



Newsletter Samples and Other Useful Information

The following samples are in this document

1. "Modern" 4 pages
2. "Modern" 2 pages

3. "Classic" 4 pages
4. "Classic" 2 pages

5. "Homestyle" 4 pages
6. "Homestyle" 2 pages

7. "Modern" self-mailer edition (for those who don't wish to use envelopes)



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News You Can Use

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Foods to Help You Stay Healthy and Live Longer

Berries and fruits

Blueberries are one of the best-known power-packed foods. They are high in antioxidants and flavonoids, helping cut your risk of heart disease and cancer. Also consider purple grapes, strawberries and apples.

Vegetables

One of the healthiest vegetables is broccoli. Avoid cooking it too much and you'll benefit from vitamin C and other antioxidants, plus folic acid, which helps prevent heart disease. Also eat cruciferous vegetables — such as cabbage — and spinach, carrots and beets.

Beans and nuts

Dark-colored beans help prevent heart disease and can improve brain functioning. Nuts are a healthy way to snack because they contain minerals such as magnesium. Try brazil nuts, pumpkin seeds or flax seeds.

Fish

Choose fish, such as salmon, with a higher level of omega-3 fat, to reduce the risk of a heart attack.

Tea and chocolate

Tea is a rich source of antioxidants. It contains caffeine, so avoid too much of it if you are sensitive to this stimulant. Dark chocolate is another excellent source of antioxidants.

Putting Your House Up For Sale? Get These Essential Tips

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Drowning in Clutter? Easy Ways to Keep Your Home Tidy

A cluttered house can be hard to live in. Not only does it look messy, but it can be difficult and stressful to find the things you need. Here are some tips to declutter your home — and keep it that way.

Clear up as you go

Leaving things lying around becomes a habit. But it's a habit that can easily be broken once you get into the routine of putting things in their place after you've used them. This is perhaps the easiest way to keep your home free of clutter.

Have a decluttering blitz

Spend just a few minutes from time to time decluttering your home. You don't need to do every room, just focus on one, and you don't have to spend hours doing it. Perhaps get the whole family involved for a 30-minute blitz.

Less is more

We all have too much stuff, so spend time getting rid of things you don't need anymore. Be ruthless when you go through things and make decisions quickly. Spend too long and you'll end up keeping stuff you don't really need.

Paper and the home office

Paperwork is one of the greatest sources of clutter. Throw away anything you don't need to keep — use a shredder for personal documents. Keep your home office organized by creating a filing system rather than allowing things to lie around on your desk.

Top sources of clutter

Focus on your bathroom (do you really need everything?), the wiring behind your entertainment system (tie it in bundles) and children's playrooms (add more storage).

How to Create a Beautiful Focal Point for Your Room

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If you have a large, flat-screen television, this might make a suitable

focal point, but many people prefer not to make a TV the center of attention, as it can look unattractive when switched off.

The focal point doesn't have to be on the wall — a large area rug placed under a coffee table can also work well.

A fireplace is perhaps the best focal point in a living room. To accent it further, place a painting or mirror above the hearth.

In a bedroom, place the bed along the longest wall; add attractive bedding and a well-designed headboard.

All furniture in a room should be arranged around the focal point, helping draw your eyes to the right place. It's almost as if you are "framing" your focal point with the furniture and other decorations in your room.

Interesting Facts about Halloween

Halloween is thought to have originated in Ireland, where it's still popular today.

It arrived in the U.S. and Canada in the nineteenth century, when one tradition was for an unmarried woman to gaze into a mirror on Halloween and see the face of her future husband.

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Here are some tips to help you create an attractive home office that you'll actually want to spend time in.

An attractive place to work

A home office doesn't have to be just functional — it can be attractive, too. So take as much care with the décor as you would in the other rooms in your house, making sure office furniture and accessories coordinate with wall and floor coverings.

Good lighting

If you don't have a lot of natural light (or you'll be working mainly in the evenings), make sure you have good lighting, particularly task lights for illuminating your desk. Include other types of lighting too, so you'll make the room feel comfortable.

Choose good furniture

It's essential that your desk and chair are comfortable to work at, so take time choosing them. Make sure the seat and backrest of your chair are adjustable and that the height of your desk is comfortable.

