

# Newsletter

The women ...

## Plan for own Newsletter

- A weekly newsletter
  - Develop some standard articles that will be reused ones a year.
  - Invite specialists to write articles that afterwards are published on the website.
  - Invite members to tell their story – one new person every week.
  - A section with Q&A = Questions and Answers. The most important ones to be published on the website.
  - A section about books, films, news, ...
  - A section with info on new own products etc
  - A section with special offers from ourselves and also external companies (against a fee).
- Social Media
  - Newsletter to have connection with our Social Media activities etc. Like newsletter links to our YouTube films.
- Organization
  - 2 fulltime personnel for newsletters and social media, plus everyone to contribute from time to time and subscribers to be asked to also give tips and contribute.