**Instructions for Use - Delete before Printing**

Microsoft provides this material for partners’ convenience and informational purposes only.  Consult with your own attorney to ensure you follow all applicable laws, including any anti-spam laws.

Be sure to:

* Add required information where indicated in red.
* Insert the event registration URL you obtained from [www.microsoftpartnerevents.com](http://www.microsoftpartnerevents.com) or [www.microsoftgroupevents.com](http://www.microsoftgroupevents.com) or your own registration URL in the body of the email and the P.S.
* Add your logo and that of any event co-sponsors in place of the “Insert Partner Logo” circles. Right-click on one of the circles and select “Change Picture.” Then browse to the folder where you have your logo saved on your computer, select your logo, and click “Insert.” Repeat for any additional logos.  Delete any extra circles.

You may also want to:

* Add directions to or a map of your event venue in the box on the right.
* Add an offer from the Microsoft Offer Sheet or one of your own offers.
* Customize the font colors.

**VERY IMPORTANT!** When using the content, please send an email to mslocalp@microsoft.com with a copy of your customized campaign template along with your overall distribution (number of customers you are sending the marketing to).

**Event info:
[Month dd, 2008]
[12:00am-12:00pm]
[Location Name]
[Street Address]
[City, State]**

[Insert Partner Copyright Notice or Trademark Notice]
[Insert Partner Legal and/or Privacy Information]

Dear **[Insert Small Business Owner’s Name]**,

When you’re running a small business, your success depends on your business operating as efficiently as possible. Don’t miss this opportunity to meet other local business people, share experiences, and learn how to work more efficiently. We’ll demonstrate how you can:

* Get everything done right in less time
* Scale your business as needed
* Make the most of your strengths and outsource as necessary
* Use real-time insights to make smarter management decisions

**Please join us! Go to [Insert Partner Registration URL] to register today.**

**Special Offer from Microsoft:**

**Visit** [**www.mslocalbiz.com**](http://www.microsoft.com/smallbusiness/local/default.aspx?xid=G0055#Welcome) **to view valuable offers, access small business resources, and learn about other events in your local area. [Or insert current Microsoft or Partner offer here.]**

Regards,

**[Insert Signature]**

 **[Insert Your Name]**

**[Insert Your Title]**

**[Insert Your Partner Name]**

**P.S. Registration is fast and easy. Just go to [Insert Partner Registration Web Site URL Here].**

Today, I’ll be the manager, accountant, and computer geek – all before lunch.

**Directions/Map**

**[Insert directions to your event venue or a map of your location here]**

Solutions for Small Business

