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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
&
A New
Website**



August 2011

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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,

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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

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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!



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The Most Satisfying \$100 Dinner....

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for example, you might hire my friend Tom to find out how best to get to that deposit.

Tom, meanwhile, not only serves to protect the local population; he works to be sure that the environment isn't degraded in serious ways. So he's out there doing a lot of good, protecting Native Peoples (and the rest of us) while facilitating very profitable moves by large companies like, say, General Electric.

That seems to me a sublimely creative use of his degrees and knowledge, but it has required a willingness to believe in himself and his vision through hard economic times. And this is where things get particularly interesting to me.

On the Financial Edge

He talked with me about three times when his business and family finances edged precariously close to catastrophe, and he said that during the first dangerous time, he was very tempted to pinch every available penny, to spend next to nothing on his business, to weather the storm in a cave, so to speak. But he didn't.

He needed to prove to himself that he believed in the business he'd created and the fact that it had a strong future ahead. So he took his family and partners out to dinner at what was, coincidentally, the restaurant where he recently took my stepdaughter Jordyn and me along with his family. (We were celebrating the graduation of his son from the high school where I have taught and Jordyn has been a student.)

"I Knew We Could Do It."

"We were down to our last \$100," Tom told me, smiling, "and we spent it all on that dinner all those years ago. And yes, though we had two other times when the going was really tough financially, I just knew we could do it. We had the right vision, the right aims, and we could look at ourselves in the mirror each morning with a sense of pride."

It occurred to me that, if I allow myself really to think it through, I feel very similarly. I believe in what we are doing. I believe both in its excellence and in the fact that it works for our clients. (They tell us so.) I believe we are moving in the right direction and that we will thrive.

It's hugely important to know that.



No June's Contest Winner!

There was no correct answer to our June Contest, so our August contest will be worth \$50 instead of the usual \$25. (We lag two months.) Rand and hiking buddy, Doug Peltier, were in the Elfin Forest Recreational Reserve overlooking Olivenhain reservoir in Escondido, CA.

Pearls of Wisdom

Designing an SEO Friendly Website by Dave Cain

Search Engine Optimization (SEO) has become a valuable online marketing tool for businesses of all shapes and sizes, but for an SEO campaign to be successful, solid foundations need to be in place. Doing things right from the offset can really reap the benefits, save time and money.

Below are my top tips for designing an SEO friendly website from the ground up.

Keyword Research

Before I even start a website design/build, I establish what the business objectives are.

Search Engine Friendly Navigation

Now when I say search engine friendly, I mean a navigational system that the search engines can read and follow.

Website Load Times

As a golden rule, a website has eight seconds to sell the company and/or products and there is nothing worse than waiting for a website to load, especially large images and backgrounds.

Add Social Elements

2011 has had a shift in terms of SEO; social is now a contributing factor. Not only is social a good way to demonstrate to potential customers that the company has a voice but social networks like Twitter help towards good rankings.

More tips Here:

<http://webdesignledger.com/tips/designing-an-seo-friendly-website>

Dave Cain is a SEO Nottingham based advisor with 10 yrs. experience in the search field.



RSM is privileged to have Bill Fisher, PhD, write our columns, newsletters, and economic updates. He's been writing real estate and mortgage-related materials for over thirty years. His book, *"You Are Not a House: How to Build Your Real Estate Career with Passion and Authenticity,"* is available at Amazon.com and from us here at Right Side Marketing.

Please email Bill with your thoughts and questions at bnoblefish@comcast.net

Another Side of Bill Fisher

Some of the most enjoyable things in life are barely noticed—at least, not at the time, not consciously. I was at the beach recently on a Sunday afternoon, right at the hour when the sun begins to edge toward the horizon, threatening to chill the evening breeze with its absence. This is one of the most enjoyable, bittersweet times of all.

The sounds of pleasure and play still swim among the loud crashes of waves, children screaming and eeking out as much enjoyment as possible, parents pulling their watches out of a pair of sandals by a beach blanket and nodding sadly at one another, teenage couples drifting into sandy hollows for a few last forbidden hugs before they are called to go home.

Out in the surf, people of all ages are hard at work fulfilling the requirement my father used to shout to the rest of us: "One more Good One," he'd call. "We'll get out after one more good ride." And he'd bound deeper into the waves, stopping to scan for approaching Good Ones, and after a while he'd ride one to the shore, then return into the surf, explaining, "Not good enough."

It is a time of melancholy for me, both when I'm there in fact and when I'm there in memory. The day nearly over, school or work set to resume the next day—I've longed, always, to stay on and on, to watch the pelicans skim the waves in magical slow motion with their graceful certainty that nothing will go wrong, not ever, and that nothing good ever really ends.

A New Website....

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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 excites 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.

