

Robin G. Coles

# Making Your Words and Stories Count!

http://www.rgcolesandco.com

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Hello,

This issue is being sent to you courtesy of:

Robin G. Coles  
 R G Coles and Co. LLC

It is our way of saying we appreciate you and truly value your business. Please feel free to pass this along to others (friends, family and neighbors) whom you feel would benefit from it. Enjoy!

### Word search Puzzle:

Below is a list of words that pertain to marketing your business. Each word can be found in any direction within the puzzle.

- ads            flyer            video
- blog          image          picture
- cable        radio          tv
- card         sign            interviews

F	L	Y	E	R	S
S	Z	D	G	A	W
Q	D	R	A	D	E
P	X	A	M	I	I
I	L	C	I	O	V
C	A	B	L	E	R
T	V	L	G	D	E
U	B	O	J	I	T
R	F	G	U	V	N
E	S	I	G	N	I

## How a Local Town Finally Passed an Override and How You Too, Can Make Your Words and Stories Count!

We just had an election in town to vote for the Proposition 2 ½ override. The town’s been crying it’s broke and several months ago tried to stop trash removal, but their approach only confused everyone. Now a new plan had to be put into place. A public town meeting was held in a room with poor sound, and seating for 25, less with the local cable and news camera people. It was a cold snowy night, the parking ban was in effect and more than 100 people showed – all standing outside and in the halls trying to listen. The acting town manager announced he had to make lots of cuts, threatened to close the Senior Center and Library. They already let the Police Chief go. This announcement got lots of people up in arms as you can imagine. He also stated it wasn’t anything that the town council had done wrong. Well, as an outsider (moved here 3 years ago) looking in, I disagree. Now the council is hitting the residents of this town below the belt.

How does this relate to you and your company? You’ve got to know your audience/customers.

Here’s what the town did to get their message across:

The last time they tried to get this override passed, the election was held while the majority of the seniors were in Florida for the winter. It didn’t work. This time it was held after the majority of them came home. When the census was sent out to everyone’s home a survey was included asking the residents if they would approve a pay-as-you-throw trash removal system. The survey was so confusing, that instead of people answering the questions, they crossed out the questions and asked questions themselves. So this didn’t work either.

Now, with two defeats and an override that needs to be passed, the town set out to form a committee of concerned residents and trained them on how to talk to the neighbor’s to pass this override.

Here’s three easy cost effective methods they used:

- ✓ Videos – they got local cable involved and ran a variety of talk shows. They also made sure every single town council meeting was televised from then on. You can do the same or something similar. If you have a flip video, short messages can be made and put up on your website as well as YouTube. This is a great way to be seen and the best viral marketing one can do. According to Jay Duchin at Duchin Productions, “video is a powerful and engaging way to communicate with your customers. Because it’s a dynamic, interactive and visual medium, the message has more impact and greater recall.” How many times have you received an email with a video in it, and then passed it along? Search engines love them.



**From the desk of:  
Robin G. Coles**

It's tea time. Thanks for joining me, I've made a pot of loose Twinings English Breakfast . Last month I mentioned heading off to Florida for a conference and visiting my boys. Mark Hendrick's Internet Success System conference in Orlando, FL was awesome. The conference started early Thursday morning & finished Sunday evening - every day from 8am to 6pm. Four days jammed packed with information. Mark taught split testing and our VIP speaker was Kevin Hogan, author of "The Twelve Factors of Business Success". The best part was not only listening to Kevin speak for three days but to actually spend some one on one time with him. He's so cool. The rest of the time was filled with information from others with successful internet businesses. I learned so much I couldn't possibly tell it all in a few seconds. For more information about Mark Hendrick's Internet Success System conference go to: [www.rgcolesandco.com/ISSoffer.htm](http://www.rgcolesandco.com/ISSoffer.htm)

As for my boys, I visited with my oldest, Joshua, and I got to meet the new girlfriend. She reminds me of me so long ago. Scary. Joshua's the head chef at La Piazza in the European Village, Palm Coast, FL. It's fine dining Italian cuisine and if you ever get a chance to go there, let them know the chef's mom sent you. Also visited the folks at Palm Coast Marina and went to Marineland.

Short Email version available. To receive your copy go to <http://www.rgcolesandco.com> and signup today.

- ✓ Articles – newspapers were filled with articles informing residents how the process will work, what's involved, actual questions that would be on the ballot, etc. Lots of article directories are on the web for you to submit articles about your business, new products, how-to's, and so on. Blogs also work great because most sites allow you to have a link back if you leave a reputable comment on someone's posting.
- ✓ Door Hangers – the night before the big event (election), everybody's car on the street got a bright orange door hanger on the windshield reminding them to vote. It actually looked like a ticket from a distance. You could do something similar if you're having an event, product launch, etc. They're cheap to make and easy to pass out. But, beware of city laws if you put them on people's cars. You could end up with a fine for littering.

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**Recommended Resources:**

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**Duchin Productions**

Looking to add video to your corporate image or need professional looking training videos? Duchin Productions does all that for you and then some. Jay Duchin and I recently did a live UStream interview during a recent business expo for the Lynn Area Chamber of Commerce. It was quick, easy and a lot of fun. <http://www.duchinproductions.com> or call Jay at: 978-338-5699

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**Upcoming Live Interviews in June:**

**Eric Spingath** – Electric Boats, Palm Coast Florida