

STRESS

How stress can work for you or against you

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Stress is not the sudden scourge of the 21st century. Stress has always been around and always will be. Stress is not necessarily all bad for you. Stress is an inevitable and desirable part of being alive. The only way to be free of stress is to be dead— not a way that is recommended to manage stress. The trick is to manage your stress response, so stress works for you, not against you.

under pressure with a deadline. What about a relationship that is not going as well as you would like. This stress could result in you looking at your priorities or your attitude to help improve things. This is good stress.



How can stress work for you?

Stress can be very motivating. Think about all the things you actually achieve when you are

Secondary Story Headline

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw

readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!, Mem-

bership Drive Exceeds Goals, and New Office Opens Near You.

**DO YOU HAVE THESE
SIGNS OF STRESS?**

- Quick to anger
- Trouble sleeping
- Lots of headaches
- Feeling under pressure
- Emotional over reactions
- Trouble concentrating
- Feel anxious, unhappy
- Drink alcohol to excess
- Feel depressed & alone
- Catch colds & flues often
- Restless, disturbed sleep
- Heart racing or pounding
- Wake up feeling tired
- Feel under pressure
- Have difficulty letting others know how you feel

HELP IS AVAILABLE

Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be

used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your

customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice

column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline



This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images

that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an

image, place it close to the article. Be sure to place the caption of the image near the image.

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Inside Story Headline

People can respond to physical or emotional stress by actively engaging in the response, or by passively accepting the situation. Ignoring the stress of some situations may be a good choice but it is often not

possible. Since some stress is inevitable, it makes sense to develop good coping strategies. This story can fit 100-150 words.

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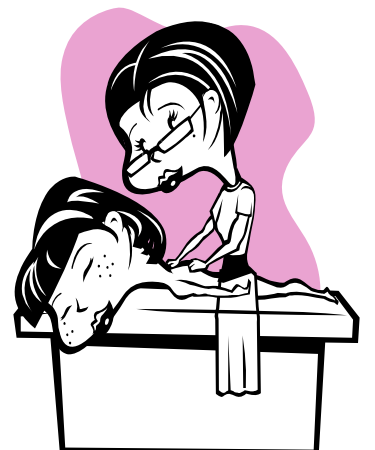


Massage—the magic de-stressor *by Gayle Powell*

Research proves that coping with stress is directly related to your ability to relax. Lifestyle changes to help with relaxation include eating a healthy diet, getting enough sleep, exercise and to be aware of your

breathing. Breathing is one of the few processes of the stress response that you have some control over. It is also one of the few things that is free. **Massage Therapy** is another way to reduce the effects of stress on

the body. Massage helps to decrease stress and anxiety levels and improves your breathing. It increases awareness of tense areas in the body, which enables you to develop a relaxed posture and feel great.





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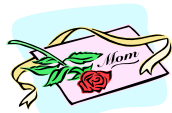
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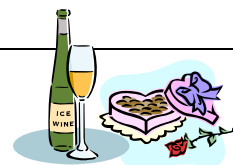


*A Mother's Day
GIFT VOUCHER
of a pampering massage
package will be one of the
most thoughtful and useful
present that you can give to
your Mum
on Sunday the 13th of May*



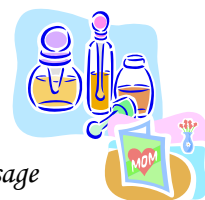
Relaxing Pamper Package

*A stress releasing, full body
massage, including hands, feet,
face and head for one and a half hours of blissful
pleasure to totally spoil your loved one. Also
receive a gift of chocolates a bottle of champagne.
All his for ONLY \$95.00*

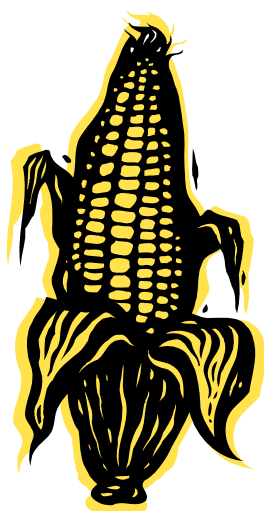


*Aromatherapy Pamper
Package*

*A beautiful 2 hour relaxing massage
with essential oils, plus a revitalising
facial massage with oils for your skin type. Re-
ceive a gift of natural face cream made just for
you. Only \$105.00*



Back Page Story Headline



*Caption describing picture
or graphic.*