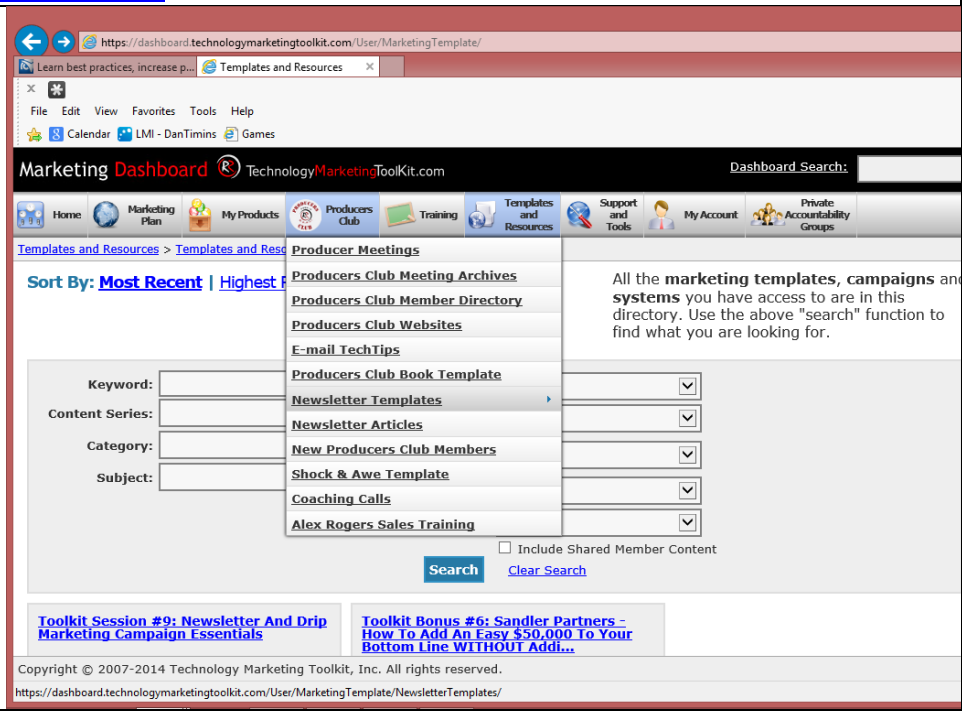
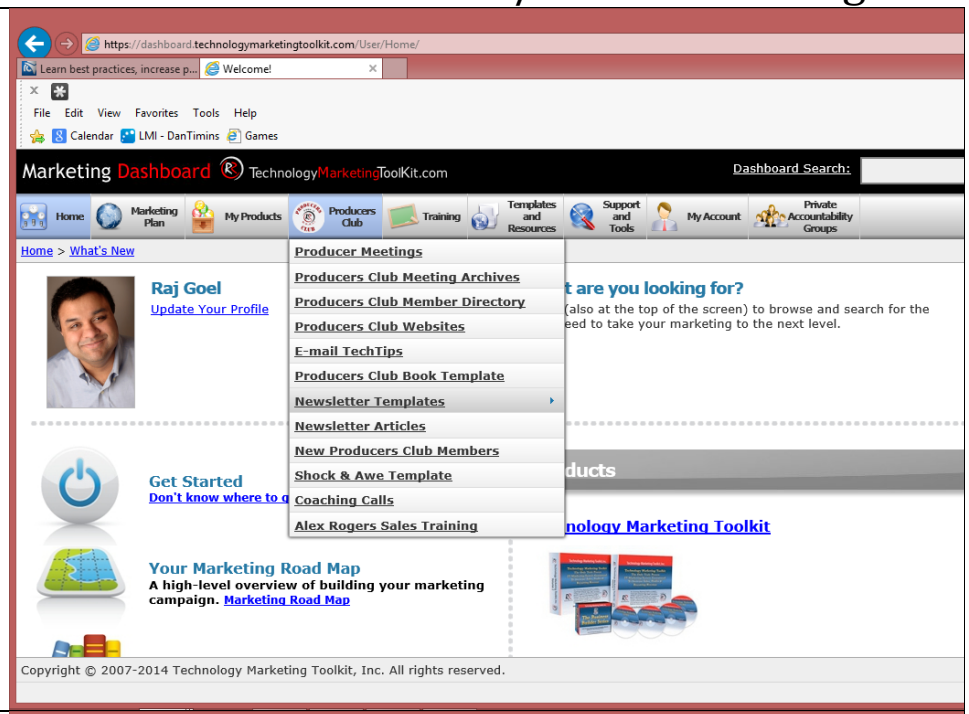
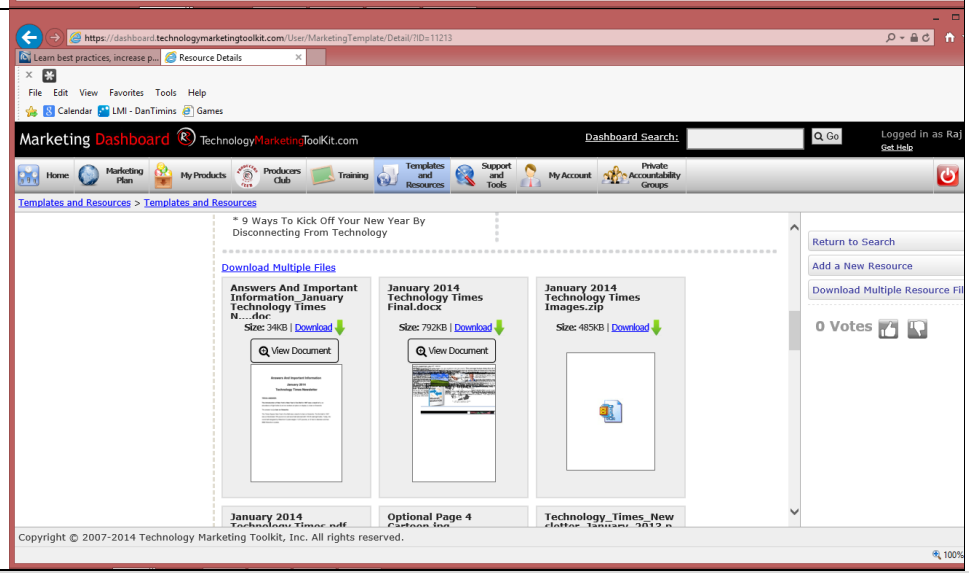
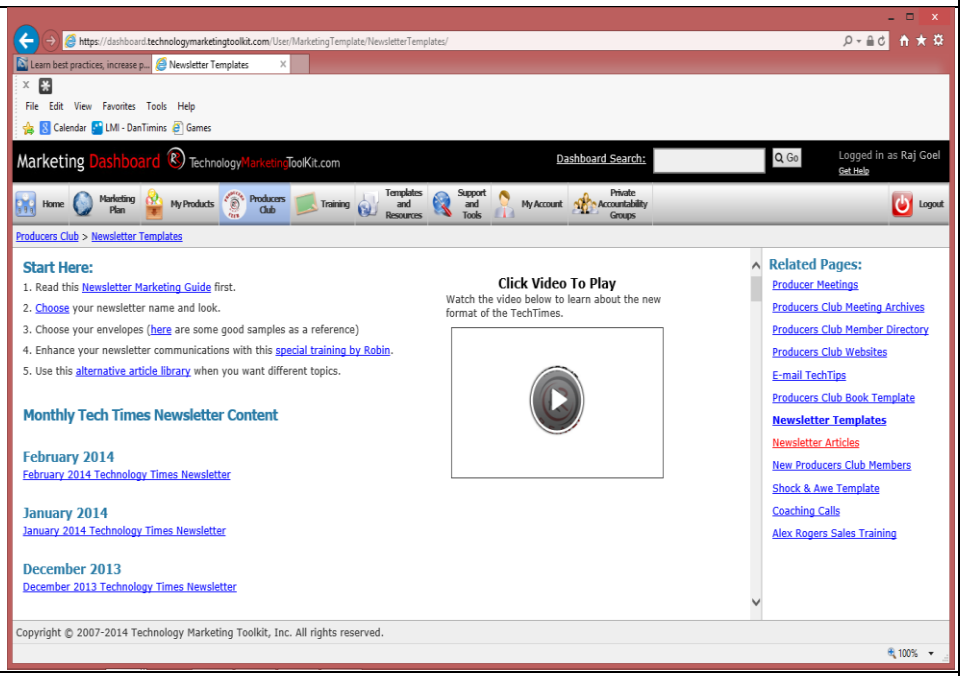
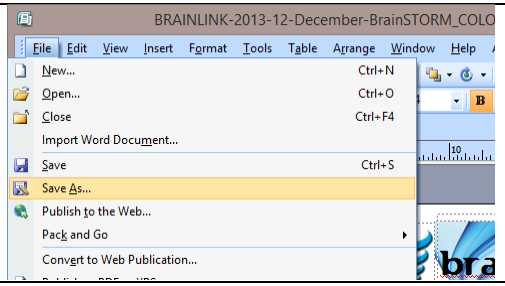
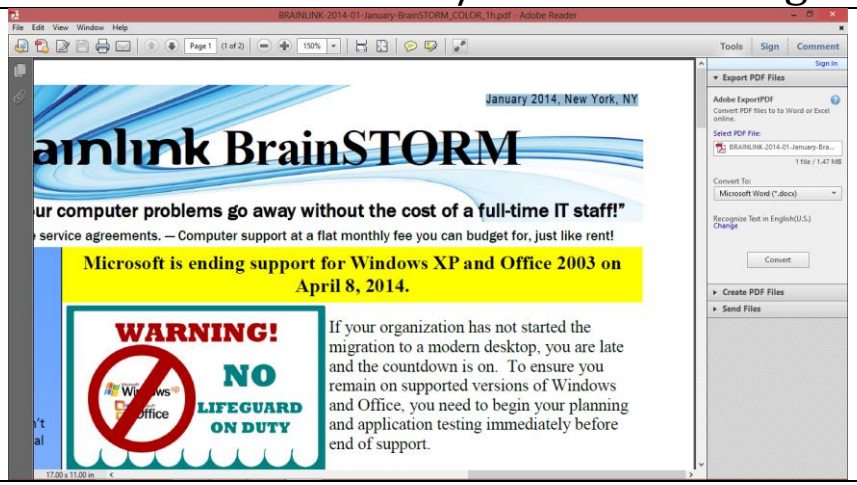
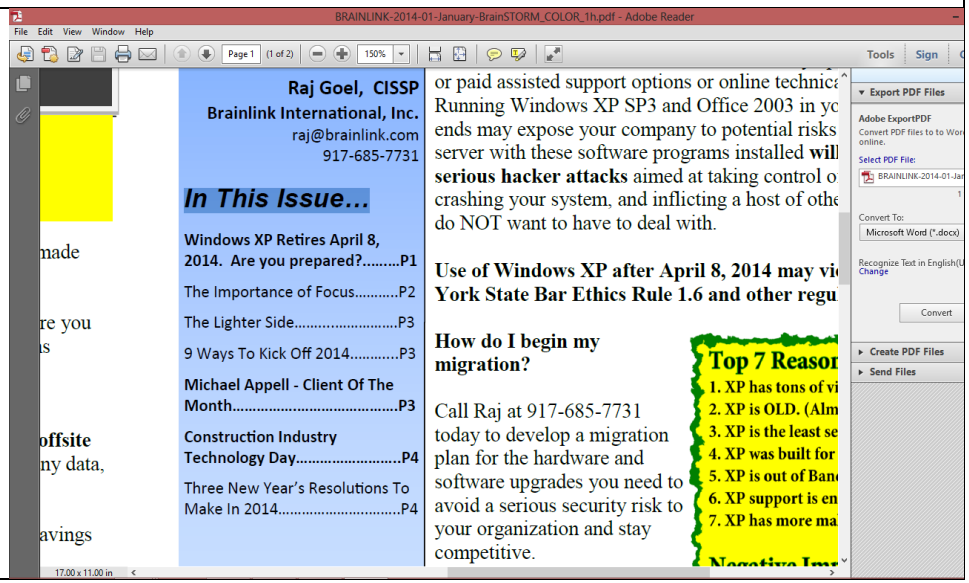
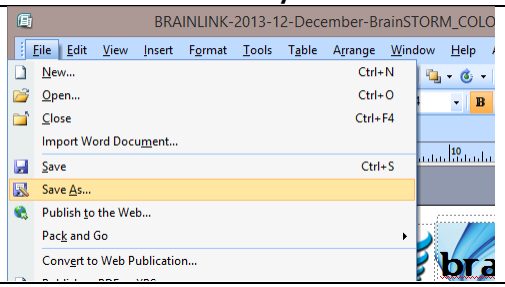
SOP – Create Monthly Newsletter

Step	Description	Screenshot
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.		
1.	Log in to: https://dashboard.technologymarketingtoolkit.com/User/Home/ to pull Robin Robin's latest newsletter for content ideas.	

2.	On main menu, go to **Producer's Club** and scroll down to and click on **Newsletter Templates.**	
3.	Download a copy of Robin's newsletter. Email the copy and your article suggestions to Raj for approval.	

4.	Also ask Raj if he is going to write a cover article for the newsletter.	
5.	Another source for articles from Robin: https://dashboard.technologymarketingtoolkit.com/User/MarketingTemplate/NewsletterArticles/ Located on the side menu under **Related Pages**	
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.	Save the file for the following month with the following naming convention: BRAINLINK-Year-Month-Month-BrainSTORM_color_ Ex: *BRAINLINK-2014-01-January-BrainSTORM_color_v1*	

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

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.	Once newsletter has been approved: 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	