

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.

- ad                      offer                      specific
- benefit                reader                    subject
- book                    short                      tip
- number                speak                    word

R	E	B	M	U	N
S	P	E	A	K	Q
P	R	N	R	O	Z
E	E	E	E	O	T
C	F	F	D	B	C
I	F	I	A	P	E
F	O	T	E	I	J
I	D	A	R	T	B
C	D	R	O	W	U
X	T	R	O	H	S

**Three Tips to Attracting New Customers!**

We all do it - judge people on what they wear, how they say something and the words spoken. According to John T. Molloy, author of *Dress for Success*, a first impression is based on: 55% of what you wear, 38% on the tone/voice you use and 7% on the words you say. Seven percent may not seem like a lot, but your ability to communicate is indeed important.

“The words you use to describe your business are very important,” says Ted Nicholas in his book, *Magic Words That Bring You Riche\$*. “It positions you in the mind of the prospect.” For example, it’s the difference between: you send out direct mail and your customers receive junk mail. One’s the business view and the other is the customer’s.

Draw new customers in with these three tips and build a lasting relationship.

1. **Specific Numbers** – when using numbers to back up any claims in; your articles, direct response, or headlines, you need to be specific. For example: you sent a survey out to 100 people and only 82 people answered it. Which statement or headline is more believable?

--- Here’s what approximately 100 people had to say!

Or

--- Here’s what 82 people had to say!

The second one not only sounds better, it also is a lot more believable. The statement tells you exactly how many people had to say something.

2. **Write as you speak** – be genuine and avoid talking like a robot. Don’t salt and pepper your writing with all those 3 letter acronyms used in corporate. Your writing needs to give the feeling that you’re sitting in front of your customer before they’ll trust you. You don’t want to be caught speaking over their head. To test this out, read the examples out loud. The second example should flow like music in your ears.



**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. October's leaves turned to wonderful shades of gold, yellow, orange and red. Not as brilliant as some years, but awesome, nonetheless.

We had a mini family reunion for my aunt's unveiling. From Florida, my parents, youngest son, Lincoln and his girl, Jen came up. From New Hampshire, my brother Mark and his wife, Marilyn drove down along with my cousin Barbara. To welcome everyone, the skies opened up and it poured. According to Jewish customs, it's good luck to rain on such an occasion. Though some will disagree and it certainly did shorten the ceremony. Maybe, that's the point. Later that day, we had our first snow fall and the Floridians were happy to be leaving the next day. Then, my cousin Jordan arrived from Israel and we planned out my vacation to his home next year.

I just got back from Atlanta from attending another one of Mark Hendricks' ISS conferences. This one was more of a workshop where we worked on creating both digital and physical products. Next one is in April 2010.

<http://www.rgcolesandco.com/ISSoffer.htm>

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--- To put your file on the web, if you don't use cpanel, you'll need to FTP via your ISP.

OR

--- To put your file on the internet, you'll need a file transfer program (FTP) and an internet service provider (ISP), such as Comcast, Verizon or AOL.

3. **Use short words** – don't use big words that not everybody will understand. Three-quarters of the words should be between 5 and 7 letters or less. To prove a point, I went to Bob Bly's book: "The Words You Should Know To Sound Smart" and picked out the word Penultimate. It's an adjective and means next to last in importance. For example:

--- The grammar school's Valentine program is the penultimate event of the school year.

Or

--- The grammar school's Valentine program is the next to last event of the school year.

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**Special Offer:**

Need an article written? Have an idea for one, but not sure what's the best way to use it? If so, pick up the phone and give me a call (339-532-8334). Mention this newsletter special and receive a 25% discount. Offer good till December 15th.

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**Happy Thanksgiving!**