Power and the Internet

Make sure there are plenty of power

outlets in the room and easy Internet access. Avoid a "rat's nest" of cables by bundling them together and tucking them out of sight.

Include good storage

Think carefully about the kind of storage you'll need and make sure there's enough of it. Consider stackable boxes to store paperwork efficiently, and an attractive filing cabinet. Put shelves on the walls and use them to store books; add wire baskets to the shelves for documents.

Bulletin board

Put up a bulletin board for reminders and other essential information you use every day. Then you'll avoid ugly sticky notes all over your computer.

How to Avoid the 'Internet Time Drain'

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E-mail: Avoid constantly checking email. Keeping one eye on your inbox and one on your work makes you much less effective — you'll get your work done more slowly because you won't be focusing on the task. Instead, check your email just a couple of times a day. If people need you urgently, they will call.

Know what you're online for: It's easy to get carried away, going from Web page to web page. You can waste hours just surfing without accomplishing anything. Instead, before you start up your browser, know exactly what you are online for.

Avoid forums and online discussions: These are one of the most addictive forms of Internet use as there's always some new discussion going on that you want to get involved with. Avoid getting sucked into a discussion unless you really need to.

5 Ways to Stay Out of Credit Card Trouble

Here are some tips to get the most out of your credit cards.

Don't have too many: Just keep one or two cards so it's easy to keep your credit under control.

Pay your total balance. You'll avoid interest that way. Don't just pay the minimum balance, or it could take years to clear your debt.

Pay your bill on time. You could lose

any breaks on interest you've received or be charged a hefty fee.

Watch for ever-increasing credit limits. Just because your credit limit has been raised, it doesn't mean you need to spend up to it.

Avoid cash withdrawals. Credit card companies and banks add an extra charge for cash withdrawals. Use your regular cash card instead.

How to Get the Most Benefit from a Nap During the Day

With our increasingly busy lives, getting enough sleep at night is becoming more difficult. One way to help make up for a poor night's sleep is to nap during the day.

A "power nap" is a brief sleep during the day. The key is to keep the nap short, so that you don't enter into a deeper sleep that will make you feel groggy when you wake up.

For most people, the ideal napping time is 15-20 minutes. However, your own sleep cycle may vary, so it's a good idea to experiment with different times.

Find a quiet place, make yourself comfortable and take deep, slow breaths. Falling asleep easily is something that might need practice.

Normally, it's a good idea to avoid caffeine in the hours before your nap. But some people recommend a cup of espresso just before you nap, so the caffeine wakes you up with renewed energy when it enters your bloodstream after about 20 minutes!

NEWS YOU CAN USE

Your
Name Here

This Month's Sudoku

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Insert your
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Less is more

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Paper and the home office

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Top sources of clutter

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Search on Wikipedia for September and you discover: its birthstone is sapphire; its flower is the aster or morning glory; and it starts on the same day of the week as December every year. Did you also know that Roman Emperor Caligula tried to rename the month Germanicus, after his father?

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How to Create a Beautiful Focal Point for Your Room

Having a focal point is critical if you want to create a room that feels comfortable and useable. And when you're selling your house, you'll make the room more attractive to buyers because they'll feel more at home when there's a focal point for them to rest their eyes on.

Some rooms have natural focal points, such as a fireplace, architectural details or a picture window with a view. But if your room has none of these, you could try placing a large piece of furniture such as an armoire or a tall bookcase along one wall, using an ornate mirror or large painting, or adding a table with your favorite ornaments or mementoes arranged on it.

If you have a large, flat-screen television, this might make a suitable focal point, but many people prefer not to make a TV the center of attention, as it can look unattractive when switched off.

The focal point doesn't have to be on the wall — a large area rug placed under a coffee table can also work well. A fireplace is perhaps the best focal point in a living room. To accent it further, place a painting or mirror above the hearth.

In a bedroom, place the bed along the longest wall; add attractive bedding and a well-designed headboard.

All furniture in a room should be arranged around the focal point, helping draw your eyes to the right place. It's almost as if you are "framing" your focal point with the furniture and other decorations in your room.

