



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.

510/724-9507

jeff@put-it-in-writing.com



Put it in Writing

Newsletter Specialists

- Interviewing
- Writing
- Editing
- Design
- Graphics
- Typesetting
- Photography
- Printing

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

JEFF RUBIN SPEAKS!

Jeff Rubin speaks throughout the United States. His programs include:

THE R.I.P. FACTOR

How to ensure your business doesn't Rest In Peace.

STRATEGIC INTEGRITY

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

WHO ARE YOUR HEROES?

Inspirational program about the importance of acknowledging the people who inspire us.

www.JeffRubinSpeaks.com

Jeff@JeffRubinSpeaks.com

877/588-1212

PRESORTED
STANDARD
US POSTAGE PAID
RICHMOND, CA
PERMIT NO. 336



The Write Stuff

A quarterly compendium of writing tips and other useful information

BREAKING UP SHOULDN'T BE HARD TO DO

I lost a customer the other day.

Eventually, it happens to everyone in a service business that is a vendor to another company. In 23 years of writing and designing newsletters I've

lost a few customers, nearly all of them because they've either discontinued the publication or taken it in-house. That's just the way it is, and as small business people we accept it.

The first time it happened was in January 1992. My customer took me to a nice restaurant, where she told me that she loved my work and enjoyed doing business with me, but the budget had been cut and the newsletter had been eliminated. She thanked me several times and told me she had taken me to lunch because



JEFF RUBIN

she didn't want to give me the news over the phone or in a letter.

Classy lady.

The other day, though, was not so classy. I never heard from my customer, despite leaving several voice mails, a few messages with her assistant, and sending a handwritten note. I found out through a third party that this organization had published a newsletter without my services for the first time since they hired me in 1997.

Now, I have no problem with a customer making a change. That's their option. It's the way these changes are made that troubles me.

I draw a parallel to my dating life, which was pretty extensive, since I didn't marry until I was 48. When you date you subject yourself to all kinds of rejection, which in retrospect, is pretty good training for being in your own business. This ran the gamut from unreturned phone calls to lame excuses ("I've been really busy") to the three dreaded words every suitor hates to hear, "Let's be friends."

> *Inside*



PRINTED ON RECYCLED PAPER

WINTER 2004

DITCHING YOUR DESKTOP

By Sallie Goetsch

There are a lot of reasons why someone might want to trade in a desktop computer for a laptop.

I've been using laptops exclusively since 1993, when I bought my first computer. Laptops were new, they were cool, and I was a graduate student who fancied being able to read my conference papers off the screen, and I was traveling back and forth to Europe as



HANDHELD PC



14" LAPTOP



FULL-SIZED KEYBOARD

often as possible. 240 volts? No problem. (The built-in voltage converter in laptop power supplies is also an advantage during rolling blackouts and lightning storms.)

Eleven years later, I'm on my fourth generation of laptops. I don't hang out at Starbucks with my machine, but I do write articles in bed.

Laptops do have limits, but if you're not in the video editing business and you don't require the storage capacity of Fort Knox, then a laptop computer could well be the way to go for you. Almost any model of laptop can accommodate the average business user. I use mine for everything from tracking finances to photo editing and web design, and my 30 MB hard drive is only half full.

There are some things to consider. Laptops come with screens from 12" to 17" and weights to match. If you want to take it with you everywhere, you'll want an ultra-light model with fewer built-in drives — if you can pass Sallie's Hand & Eye Test.

Hold up your hands to the keyboard of the laptop you're thinking about buying. If your hand covers more than half the width of the keyboard, the laptop is too small for you to use comfortably for any extended period.

If your vision is less than perfect, you will almost certainly want a larger screen (at least 14"), so you can keep your screen resolution to something reasonable, like 800 x 600, and still read more than one line of text at a time.

So, if you have large hands or poor eyesight, you're going to need one of the larger, desktop replacement types of laptops, and you might not be able to carry your machine everywhere, unless you plan to start a weightlifting program.

But you'll still be able to write articles in bed.

© Sallie Goetsch 2003
— Sallie Goetsch owns FileSlinger™ Business Support Services. Contact her at (510) 526-7244. For a complete range of her services, visit www.fileslinger.com.

Put it in Writing Partners

We recommend these businesses, which give discounts to our readers:

ALPHAGRAPHICS, Walnut Creek, 925/937-4700 (Greg).

CRAFTSMAN TRADE PRESS, (printer), Concord, 925/521-0156 (Ric).

PINOLE COPY CENTER, Pinole, 510/223-8901 (Judy).

SCAN ART GRAPHICS, (pre-press), Richmond (Hilltop), 510/223-3248 (Fred or Ron). ■

9 WAYS NOT TO LEAVE YOUR VENDOR

- 1 When the phone rings, look at the Caller ID and if it's the vendor, don't answer.
- 2 Leave an outgoing message on your answering machine that says, "I'll get back to you ASAP," and then, don't return the call.
- 3 Have your assistant take multiple phone messages from your vendor, then don't respond to any of them.
- 4 Let your vendor find out from a third party that his/her services are no longer required.
- 5 Answer the phone and when it's the vendor calling, tell him/her, "I'm in a meeting. Let me call you back." Then, don't call back.
- 6 When the vendor sends you a note thanking you for your business and friendship over the last six years, don't respond.
- 7 Send Kramer to break up for you!
- 8 Join the FBI's Business Protection Program to avoid detection.
- 9 Tell your vendors you're on the DO NOT CALL registry and threaten massive fines and prosecution if called.

BREAKING UP SHOULDN'T BE HARD TO DO

> From front page

The best rejection I ever got was from a woman who said to me after I inquired about a second date, "You're a nice guy but I don't see you as the father of my children."

Rejection hurts, but life goes on and we get over it. After a while, as we mature, sometimes we come to appreciate the honesty that went along with it. But at some point, don't we need to remember its nasty sting in our relationships with other people?

When I dated, I had a rule: If I went out with someone only once, and didn't say the second most dreaded three words ("I'll call you") at the end of the evening, I felt no obligation for further contact. However, if there was a second

date, or more, and at some point I felt the relationship was not going to progress, I always called and explained why I wouldn't be calling anymore. Some women appreciated this; others hung up on me, while some let me know I wasn't the man of their dreams anyway. It didn't matter. I thought it was the right thing to do.

I once lost a customer who worked for a non-profit struggling to get by in a tough economy and dwindling donations. I had developed a friendship with this customer that transcended the business relationship. When it came time to let me go, she wrote me a beautiful note that acknowledged that our relationship was special to her and that she would miss working with me.

Classy.

When I told my friend Craig

about this recent situation, he asked me if I was hurt. I said no, I was disappointed that my customer, after a six-year relationship in which I gave her a substantially higher quality product than she'd had and unparalleled customer service (she lived near me, and I often dropped off proofs to her home late at night, and always met her sometimes impossible deadlines), did not even have the courtesy to let me know I was being replaced. I wonder how she would feel if our positions were reversed.

There's a right way and a wrong way to behave in our personal and business lives.

Be up front.
Don't leave people hanging.
Return your phone calls.
Be classy.
Do the right thing.

