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I'D APPRECIATE A REFERRAL

I'm trying to build my newsletter business and I value your help.

Do you know of a company that could use my assistance with their existing newsletter, or a business or association you've worked with that has talked about doing a newsletter but hasn't done one?

I'm looking for companies, associations and non-profits that are seeking more effective ways to communicate with their employees, customers, members and donors.

I would not only appreciate your referral, but I will reward you handsomely if it turns into my customer.

Thanks for your help.

— Jeff Rubin



Put it in Writing

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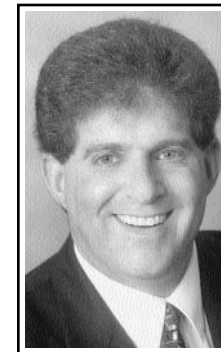
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The Write Stuff

A quarterly compendium of writing tips and other useful information

DON'T DIVORCE ... REMODEL!



JEFF RUBIN

Of all the articles that have appeared in the 10-year history of this newsletter, I got more response to the last issue's article on "Surviving a Home Remodel" than any-

thing else I've written.

Some called or wrote to congratulate me. Some called to commiserate. I heard several horror stories. People left with half-completed kitchens by unscrupulous contractors. Financial ruin. Marriages ended.

What this tells me is that I have a lot of divorced friends (I'M KIDDING!). What it really tells me is that, as in most of my life's experiences, there's always something learned from a situation that can be applied to my business.

I'm truly flabbergasted at how

some people sabotage their businesses by being irresponsible, unreliable and uncommunicative. Chronic lateness, not showing up on time (or at all), not returning phone calls — I was warned all of these were hallmarks of contractors. In truth, they are common to many business people.

I was set to hire a cabinetmaker for nearly \$9,000, but when he failed to appear to sign the contract (twice!) I found someone else. Several other potential contractors were similarly unreliable and unaccounted for.

What I've learned (and I suspect I already knew this) is that research, preparation and hiring the right people can make any endeavor successful, whether it's a home remodeling project or a small business.

RESEARCH

When my wife and I decided to remodel, we began looking for everything we'd need - bathroom vanities, shower stall, bathtub, mirrors, closet doors, cabinets, granite, appliances, flooring, lighting, etc. — long before the work began. We looked every-

> *Inside*



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