



## Email Marketing Workshop using Microsoft Outlook

### A hands on computer training session

This 2 hour workshop will assist you to gain expertise in using the Distribution lists in Microsoft Outlook and also Design your own email flyer. This will benefit you in maintaining an online relationship with your clients.

*“Collect the e-mail address of every client ...  
... and store them automatically”*

#### Course Outline

- ✚ Creating contacts and Distribution lists
- ✚ Learn the 4 secrets to an effective newsletter
- ✚ Developing E-newsletters that work
- ✚ Email Etiquette
- ✚ Design your own flyer – using styles and graphics



#### What will I get?

- ✚ Hands on workshop (computers)
- ✚ Workshop Handbook
- ✚ Disc to take home
- ✚ Morning tea

#### When is it?

- ✚ Wednesday 23<sup>rd</sup> April 2008
- ✚ Morning Session 10am – 12 noon

#### Where is it?

Western Port Business Centre  
10 Pound Road  
Hastings

#### Cost?

\$40 per person

#### How do I book?

Please book to reserve your place by calling **Sue Pejic** on **0419 891 113** and complete the form below and mail with your cheque for \$40 to **Systems Training Solutions**, C/- **Just Ask Sue**, PO Box 80, Hastings 3915. **Booking is essential as places are limited to 8 per session.**

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## Email Marketing Workshop with Microsoft Outlook

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Phone number: \_\_\_\_\_ Mobile \_\_\_\_\_

Website address \_\_\_\_\_

Experience with using Microsoft Outlook \_\_\_\_\_

