



Put it in Writing will help you get your newsletter done on time, every time. We offer crisp writing, eye-catching design and punctual delivery.

**510/724-9507**

**jeff@put-it-in-writing.com**



## Put it in Writing

### Newsletter Specialists

- Interviewing
- Writing
- Editing
- Design
- Graphics
- Typesetting
- Photography
- Printing

1517 Buckeye Court  
Pinole, CA 94564  
510/724-9507; 741-8698 (fax)  
jeff@put-it-in-writing.com  
www.put-it-in-writing.com

**Jeff Rubin**

## JEFF RUBIN SPEAKS!

Jeff Rubin speaks on writing, marketing and business development.

His programs include:

### **STRATEGIC INTEGRITY**

Learn how integrity, reliability and humanity are great marketing strategies.

### **PUT IT IN WRITING**

Learn the writing and design techniques that get readers to respond to your printed marketing materials.

### **IF YOU MARKET IT, THEY WILL COME**

Convince people they cannot afford **NOT** to do business with you.

**www.JeffRubinSpeaks.com**

**877/588-1212**

PRESORTED  
STANDARD  
US POSTAGE PAID  
RICHMOND, CA  
PERMIT NO. 336



# The Write Stuff

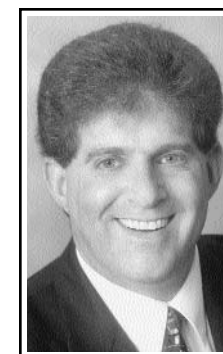
A quarterly compendium of writing tips and other useful information

## So, YOUR BUSINESS IS UNIQUE. So WHAT?

The response to the summer issue of *The Write Stuff* was interesting.

Usually, I hear from readers only when they spot a typo. *You made a mistake!* Hey, it's human nature.

But not with the summer issue. Readers e-mailed and called, stopped me in the street to tell me they liked the articles about how to write and design a website that has true value for its viewers. OK, no one stopped me in the street, but there were several calls and e-mails.



JEFF RUBIN

One of them was from my friend and colleague Shawn Greene, a sales trainer and consultant.

When she offered to write an article about how to create a compelling benefit statement so you can convince your prospects that you're the right vendor for them, I jumped on it.

Her article, *So What? It's the Benefits That Sell*, appears inside. It's must

reading for those serious about positioning themselves effectively in the marketplace.

— Jeff Rubin

## CUSTOMER SERVICE IS YOUR BEST ADVANTAGE

By Jeff Rubin

In September, my wife and I attended the 45th annual Monterey Jazz Festival. Since embracing jazz

about 10 years, I have become a big-time aficionado. My wife and I attend jazz concerts and festivals all over the country, and I've got a collection of

nearly 600 jazz CDs and videos.

But I'd never been to the granddaddy of them all, the Monterey Jazz Festival.

> *Inside*



PRINTED ON RECYCLED PAPER

**FALL 2002**

