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Jeff Rubin

FROM MY MOTIVATIONAL GURU

My late step-father had this poem on his desk. He was a great man, and encouraged me to start my own business more than 20 years ago.

If you think you are beaten, you are,
 If you think you dare not, you don't,
 If you like to win, but you think you can't,
 It is almost certain you won't.

If you think you'll lose, you're lost,
 For out of the world we find,
 Success begins with a fellow's will,
 It's all in the state of mind.

If you think you are outclassed, you are,
 You've got to think high to rise,
 You've got to be sure of yourself,
 Before you can ever win a prize.

Life's battles don't always go
 To the stronger or faster man,
 But sooner or later the man who wins,
 Is the man who thinks he can.

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The Write Stuff

A quarterly compendium of writing tips and other useful information

CUSTOMERS TEACH THE EXPERTS

Marketing professionals spend a lot of time helping others how to increase their customer base, but often we do little to help them serve the customers they already have.

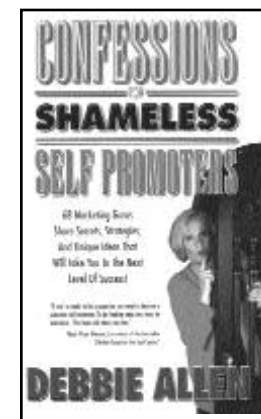
One of my customers, Contra Costa Electric, Inc., in Martinez, CA, is one of the most respected electrical contractors in the West. It's a third-generation family business. One of the reasons they've been



JEFF RUBIN

RECOMMENDED BOOK

My friend Debbie Allen, professional speaker, consultant and business image expert, is the author of this book. I'm one of 68 writers featured. To find out more about her book and to order it, go to www.confessionsofshamelessself-promoters.com.



around so long is excellent customer service.

Ray Green, who heads the company's Special Services department, wrote the article inside, *Keys to Memorable Customer Service*, for the CCE newsletter. I liked it so much I asked if I could reprint it here.



Put it in Writing Partners

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

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

ALPHAGRAPHS, 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). ■

Visit us on the Internet at www.put-it-in-writing.com

What Jeff's customers say

"I appreciate working with Jeff because he is professional, efficient and effective. He sends me a schedule for my newsletter. I can plan around that and know when I need to get articles to him. He calls me to remind me of the copy deadline. He hooked me up with a good printer at a lower cost. He is willing to share information with me about what works for him in marketing and other things.

Jeff is reliable, easy to work with and his newsletters are wonderful. I am a happy client."

– Sheila Wilkins, The Wilkins Group, Walnut Creek, CA

ALL CLICHÉD OUT?

Last quarter's issue talked about clichés people use in writing and speaking, and invited readers to respond with some of their own.

Here are some of the best responses.

From Terry Gilliam, trade show exhibit salesman

- Don't count your chickens before they hatch
- Gave birth to a new baby boy (as opposed to an old baby boy?)
- Pounding the pavement
- His bark is worse than his bite
- Don't cry over spilled milk
- Walking on eggshells
- What's good for the goose is good for the gander
- Birds of a feather flock together
- Snug as a bug in a rug
- Where the rubber meets the road
- A stitch in time saves nine

From Mary Lynne Murray, professional organizer

"How about this: Like what about the, like clutter, when like, speaking? Most young people can't like, complete a sentence without like, saying LIKE several times. I am constantly challenging my kids to speak without likes!"

From C.J. Hayden, business coach

"Once upon a time, there was a girl named Jane. She was a plain Jane, and a bit of a goody two-shoes, but since she always looked like butter wouldn't melt in her mouth, everybody thought she was the cat's meow."

Keys to memorable customer service

By Ray Green

Making customers happy is important, but sometimes customers are not satisfied with the service they receive.

Too often, once a problem is dealt with it is soon forgotten, and it is assumed that the situation has been resolved to the customer's satisfaction. It is important to close the loop with these customers, making sure their problem was solved.

A good approach to ensuring customer satisfaction is to call back unhappy customers after a short while to make sure their needs have been met and that they are satisfied with the results. Hopefully, the customer will remember the effort made to provide good customer service and not the problem they encountered.

Remember these when taking this approach:

RESPOND IN A TIMELY MANNER

When a customer tries to contact you for whatever reason, but can't get in touch with you, make sure you contact them as soon as possible.

BE PROFESSIONAL

You never know what may offend a customer, so keep your comments professional.

BUILD TRUSTING RELATIONSHIPS

Following through on what

you say you'll do for a customer will build the kind of trust that forges long-term relationships.

Keep in mind that:

• Studies show that customers tell twice as many people about a bad experience as they tell about a good one.

• A typical dissatisfied customer will tell 8 to 10 people about their problem.

• Seven of 10 complaining customers will do business with you again if you resolve the complaint in their favor.

• If you resolve a complaint on the spot, 95 percent of complaining customers will do business with you again.

• It's easier to persuade customers to buy 10% more than to increase your customer base by 10%.

• Firms depend on existing customers for 85 to 95 percent of their business.

• Eighty percent of successful new product and service ideas come from customer ideas.

• It costs six times more to attract a new customer than it does to keep an old one.

– Ray Green is head of Special Services for Contra Costa Electric, Inc., one of the largest electrical contractors in Northern California. Put It In Writing has published the firm's newsletter since 1989.

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

