletter Articles, New Producers Club Members, Shock & Awe Template, Coaching Calls, and Alex Rogers Sales Training. There is also an 'Include Shared Member Content' checkbox and 'Search' and 'Clear Search' buttons. At the bottom, there are links for 'Toolkit Session #9: Newsletter And Drip Marketing Campaign Essentials' and 'Toolkit Bonus #6: Sandler Partners - How To Add An Easy \$50,000 To Your Bottom Line WITHOUT Addi...'. The footer contains copyright information for 2007-2014 Technology Marketing Toolkit, Inc.</p>

2. On main menu, go to **Producer's Club** and scroll down to and click on **Newsletter Templates**.

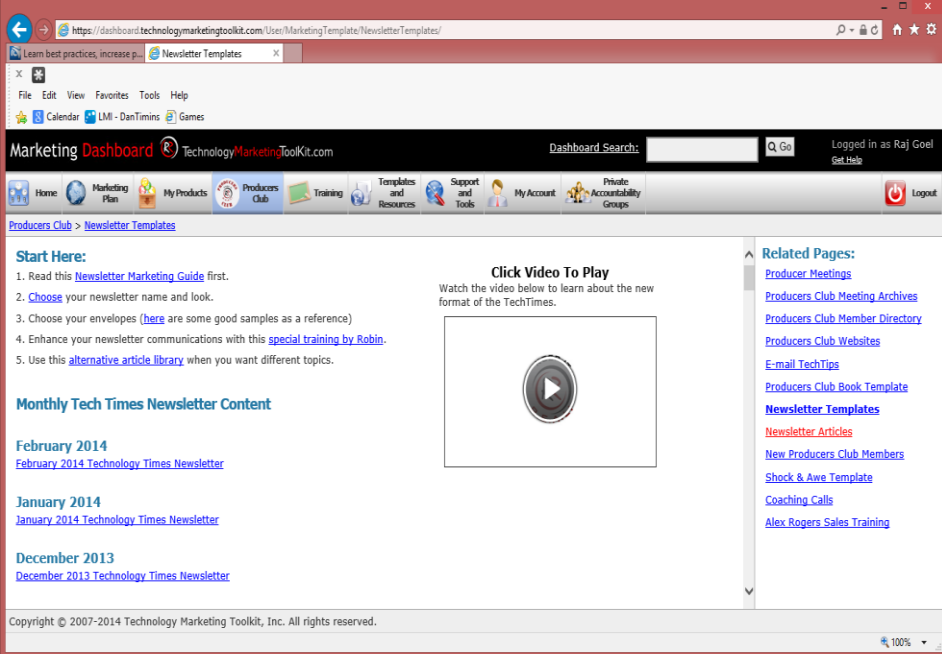
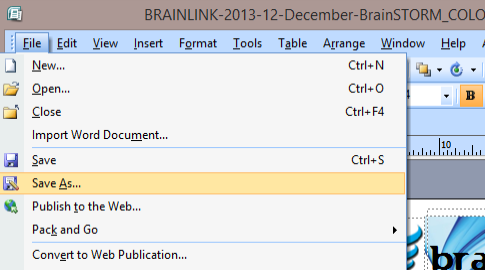


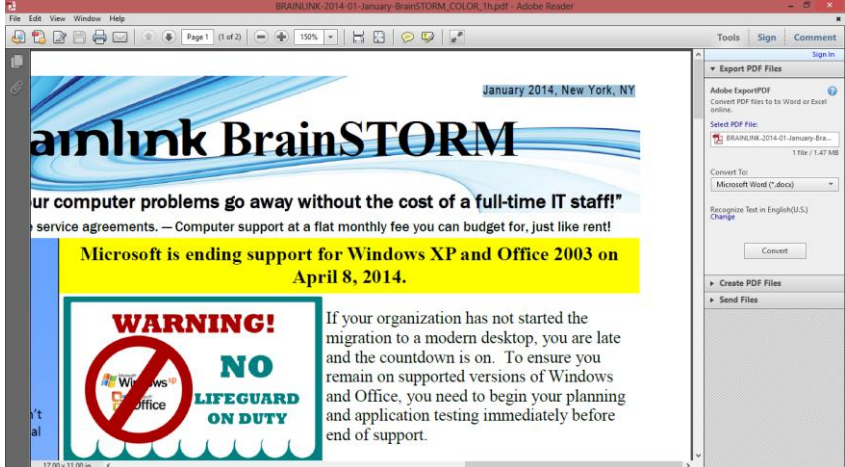
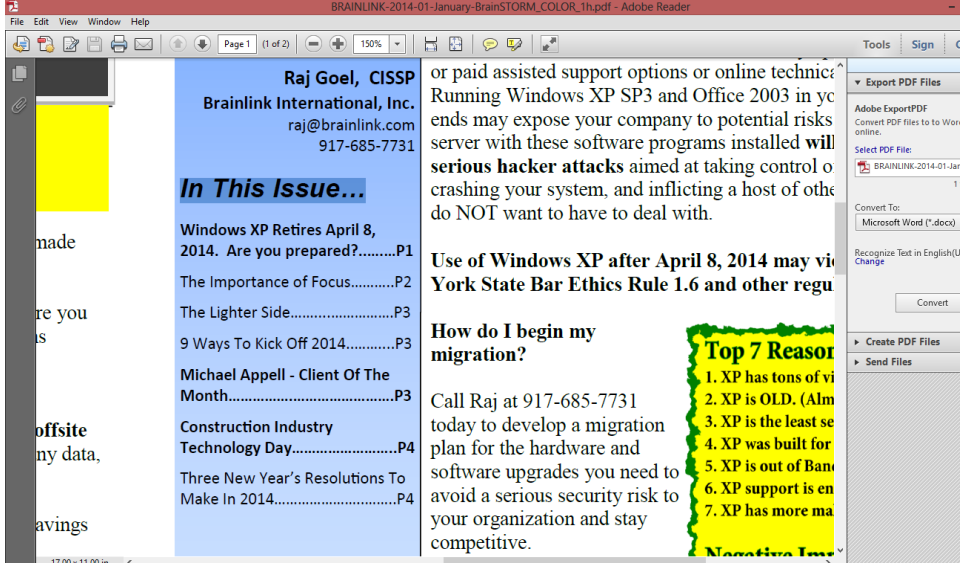
The screenshot shows the Marketing Dashboard for TechnologyMarketingToolkit.com. The user is logged in as Raj. The main menu includes Home, Marketing Plan, My Products, Producers Club, Training, Templates and Resources, Support and Tools, My Account, and Private Accountability Groups. The Producers Club menu is open, showing options like Producers Club Meeting Archives, Producers Club Member Directory, Producers Club Websites, E-mail TechTips, Producers Club Book Template, Newsletter Templates (highlighted), Newsletter Articles, New Producers Club Members, Shock & Awe Template, Coaching Calls, and Alex Rogers Sales Training. A search bar is visible on the right side of the dashboard.

