



Put it in Writing will help you get your newsletter out 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

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.

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



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:

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

► Continued inside



PRINTED ON RECYCLED PAPER

SPRING 2001

