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# The Write Stuff

A quarterly compendium of writing tips and other useful information

## MARKET THE BEST THAT YOU ARE



JEFF RUBIN

**M**y friend, marketing consultant Robert Middleton, was in Hawaii on September 11 when America was attacked by terrorists. Home the following week, he found it impossible to get back to a normal routine. Nothing was ever going to be the same.

He started thinking about how he and his clients could possibly market their businesses in such an environment.

"What is marketing really?" asks Robert. "It's connecting with people. It's informing them of the value you offer. It's making them aware of how you can make a difference. In times of adversity, authentic marketing such as this is needed more than ever."

I asked Robert to write the article below because marketing the best that you are, what you do, and the value you offer, will determine your success in this new business world.

## MARKETING IN TIMES OF ADVERSITY

By Robert Middleton

**T**here are three areas of authentic marketing. In times like these, they are where you want to put all your marketing attention. You need to (1) offer something, (2) build relationships and

(3) provide extraordinary service.

### **OFFER SOMETHING**

• **Give away what you know:** Sharing your expertise has always been the most effective way of marketing professional services. In times of adver-

sity, it's no different.

• **Write an article:** Share valuable information with your clients and prospects that would help them get through these tough times.

• **Give a talk or presentation:** Instead of

> **Inside**



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