



How a NICHE Newsletter Becomes *YOUR NEWSLETTER*

Our newsletters are easy to set up. And once that's taken care of, your work is done. Here's how to go from signing on to having **YOUR NEWSLETTER** ready to go to press.

PRICING DISCUSSION:

Sometime before our Set-Up Discussion, you'll need to know your newsletter's cost. With two sets of numbers, **NICHE** has the information we need to provide the answer:

- YOU** provide 3 statistics (the number of patients who passed away in each of the last 3 calendar quarters), plus the answer to one question — Does this reflect your hospice's projections for the coming year?
- YOU** tell us how many copies of the Marketing Issue you wish to receive for marketing, outreach and education.

SET-UP DISCUSSION:

When you agree in principle that **NICHE** will provide you with a bereavement newsletter (still non-binding) . . . **NICHE** and **YOU** discuss and decide upon the following branding matters:

- Information** — **NICHE** shares a rough preliminary mockup of **YOUR NEWSLETTER**, having incorporated information gleaned from preliminary discussions with you and mined from your website.
- Name** — What will the newsletter's name be?
- Banner background** — Will the banners have a color background matching the season, or illustrations? If the latter, a seasonal set fitting your locale(s)? a theme set?
- Roster** — Will we include a personnel list (8-10 max)?
- Testimonials** — Will the Pre-Bereavement & Marketing Issues have a box presenting testimonial comments?
- Multi-site** — If you have multiple sites/regions...
Yes/No Will you have an edition for each site/region?
 - Should your hospice be presented focusing on...
 - ___ the local? ___ the overall company? ___ a mix?

Message Column Options:

- The Message [For Quarterlyies]** —
 - Customized to reader's phase? [Our default]
 - A general Message sent to all that fits the season?

The Messenger [For Intro & for Quarterlyies] —

- From the company's leader
- From Board chair/president
- From the head of bereavement

Yes/No Include photo?

- ___ Script-type signature?
- ___ Facsimile of real?

- From "The Bereavement Team"
- From the hospice in general?

For Multi-Site:

- From the overall company
- From each site's head or Bereavement Director

Yes/No "Dear . . ." — Will we introduce Messages with a personalized script-type salutation?

Bilingual Edition (a premium option):

Yes/No The newsletter will have a Spanish edition.

YOUR FOLLOWUP:

- YOU** provide **NICHE** with a copy of your **logo**. If we're including a headshot, facility shot or other photo, **YOU** supply **NICHE** with the **photos**, electronically or print.
- YOU** give **feedback** on the draft content **NICHE** presented and final decisions on any branding matters. If the Testimonials option is chosen, **YOU** will need to assemble a few to include in initial press run.
- YOU** provide **3 Excel files** (per specs **NICHE** provides), presenting the families of patients who passed away in each of the last 3 completed calendar quarters.

NICHE SETS UP YOUR NEWSLETTER:

- NICHE** incorporates all the information from our Set-Up Discussion and your feedback to create completed issues.
- NICHE** shows you Banner options for **YOU** to approve.

YOUR APPROVAL:

- NICHE** presents you with **YOUR NEWSLETTER**.
 - YOU** approve the proofs that **NICHE** sends to you.
 - YOU** sign the contract, and we're set to go!

