

# Editorial Question Brief

## CASE STUDY NO. 1

The Product/Project featured: \_\_\_\_\_

Your Client: Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

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

Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

How you helped the client: \_\_\_\_\_

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If you were telling a customer about this project, what would be the three main points

in this job that stand you apart from your opposition?

1: \_\_\_\_\_

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2: \_\_\_\_\_

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3: \_\_\_\_\_

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Background: \_\_\_\_\_

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*Please contact these clients to elicit their involvement in an interview and let them know that Newsletter House will be contacting them.*

**CASE STUDY NO. 2**

The Product/Project featured: \_\_\_\_\_

Your Client: Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

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

Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

How you helped the client: \_\_\_\_\_

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If you were telling a customer about this project, what would be the three main points in this job that stand you apart from your opposition?

1: \_\_\_\_\_

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2: \_\_\_\_\_

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3: \_\_\_\_\_

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Background: \_\_\_\_\_

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*Please contact these clients to elicit their involvement in an interview and let them know that Newsletter House will be contacting them.*

**COMPANY AND/OR PRODUCT AND/OR STAFF PROFILE**

Product/Department/Staff featured: \_\_\_\_\_

Your Company: Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Department: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Brief details: \_\_\_\_\_

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**INDUSTRY UPDATE**

Content featured: \_\_\_\_\_

Your Company: Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Department: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Brief details: \_\_\_\_\_

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