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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

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.



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