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Drowning in Clutter? Easy Ways to Keep Your Home Tidy

A cluttered house can be hard to live in. Not only does it look messy, but it can be difficult and stressful to find the things you need. Here are some tips to declutter your home — and keep it that way.

Clear up as you go

Leaving things lying around becomes a habit. But it's a habit that can easily be broken once you get into the routine of putting things in their place after you've used them. This is perhaps the easiest way to keep your home free of clutter.

Have a decluttering blitz

Spend just a few minutes from time to time decluttering your home. You don't need do every room, just focus on one, and you don't have to spend hours doing it. Perhaps get the whole family involved for a 30-minute blitz.

Less is more

We all have too much stuff, so spend time getting rid of things you don't need anymore. Be ruthless and make decisions quickly. Spend too long and you'll end up keeping stuff you don't really need.

Paper and the home office

Paperwork is one of the greatest sources of clutter. Throw away anything you don't need to keep — use a shredder for personal documents. Keep your home office organized by creating a filing system rather than allowing things to lie around on your desk.

Top sources of clutter

Focus on your bathroom (do you really need everything?), the wiring behind your entertainment system (tie it in bundles) and children's playrooms (add more storage).

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Foods to Help You Stay Healthy and Live Longer

Berries and fruits

Blueberries are one of the best-known power-packed foods. They are high in antioxidants and flavonoids, helping cut your risk of heart disease and cancer. Also consider purple grapes, strawberries and apples.

Vegetables

One of the healthiest vegetables is broccoli. Avoid cooking it too much and you'll benefit from vitamin C and other antioxidants, plus folic acid, which helps prevent heart disease. Also eat cruciferous vegetables — such as cabbage — and spinach, carrots and beets.

Beans and nuts

Dark-colored beans help prevent heart disease and can improve brain functioning. Nuts are a healthy way to snack because they contain minerals such as magnesium. Try brazil nuts, pumpkin seeds or flax seeds.

Fish

Choose fish, such as salmon, with a higher level of omega-3 fat, to reduce the risk of a heart attack.

Tea and chocolate

Tea is a rich source of antioxidants. It contains caffeine, so avoid too much of it if you are sensitive to this stimulant. Dark chocolate is another excellent source of antioxidants.



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Worth Quoting

What they said about work

"Choose a job that you love and you will never have to work a day in your life."

Confucius

"Work is the curse of the drinking class."

Oscar Wilde

"Opportunity is missed by most people because it is dressed in overalls and looks like work."

Thomas Alva Edison

"One of the symptoms of an approaching nervous breakdown is the belief that one's work is terribly important."

Bertrand Russell

"The only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking."

Steve Jobs

"Hard work never killed anybody, but why take a chance?"

Edgar Bergen

"There is joy in work. There is no happiness except in the realization that we have accomplished something."

Henry Ford

"Work consists of whatever a body is obliged to do. Play consists of whatever a body is not obliged to do."

Mark Twain

"There are two kinds of people, those who do the work and those who take the credit. Try to be in the first group; there is less competition there."

Indira Gandhi

Interesting Facts about Halloween

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Bulletin board

Put up a bulletin board for reminders and other essential information you use every day. Then you'll avoid ugly sticky notes all over your computer.

How to Avoid the Internet 'Time Drain'

The Internet is a great tool. But it can also be a huge time-waster. Here are some ways to make sure you're using your time well when you're online.

E-mail: Avoid constantly checking email. Keeping one eye on your inbox and one on your work makes you much less effective — you'll get your work done more slowly because you won't be focusing on the task. Instead, check your email just a couple of times a day. If people need you urgently, they will call.

Know what you're online for: It's easy to get carried away, going from Web page to web page. You can waste hours just surfing without accomplishing anything. Instead, before you start up your browser, know exactly what you are online for.

Avoid forums and online discussions: These are one of the most addictive forms of Internet use as there's always some new discussion going on that you want to get involved with. Avoid getting sucked into a discussion unless you really need to.

How to Get the Most Benefit From a Nap During the Day

With our increasingly busy lives, getting enough sleep at night is becoming more difficult. One way to help make up for a poor night's sleep is to nap during the day.

A "power nap" is a brief sleep during the day. The key is to keep the nap short, so that you don't enter into a deeper sleep that will make you feel groggy when you wake up.

