

Life Love Beauty Syndicated and Custom Newsletters



Option A: Basic Syndicated newsletter -

"Life Love Beauty" is a full color, two-page newsletter packed with exciting beauty tips, trends, and articles on beauty and wellness topics. The footer of the page will contain a link to LifeLoveBeauty.com, a Web site loaded with additional resources and fun tips on life, relationships, weddings, beauty topics, family, and more.

Option B: Semi-customized newsletter -

Here, "Life Love Beauty" offers many of the same great tips, articles, and trends, of the basic package, plus customized material of your choice. Page two is fully syndicated and contains stock articles and photos, as well as a link to the online beauty and life resource, LifeLoveBeauty.com. Enjoy the creative freedom to customize page 1 with original content, including:

- Your logo and contact information, Web URL, etc.
- Articles, tips, or new product / service promotion

* See **Topics** below for additional options.

Option C: Fully Customized newsletter -

<You pick the name!> Match the newsletter perfectly to your business. You can name it, choose the colors and theme, supply the content OR request creation of specific articles and topics, suggest interviews with staff or others in the industry, etc. The possibilities are truly endless and all your content is 100% unique.

Sample:

You can see a conceptualized newsletter sample here: <http://www.lifelovebeauty.com/llbnewsletter-sample.pdf>.

Topics:

Topics can range from hairstyles to pedicures, new or professional procedures, hair color and cosmetics trends, makeup application tips, product reviews, fashion and accessories topics, health and exercise tips, etc. Some newsletters may include a "Hot Sheet," which offers trends in beauty, fashion, exercise, and other parts of life.

Customized content options:

- "Dear Abby" column to answer customers' questions
- Coupons or discount waivers
- Calendar of special events
- Spotlight on a staff member, new product, or service
- Sweepstakes or contest
- At-home beauty recipes or step-by-step guides

And more! Your imagination is the only limitation.

Length and Size:

A two-page, letter-sized newsletter is the standard, but you can increase pages to your heart's content. Larger, four-page newsletters offer more custom options.*

* Price adjustments may apply for additional pages.

Print vs. Web:

PRINT: Offer your clients print newsletters via mail or in your waiting area as a complimentary take-home item.

- I will provide you with at least three options for printers once you decide how many copies you'd like.
- You will review the newsletter in full detail and give me your approval and sign off before I initiate the printing services. Upon completion of the print job, I will coordinate delivery to your salon location.

When ordering print newsletters, there is no additional charge to add the newsletter PDF to your Web site.

WEB: Offer Web-based newsletters for download on your Web site, or send e-newsletters to your mailing list.

Price:

Fully Customized Web Newsletter: Hourly per project

Semi-Customized Web Newsletter: \$250 per issue*

Basic Syndicated Web Newsletter: \$175 per issue

PRINT: Additional charges apply for printing costs.

For printed newsletters, we will obtain at least three price quotes to find the least expensive printing option.

* Charges may apply for additional requested services. All applicable charges will be discussed prior to signing of contract.

Frequency:

Newsletters are available as often as you need them.

You can offer your beauty and wellness newsletter monthly, bimonthly, quarterly, or as often as you like.

Additional Services:

- Beauty Reviews
- Direct Mail
- Editing
- News Pitch to Media
- Photography
- Press Releases
- Print Advertisements
- Web Site Content
- Web Site Design and Optimization
- Writing

And more!

