



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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Jeff Rubin

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JEFF RUBIN SPEAKS!

Jeff Rubin speaks on writing, marketing and business development.

His programs include:

STRATEGIC INTEGRITY

Learn how integrity, reliability and humanity are great marketing strategies.

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Learn the writing and design techniques that get readers to respond to your printed marketing materials.

IF YOU MARKET IT, THEY WILL COME

Convince people they cannot afford **NOT** to do business with you.

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The Write Stuff

A quarterly compendium of writing tips and other useful information

MAKE YOUR WEBSITE PASS THE *Who CARES?* TEST

By Jeff Rubin

I'll get right to the point — 40 percent of my income as a newsletter publisher comes from companies that found my website.

My business has doubled in the last three years. I have eight customers outside my local area, including five in states other than my home state of California.

How have I done this? One word: VALUE.

In more than two decades of helping companies, non-profits and sole proprietors communicate with their customers, prospects and employees, I can tell you with much certainty that the only thing that matters in marketing is value. All successful marketing



JEFF RUBIN

must appeal to a customer's sense of need.

Value is, and always will be, the benchmark of successful marketing. This has never been more important than on the web.

Aside from developing personal relationships that will result in an endless stream of referrals, the web is the best and fastest way to get your message to the

masses. It's an incredibly efficient marketing tool; if you don't have a website you're missing what might be a once-in-a-business opportunity, and you're lagging behind your competitors.

The web is also one of the most abused and misused marketing showplaces. A bad website is not only a missed marketing opportunity, but can sabotage a business.

The web is strewn with sites that contain nothing but junk. Page after page promoting services, items for sale and information about the company.

Websites that draw my attention must pass the *Who cares?* test:

- Last year your company did \$1.5 million

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PRINTED ON RECYCLED PAPER

SUMMER 2002

