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Jeff Rubin

TEN GUARANTEED-TO-WORK BUSINESS GROWTH TECHNIQUES

1. Don't be cheap. Present a polished image.
2. Be in front of your customers at least six times a year.
3. Return calls promptly.
4. Identify and sell your value.
5. Be a problem solver.
6. Set fair rates that attract the clients you want. This way you won't have to charge for every breath you take.
7. Be reliable.
8. Maintain high standards of integrity, ethics and quality.
9. Say thank you.
10. Be patient. It takes time to grow, so take a long term view of your business.

Spend less time chasing money and more time building relationships. Successful businesses depend on relationships...and relationships take time.

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The Write Stuff

A quarterly compendium of writing tips and other useful information

CUSTOMERS WANT WHAT YOU OFFER

Cold calls. The words send shivers up and down my spine. Why don't you just scrape some chalk on a blackboard instead? It's the one marketing activity I absolutely loathe.

A photographer I know once told me he lived to make cold calls, that he couldn't wait to get up every morning and get on the phone and tell people how wonderful he was and how he could help them. I don't hang out with him anymore.

I found different ways to promote myself. While experimenting, I learned that any marketing activity can be uncomfortable, depending on your skills, preferred work style, and personal makeup.

Which brings me to the subject of this issue's guest column, written by my friend Debbie Allen. She says that you can succeed *ONLY* if you believe in yourself and what you have to offer to your customers.

It's good reading. Enjoy!



JEFF RUBIN

THE ART OF SUCCESSFUL SELF-PROMOTION

By **Debbie Allen**

Growing up in a family of entrepreneurs, I learned the first step in successful marketing is to believe in yourself and your ideas, and that you must self-promote daily if

you want your business to succeed. Here are five steps to building your personal belief system:

- 1 Take risks. If you're not doing things in your business that scare

► *Continued inside*



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ADVERTISING MAGIC, (ad specialties), Walnut Creek, 800-862-4421 (Hari).

ALPHAGRAPHERS, Walnut Creek, 925-937-4700 (Greg or Kristin).

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

INSTANT SIGN MAKER, Walnut Creek, 925-944-1600 (Lonny).

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

QUALITY 1 HOUR PHOTO, Walnut Creek, 925-935-6655 (Dave).

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

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CAN THE CLUTTER FOR CLEAR COMMUNICATION

Congratulations. You've been asked to write a 500-word article for a trade publication. This will give you widespread recognition, enhance your credibility and, perhaps, result in more business.

But your third draft is still 624 words, more than you've been asked to write.

Can't say it in fewer words? Avoid the following writing ticks and your readers will pay more attention — and you may be asked to write another article!

The bottom line is, the more you think outside the box and get

out of your comfort zone, the more you will empower people to push the envelope and take it to the next level.

- Paradigm shift
- Empower
- Take a synergistic approach
- Win-win situation
- Think outside the box
- Client-focused
- Strategic fit
- The bottom line
- Touch base
- Out of the loop
- Roll up our sleeves
- Rush to judgment
- Out of the box

- In harm's way
- Take it to the next level
- Push the envelope
- On the same page
- Consensus building
- Out of your comfort zone
- Reinvent the wheel
- Stretch it to the limit
- Expand your horizons
- Walk your talk
- Big time
- Take it to the max
- Cool as a cucumber
- Get out of your comfort zone
- Reinvent the wheel
- Intellectually challenged
- Chronologically advanced

- Cutting edge
- User friendly
- Over the edge
- Move forward
- Jump for joy
- Slam dunk
- Run it up the flag pole
- Put pencil to paper
- That's the way the cookie crumbles.

☆ ☆ ☆

Got a favorite cliché? Send it to me via e-mail and I'll print it — with your credit — in a future issue of *The Write Stuff*.

SHAMELESS SELF-PROMOTION

► *Continued from front*

you a little — or a lot, then you're not stretching far enough.

② Hang out with positive, motivated people, and avoid negative people at all costs.

③ Read books and listen to tapes on self-help and success.

④ Have a mentor or coach who helps you succeed.

⑤ Build an alliance of supportive friends, family and business associates and stay in touch often.

Self-promotion is essential to building any business, and also helps and supports your customers. When you truly care about your current and potential customers, you will want to tell

them all the services and products you have to offer. This is just good service!

Don't ever assume that you're pushing your services and prod-

ucts on your customers. They want anything that can help them meet their goals and dreams.

Unless you promote yourself, they won't know how you can help

them achieve their goals. If you don't do it, your competition will.

How much do you care about your current and potential customers? If you truly care, let them know through self-promotion! You'll both win!

☆ ☆ ☆

Debbie Allen, professional speaker, consultant and business image expert, is the author of **Confessions of Shameless Self-Promoters: 68 Marketing Gurus Share Tips, Tools and Unique Ideas That Will Take You to the Next Level of Success**. Visit www.confessionsofshamelessselfpromoters.com.

What Jeff's customers say

Jeff's service helps us stay in touch with our clients and prospects. Jeff is excellent at word-smithing — taking my content and editing it in such a way that it fits the space and sounds even better. Every now and then he adds his own material, and "tweaks" it so it works for my audience. He's responsive and reasonably-priced.

"A print newsletter is important for my business because my clients receive 150 e-mails or more each day. Why would I want to add an e-mail newsletter to their already busy to-do list? My printed newsletter has a longer shelf life and better visibility on my clients' desks." — **Kevin Davis, Kevin Davis Selling Systems, Danville, CA**

NEED A SPEAKER FOR YOUR NEXT BUSINESS MEETING?

Jeff Rubin speaks frequently on writing, marketing and business networking.

His programs include:

PUT IT IN WRITING

Learn how to punch up your prose, dazzle with design and use the power words that turn on readers...and **get them to respond!**

IF YOU MARKET IT, THEY WILL COME

Effective marketing and the techniques to convince people they cannot afford **NOT** to do business with you.

STRATEGIC INTEGRITY

Learn how integrity, reliability and humanity are, ironically, great marketing strategies. This is a very humorous talk that will help you achieve long-term business success.

To book Jeff for one of your meetings, call TOLL FREE (877) 588-1212