For most people, the ideal napping time is 15-20 minutes. However, your own sleep cycle may vary, so it's a good idea to experiment with different times.

Find a quiet place, make yourself comfortable and take deep, slow breaths. Falling asleep easily is something that might need practice.

Normally, it's a good idea to avoid caffeine in the hours before your nap. But some people recommend a cup of espresso just before you nap, so the caffeine wakes you up with renewed energy when it enters your bloodstream after about 20 minutes!

5 Ways to Stay Out of Credit Card Trouble

Here are some tips to get the most out of your credit cards.

Don't have too many: Just keep one or two cards so it's easy to keep your credit under control.

Pay your total balance. You'll avoid interest that way. Don't just pay the minimum balance, or it could take years to clear your debt.

Pay your bill on time. You could lose

any breaks on interest you've received or be charged a hefty fee.

Watch for ever-increasing credit limits. Just because your credit limit has been raised, it doesn't mean you need to spend up to it.

Avoid cash withdrawals. Credit card companies and banks add an extra charge for cash withdrawals. Use your regular cash card instead.

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This Month's Sudoku

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Fascinating Facts About October

- Ford introduced the Model T car on October 1, 1908.
- The Beatles released their first single, "Love Me Do," on October 5, 1962.
- Explorer Captain Cook discovered New Zealand on October 7, 1769.
- The Fox News channel was launched on October 7, 1996.
- Arnold Schwarzenegger became the governor of California on October 8, 2003.
- Che Guevara was executed for attempting to incite a revolution in Bolivia on October 9, 1967.
- The Pac-Man game was released in Japan on October 10, 1979.
- British prime minister Margaret Thatcher survived an IRA bomb in her hotel in Brighton on October 12, 1984.
- Jim Hines became the first man to break the ten-second barrier in the 100-meter Olympic final on October 14, 1968.
- Mother Teresa was awarded the Nobel Peace Prize on October 17, 1979.
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"Opportunity is missed by most people because it is dressed in overalls and looks like work."

Thomas Alva Edison

"One of the symptoms of an approaching nervous breakdown is the belief that one's work is terribly important."

Bertrand Russell

"The only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking."

Steve Jobs

"Hard work never killed anybody, but why take a chance?"

Edgar Bergen

"There is joy in work. There is no happiness except in the realization that we have accomplished something."

Henry Ford

"Work consists of whatever a body is obliged to do. Play consists of whatever a body is not obliged to do."

Mark Twain

"There are two kinds of people, those who do the work and those who take the credit. Try to be in the first group; there is less competition there."

Indira Gandhi

6 Ways to Create an Attractive Home Office

A home office is on its way to becoming an essential item on a house buyer's wish list. After all, many people work at least part of the time at home — and even if they don't, they still want somewhere to store the computer and their household papers.

Here are some tips to help you create an attractive home office that you'll actually want to spend time in.

An attractive place to work

A home office doesn't have to be just functional — it can be attractive, too. So take as much care with the décor as you would in the other rooms in your house, making sure office furniture and accessories coordinate with wall and floor coverings.

Good lighting

If you don't have a lot of natural light (or you'll be working mainly in the evenings), make sure you have good lighting, particularly task lights for illuminating your desk. Include other types of lighting too, so you'll make the room feel comfortable.

Choose good furniture

It's essential that your desk and chair are comfortable to work at, so take time choosing them. Make sure the seat and backrest of your chair are adjustable and that the height of your desk is comfortable.

Power and the Internet

Make sure there are plenty of power

outlets in the room and easy Internet access. Avoid a "rat's nest" of cables by bundling them together and tucking them out of sight.

Include good storage

Think carefully about the kind of storage you'll need and make sure there's enough of it. Consider stackable boxes to store paperwork efficiently, and an attractive filing cabinet. Put shelves on the walls and use them to store books; add wire baskets to the shelves for documents.

Bulletin board

Put up a bulletin board for reminders and other essential information you use every day. Then you'll avoid ugly sticky notes all over your computer.

How to Avoid the 'Internet Time Drain'

The Internet is a great tool. But it can also be a huge time-waster. Here are some ways to make sure you're using your time well when you're online.