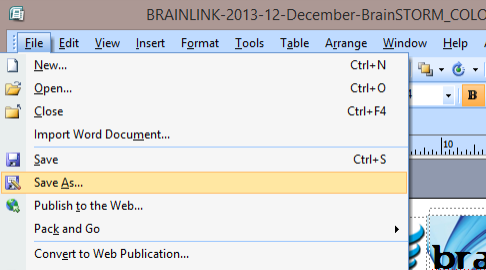
3. Download a copy of Robin's newsletter. Email the copy and your article suggestions to Raj for approval.



The screenshot shows the Marketing Dashboard for TechnologyMarketingToolkit.com. The user is logged in as Raj. The main menu includes Home, Marketing Plan, My Products, Producers Club, Training, Templates and Resources, Support and Tools, My Account, and Private Accountability Groups. The Templates and Resources section is open, showing a list of templates. The first template is "Answers And Important Information January Technology Times" with a size of 34KB and a download button. The second template is "January 2014 Technology Times Final.doc" with a size of 792KB and a download button. The third template is "January 2014 Technology Times Images.zip" with a size of 485KB and a download button. A search bar is visible on the right side of the dashboard.

4.	Also ask Raj if he is going to write a cover article for the newsletter.	
5.	<p>Another source for articles from Robin: https://dashboard.technologymarketingtoolkit.com/User/MarketingTemplate/NewsletterArticles/ Located on the side menu under Related Pages</p>	 <p>The screenshot shows a web browser window at the URL https://dashboard.technologymarketingtoolkit.com/User/MarketingTemplate/NewsletterTemplates/. The page title is 'Newsletter Templates'. The dashboard includes a navigation menu with items like Home, Marketing Plan, My Products, Producers Club, Training, Templates and Resources, Support and Tools, My Account, and Private Accountability Groups. The main content area has a 'Start Here' section with a numbered list of steps for creating a newsletter, a 'Click Video To Play' section with a video player, and a 'Monthly Tech Times Newsletter Content' section listing newsletters for February 2014, January 2014, and December 2013. A 'Related Pages' sidebar on the right lists various resources like 'Producer Meetings', 'Producers Club Meeting Archives', and 'Newsletter Articles'.</p>
6.	Once the content is approved and finalized, proceed with the layout of the newsletter.	
7.	Go to \ownCloud\Shared\Marketing\Newsletters	
8.	Open the Publisher file of the last version of the previous month's newsletter	
9.	<p>Save the file for the following month with the following naming convention: BRAINLINK-Year-Month-Month-BrainSTORM_color_ Ex: <i>BRAINLINK-2014-01-January-BrainSTORM_color_v1</i></p>	 <p>The screenshot shows a Microsoft Word application window titled 'BRAINLINK-2013-12-December-BrainSTORM_COLOR'. The 'File' menu is open, and the 'Save As...' option is highlighted. Other menu options include New..., Open..., Close, Import Word Document..., Save, Publish to the Web..., Pack and Go, and Convert to Web Publication... The 'Save As...' option has a keyboard shortcut of Ctrl+S.</p>

<p>10.</p>	<p>Change the month on the cover page to reflect the next issue</p>	
<p>11.</p>	<p>Delete articles from previous month's newsletter; keep format intact</p>	
<p>12.</p>	<p>Copy and paste the approved articles into the newsletter columns; format as necessary</p>	
<p>13.</p>	<p>Proofread newsletter thoroughly and revise as necessary</p>	
<p>14.</p>	<p>Revise In This Issue on Page 1 to indicate where the articles are located in the newsletter</p>	

15.	Save newsletter as Publisher file and upload into ownCloud	
16.	Inform Raj that the newsletter has been laid out for his review and approval	
17.	<p>Once newsletter has been approved:</p> <ol style="list-style-type: none"> a. Save newsletter as PDF file b. Generate a csv file of the mailing list from Cardscan c. Generate an envelope template in Word d. Forward the newsletter publisher and pdf files, mailing list and envelope template to Autopilot for printing and mailing e. Forward the pdf files to Pronto for posting on www.brainlink.com 	