



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.

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## PD 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

### Newsletter Specialists

- Interviewing
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- Design
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- Photography
- Printing

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**Jeff Rubin**



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# The Write Stuff

A quarterly compendium of writing tips and other useful information

## IT'S THE LITTLE THINGS

I was reading the paper a few weeks ago when a quote from the St. Mary's College men's basketball coach stopped me.

He was talking about one of his players, someone you never heard of, a kid who's not going to play past college.

"He's the guy who does everything right," Randy Bennett said. "Never late. Zero maintenance."

It was those last four words that got my attention. "Never late and zero maintenance" — they are characteristics every small business person would benefit from having.

My wife, whose professional career has been spent in the bureaucratic world of public health, will graduate with an MBA degree at the end of this year. She's going to establish a nar-



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rowly defined consulting practice, and I think she'll do very well.

She's got a social worker's heart, which is a high compliment, but after 17 years of working for CYA bosses, she needs to learn what characteristics her customers will value in her so that she can leapfrog the competition.

I've told her about the things I believe have made me successful and have allowed me to sustain an entrepreneurial newsletter publishing business for 24 years. Things like promptly returning phone calls, setting fair rates than enable me to not have to charge for every breath I take, meeting my deadlines, being a resource to my customers for other needs they may have, maintaining high standards of integrity and quality, being reliable and saying thank you.

When customers know they can count on you to meet your promised deadline (never late) and that you are a problem solver and not a problem creator (zero maintenance), you will have a leg up on the competition.

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