Dear Readers,

We're making a lot of changes here at Right Side Marketing and although it requires extra work it is very satisfying to complete the many items on our improvements.

Some of the highlights as noted in previous Right Times are:

1 | New updated logo
2 | Redesigned and new products
3 | Completely redesigned web site
4 | Infrastructure changes including upgraded email, phone, and internet access services
5 | Updated marketing plan

We're proud of our updates and upgrades and hope that our clients will reap the benefits of our improved products and services.

Hope your summer is going well as we all prepare for an uptick in the economy as many economists are predicting!

The Most Satisfying $100 Dinner

It has struck me that there are several ways of approaching one's career. One is to find a position where you meet the apparent needs of the employer, and continue to satisfy the employer's preconception of who his or her employee should be. In other words, the part is already scripted with no room left for your own improvisations and productive additions.

On the other hand, there are also jobs that resemble being thrown into the deep end of the pool and told to sink or swim. Most people find this a bit threatening, to say the least, and they don't thrive…but they don't realize that there are further alternatives.

Take real estate, for example. A new real estate professional may be shown to a desk with a phone and told to get going—without any job orientation. The new real estate agent, if he or she is wise, will study the way others have become successful and, most important, will find ways to bring his or her best talents and surest interests—passions, perhaps—to bear on advancing a real estate career. The results of this process, for two different highly creative people, will almost never look quite the same.

Putting Your Passions to Work

My friend, Tom, has a degree in archeology and anthropology. But what, as many people have asked regarding my own Ph.D., does he DO with his degrees? He developed a business in which he and his associates help developers and energy companies in distant parts of our country steer clear of land that clearly belongs to Native American tribes and has religious or cultural significance to the tribes. If you find a natural gas deposit somewhere near East Nowhere, you might want to consider hiring Tom and his associates.

A New Website

Probably a lot of you know how much work and stress go into the creation of a good website. So do we. But all that labor makes us even prouder of the results. We have a new website that is beautiful, user-friendly, thorough in its explanations, and easy to use if you decide to order one or more of our marketing products.

We have been talking about changes we’ve made to existing products—from the availability of full-color printing to the new products which go out via email to your prospective clients—and now we have a website that lets you see the products and gives you all the information you need in one place.

Guess Where We Are Now!

Rand’s Dad, Bob, recently ticked off an item on his bucket list...ziplining...when he visited a beautiful U.S. tropical island. Did we mention Bob is 92 years young? Way to go! Guess Where We Are Now and win a $25 free lunch!

continued on page 2

continued on page 3

The Most Satisfying $100 Dinner & A New Website

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continued on page 3
A New Website....

order to make your decisions about how to design your own marketing program. The choices are many, and we are confident that there are no better marketing materials available anywhere.

What’s In It for Me?
First: At the very least, the website will help you decide on the marketing program you wish to assemble—and not necessarily composed solely of our products. There are other options available to you, as my book makes clear (You Are Not A House: How to Build a Real Estate Career with Passion and Authenticity—available through Amazon.com or by calling RSM). As you piece together a program that will work for your target market, feel free to call for a free discussion of the ways to maximize your program’s success.

Second: You can get a very clear idea of the marketing materials we offer and how you might fit them into your program. Not everyone will choose our products, of course, but everyone will find the basis for a strong decision on whether the products fit their needs and self-image and help them position themselves in the market. One of the things that excite me most about the website is how thoroughly we can present and explain our programs.

A Memo to Friends and Fellow Professionals
Third: If you have friends in the business—whether in your own office or scattered throughout the country—the website makes it possible for you to tell them how best to become fully acquainted with the Right Side Marketing programs. You can help boost the quality, enjoyment and profitability of their business without taking an hour or two to fully explain what you’re utilizing in your marketing.

Give RightSideMarketing.com a look very soon. The first thing you’ll notice is how beautiful it is. And that will probably remind you immediately of why this is the marketing service you chose to work with.

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