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Jeff Rubin

I'D 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

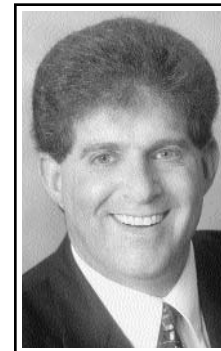
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The Write Stuff

A quarterly compendium of writing tips and other useful information

SURVIVING A HOME REMODEL



JEFF RUBIN

Did you know that 18% of couples who remodel their homes end up in divorce court?

I didn't either, but as my wife and I embarked on an extensive home remodeling project late last year, friends eagerly imparted the grim statistics.

Well, our project, which included two bathrooms and the kitchen, is done. We started in November 2003, and finished in April 2004. We're still married.

We did a lot of research and shopping to make sure we had the right contractors and materials. None of the horrible contractor experiences people warned me about occurred, there were no delays, and the job finished two days ahead of schedule.

One of the most pleasant parts of the process was meeting Marie Alcantor, who sold us all of our kitchen appliances. I can't recall a situation in my life where I willingly gave someone so many thousands of my dollars without hesitation. Read the accompanying story and you'll find out why.

SERVICE ALWAYS TRUMPS PRICE

By Jeff Rubin

My wife and I first met Marie Alcantor in October 2003 when we went to Friedman's

Microwave and Appliance in Pleasant Hill to look at appliances. Several hours later, we had more education about refrigerators, ranges, microwave

> *Inside*



