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Jeff Rubin speaks throughout the United States. His programs include:

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How to ensure your business doesn't Rest In Peace.

STRATEGIC INTEGRITY

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

WHO ARE YOUR HEROES?

Inspirational program about the importance of acknowledging the people who inspire us.

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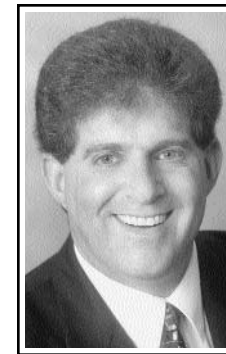


The Write Stuff

A quarterly compendium of writing tips and other useful information

WHO ARE YOUR HEROES?

Last November I was invited to speak at the annual meeting of the Norwalk Community College Foundation in Norwalk, CT. I am a 1971 graduate, and the first recipient of a scholarship I endowed in my step-father's name would be attending.



JEFF RUBIN

I struggled with my short speech (they gave me only five minutes; those of you who know me know how difficult that would be); how could I say something meaningful in so short a time?

The night before my talk I began

reminiscing about my experiences at NCC, which held its classes from 3:30-10 p.m. because it shared a building with a high school, and the speech sort of wrote itself. I closed my eyes and saw the images of the people there who affected my life, and knew that recognizing them for

the roles they played in my success would be the right thing to do.

I titled my speech, "Who are your heroes?" and spoke of how, when I was young, my heroes had names like Mays, Tittle and Frazier. But I was

> **Inside**

Happy Thanksgiving

FALL 2003



PRINTED ON RECYCLED PAPER

WHO ARE YOUR HEROES?

> From front page

young then, too young to know about true heroes.

As I grew older and progressed in my career in journalism, I realized my heroes had names like Pelletier, Anderheggen and Stewart, junior college teachers of mine who stirred in me a love of literature, history, and words. All have served me well in my career and in my life. It was at NCC that I was sports editor of the school paper, which was my introduction to journalism, which would become my life's work.

PASSION AND COMMITMENT

I spoke about how these teachers taught with passion, unconcerned with prestige and unencumbered by the "publish or perish" lifestyle that afflicts so many professors at the university level, where it's not uncommon for graduate students to teach their classes. There's nothing sexy or prestigious about teaching students, many who held full-time jobs, at 8 o'clock at night.

I spoke about my number

one hero, my late step-father, Ben Meth, the finest person I've ever known.

MY INSPIRATION

An entrepreneur who also taught classes at NCC, Ben was kind, loving, motivated, brilliant, gentle, forgiving, tough and proud. When I was a teenager my friends would come over to our home to talk

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We recommend these businesses, which give discounts to our readers:

ALPHAGRAPHICS,
Walnut Creek, 925/937-4700 (Greg).

CRAFTSMAN TRADE PRESS, (printer),
Concord, 925/521-0156 (Ric).

PINOLE COPY CENTER,
Pinole, 510/223-8901 (Judy).

SCAN ART GRAPHICS,
(pre-press), Richmond (Hilltop), 510/223-3248 (Fred or Ron). ■

to Ben because they couldn't talk to their own parents. He also inspired me to start my own business nearly 23 years ago, a move that has provided me with more than two decades of happiness and fulfillment.

MOST HEROIC

I finished by telling my audience, made up primarily of the college's donors, that they were the most heroic of all, because they were giving students an opportunity to realize their dreams.

I was thrilled to be able to give something back to my alma mater. And I encouraged the students in the audience to one day make it possible for others to have the opportunities they were enjoying today.

As we give thanks in November for our many gifts, lets also acknowledge the wonderful people n our lives who have served as positive role models and who continue to inspire us.

So . . . who are your heroes?

THE BOOK NOOK

Have you been brainwashed to believe that acquiring the material trappings of success will lead to emotional fulfillment?

Do you find it difficult to lead a gratifying life in a commercial, brand-name focused world?

Have you ever been seduced into believing that too much of one thing isn't enough?

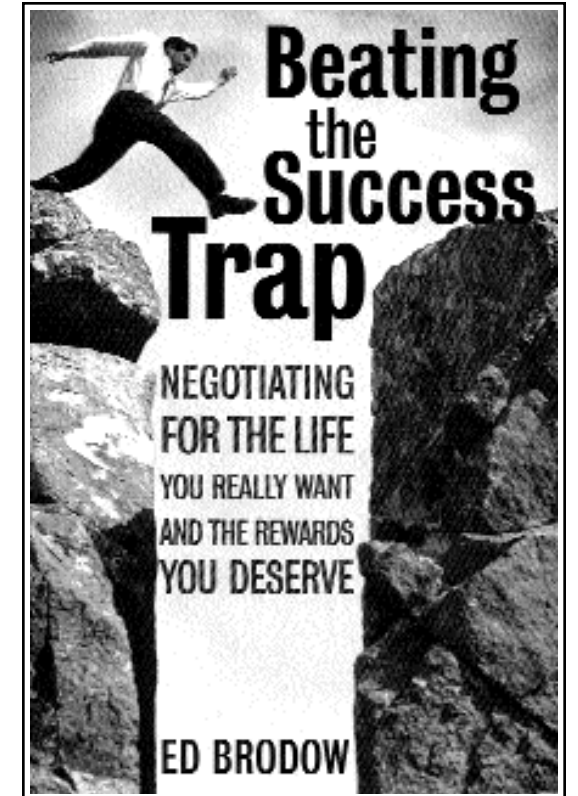
My friend Ed Brodow has written one of the best books I've read about taking control of your life and pursuing what gives you the most fulfillment and joy.

He cautions against getting caught up in the "success trap" — where instead of realizing our dreams we're often left feeling empty.

Ed is one of the leading experts on negotiation and success in the United States, and in this book he shares his vision for how you can live a significant, rewarding life.

He explains how to:

- Redefine success to coincide with your own temperament and preferences.
- Overcome your fears about making constructive changes in your life.
- Defeat the abusive voice inside your head that wants you to feel like a failure.
- Reevaluate your life and reconnect with your passion and enthusiasm.
- Create the life you've always wanted.



To be truly successful, Ed says, "is to be able to say, "I spend my time doing what is meaningful to me."

Ed's book will show you how to achieve this.

What Jeff's customers say...

"Jeff is always responsive to our needs. He takes care of everything.

"He's flexible...he adjusts our publishing schedule to accommodate our special events and always gives us enough time to promote these events to our customers through the newsletter.

"He has lots of contacts, and he's found other people for us, such as the graphic artist we use for our ads and our mailing house.

"He takes on little odd jobs that we don't have time to do, such as a post card we send to our customers, and just gets them done."

— **Bob Gilbert, General Manager**
Bob Dron Harley-Davidson

