

Simplify the newsletter process

Questionnaire template to help your internal writers

Do you have an internal company newsletter? Does your content come from within the organization's walls? Do you have a team of writers from among your staff who submit the articles and photos?

Without question, an internal newsletter is a good idea for a lot of reasons. But what usually starts out as an exciting venture can wind up being a thorn to people who already have a lot on their plate.

Use this template (or copy and paste into a Word document) to keep the content flowing. Jot down notes to the questions that pertain to the article and write out the article later. When you have your facts in order, you'll be surprised at how quickly you can pull the sentences together!



Article questionnaire template

What is the event/challenge/project?

When did it take place or when will it occur?

Who is involved?

Where did this happen or will happen?

Why is it important? Why should people pay attention? What are the benefits?

Simplify the newsletter process

Questionnaire template to help your internal writers

Article questionnaire template



How does it affect the employees? The company?

What are the proposed solutions? Or what are some key highlights?

If it's a project, how many phases are there? What phase are you in now?
When will the situation/project be finalized?

Quotes from others?

Conclusion and closing thoughts/comments.

Visit **J.M. Lacey Communications** for more newsletter tips.