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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



Put it in Writing

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Jeff Rubin



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The Write Stuff

A quarterly compendium of writing tips and other useful information

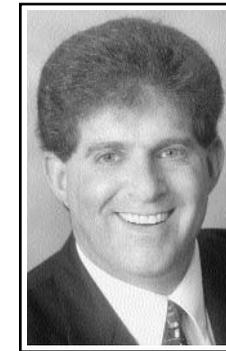
WHEN THE DIVORCE IS WITH YOU

I am the child of divorced parents.

Three months after my Bar Mitzvah, when I supposedly became a "man" in the eyes of my Jewish elders, my father and mother split up. I was 13.

My mom flew to El Paso, Texas, crossed the border into Ciudad Juarez, Mexico, and got a divorce. When she returned it was just the two of us, in a one-bedroom apartment in Brooklyn. I got the bedroom.

That began a difficult adjustment time for me; some of my friends would say that I'm still working on it. But I was one of the lucky children at a time, in the mid 1960s, when divorce was uncommon and parents were still staying together "for the sake of the children."



JEFF RUBIN

When I was 14^{1/2}, my mother met Benson Meth, the man who was to become my stepfather. I'll never forget our first meeting. He came to pick up my mother in our fourth-floor apartment in the Flatbush section of Brooklyn. He had a great smile, the kind that let me know he was really glad to see me, even though we had just met.

Smart aleck that I was (and most of my friends will say that I still am), when my mom and Ben were getting ready to leave on their date I said to him, "Now get her home by 11." And Ben turned to me, still with that sweet smile on his face, and said, "What time I get your mother home is none of your business."

> *Inside*

KNOW A COMPANY THAT NEEDS A NEWSLETTER? . . . PAGE 4



PRINTED ON RECYCLED PAPER

SUMMER 2005

HOW TO TRIPLE YOUR DIRECT MAIL RESPONSE

BY MICHAEL LEE

Any first year marketing student will tell you that a 1-2% return from direct mail is good. What can you do to improve this?

Most direct mail doesn't even get opened. People just won't bother to open obviously solicitous material. A company envelope makes direct mail pretty obvious.

Why not send mail in free envelopes that always get opened?

You can get free envelopes that interest people enough to look inside from any card or stationery store after a major holiday, when retailers mail all of their unsold greeting cards



back to the manufacturer for a refund, thanks to bar coding. They do not, however, send back the envelopes, because

they're just dead weight and not bar coded.

Many stores keep stray holiday card envelopes in large boxes, in case a card buyer can't find a match, but once the box overflows the envelopes are thrown away (they're not recyclable). Most retailers will give away boxes of these multicolored gems for free. Just ask.

I send all of my direct mail in these envelopes. They look like greeting cards and invitations, and people open them. Because each mailing they get is sent in different colors and sizes of envelopes, this technique works every time.

PERSONALIZED MAILING

The way marketing materials are addressed reduces response rates. A stick-on label is a dead giveaway; a directly printed address is better. The best way to address envelopes is by hand. This is incredibly time-consuming.

However, software is available that can either simulate cursive script, or will actually

replicate your own handwriting. For the latter, you send in a sample and a disk comes back with a file you can load onto your computer, just like any other font.

The final clue that tells recipients your letter is a solicitation is the bulk mail imprint. Few marketers realize that bulk mail stamps can be purchased in rolls from your local post office. Bar coding can be used to carrier route sort your letters because people think they are just standard codes used to expedite mail delivery.

Doesn't all of this make it difficult for automated mailing houses to handle your mail? Not in the slightest. Modern equipment can feed different sized enveloped almost as fast as standard sized business envelopes. Your font disk can be loaded so that addresses can be printed directly onto the front of the envelopes in your own handwriting.

Most mailing houses can automatically fold and stuff your letter or flyer, place stamps in the upper right hand corner, and seal the envelope.

Follow these techniques and your response rates could easily triple — or more.

— Professional speaker Michael Lee is a multicultural diversity expert.

Visit him on the web at www.EthnoConnect.com.

THE BOOK NOOK

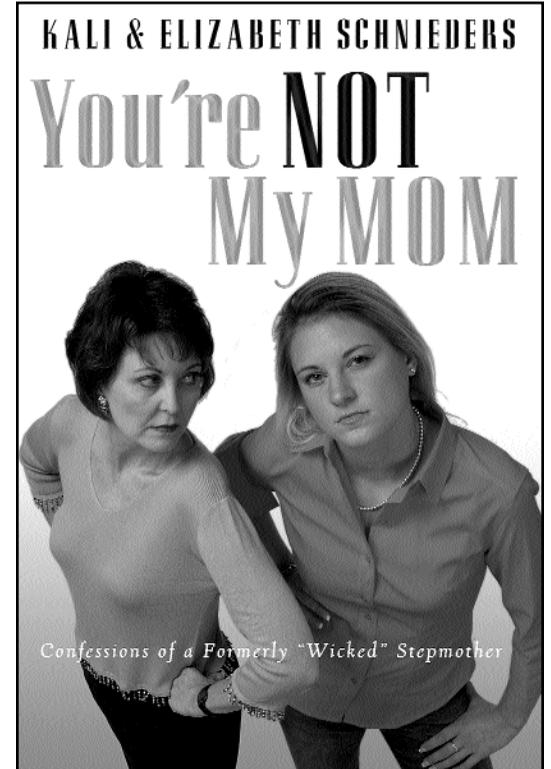
Divorce

> From front page

I loved Ben immediately. For a child starved for a male role model since my dad left the premises and rarely saw me, Ben would become my best friend, mentor and father.

As I said, I was lucky. My friend and National Speakers Association colleague, Kali Schnieders, had a rougher time when she married into a family that included stepdaughter Elizabeth, still stinging from the death of her birth mother five years earlier. Their emotional journey, step by step, gave birth to a relationship that enabled them to defeat their hatred and become best friends.

Kali and Elizabeth's inspirational story is the subject of their new book, *You're NOT My MOM, Confessions of a Formerly "Wicked" Stepmother*, available on-line and at bookstores. It's a good read for anyone — not just



stepchildren and stepparents — interested in improving their relationships.

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WHAT JEFF'S CUSTOMERS SAY

"When I contemplate why I enjoy doing business with Jeff, words that come to mind include professional, creative, punctual, flexible, humorous, responsive, intelligent and understanding.

"I view our business relationship as a true

partnership — an alliance — together toward the best possible outcome.

"Actually, I believe the fact that we've worked together for as long as I can remember demonstrates how much I value our partnership."

DEBBIE LEJEUNE, VICE PRESIDENT/RETAIL MARKETING MANAGER
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