E-mail: Avoid constantly checking email. Keeping one eye on your inbox and one on your work makes you much less effective — you'll get your work done more slowly because you won't be focusing on the task. Instead, check your email just a couple of times a day. If people need you urgently, they will call.

Know what you're online for: It's easy to get carried away, going from Web page to web page. You can waste hours just surfing without accomplishing anything. Instead, before you start up your browser, know exactly what you are online for.

Avoid forums and online discussions: These are one of the most addictive forms of Internet use as there's always some new discussion going on that you want to get involved with. Avoid getting sucked into a discussion unless you really need to.

How to Get the Most Benefit from a Nap During the Day

With our increasingly busy lives, getting enough sleep at night is becoming more difficult. One way to help make up for a poor night's sleep is to nap during the day.

A "power nap" is a brief sleep during the day. The key is to keep the nap short, so that you don't enter into a deeper sleep that will make you feel groggy when you wake up.

For most people, the ideal napping time is 15-20 minutes. However, your own sleep cycle may vary, so it's a good idea to experiment with different times.

Find a quiet place, make yourself comfortable and take deep, slow breaths. Falling asleep easily is something that might need practice.

Normally, it's a good idea to avoid caffeine in the hours before your nap. But some people recommend a cup of espresso just before you nap, so the caffeine wakes you up with renewed energy when it enters your bloodstream after about 20 minutes!

5 Ways to Stay Out of Credit Card Trouble

Here are some tips to get the most out of your credit cards.

Don't have too many: Just keep one or two cards so it's easy to keep your credit under control.

Pay your total balance. You'll avoid interest that way. Don't just pay the minimum balance, or it could take years to clear your debt.

Pay your bill on time. You could lose

any breaks on interest you've received or be charged a hefty fee.

Watch for ever-increasing credit limits. Just because your credit limit has been raised, it doesn't mean you need to spend up to it.

Avoid cash withdrawals. Credit card companies and banks add an extra charge for cash withdrawals. Use your regular cash card instead.

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		7	6					
4				1				6
			9	8		6		7
8			7		1			4
9		5		6	2			
2				7				8
					6	9		
	4	6	3			1		

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Why should I choose Ready to Go Newsletters?

By Simon Payn, President

Ready to Go Newsletters is the only service with a 12-month guarantee featuring easy-to-customize newsletters created by a journalist and marketing expert that combine interesting content readers love with powerful yet subtle marketing devices.

How will Ready to Go Newsletters help me market myself?

- Newsletters are the most powerful way there is to keep in touch with clients and prospects.
- Ready to Go Newsletters are designed to create a deep connection with clients by giving them interesting, useful information -- news they can use.
- With Ready to Go Newsletters, everything is done for you. If you wish, all you need do is add your contact information. Of course, you can make more changes, if you like (indeed, we encourage it!).

How will Ready to Go Newsletters make my life easier?

- You can focus on what you do best -- helping clients buy and sell real estate. Let someone else work on your newsletter for you!
- Ready to Go Newsletters are delivered in Microsoft Word, so there's no new software to learn.
- It takes just 15 minutes (or less) to produce a newsletter. Then all you have to do is print it and take it to a local copy shop.
- Everything can be customized. You won't be "locked" into certain articles or designs.
- You get personal service from me -- Ready to Go Newsletters is small enough to be able to offer that. I'll help you set up your newsletter, if you need, and give you advice on making it work for you. (After all, your success is *my* success -- I want you to rave about how great these newsletters are!)

How will Ready to Go Newsletters help me build a list of great clients?

- Newsletters make a powerful connection with people, because they bring them helpful information that makes their lives better. You'll be seen as someone there to help them, not just to take a commission and run.
- People will want to receive your newsletter because they enjoy reading it, so you'll have no problem adding prospects to your list.
- You'll demonstrate your expertise in buying and selling houses through the informative articles about real estate.

- You'll be able to keep in touch with prospects and clients on a regular basis, becoming a part of their lives. Then, when they need a Realtor, you'll be the one they contact.
- You get a free "reader response device" you can use to encourage people to contact you. This makes the newsletters more interactive, so that people develop a deeper connection with you.

How can I be sure I'm not making a mistake by choosing Ready to Go Newsletters?

- You can "test drive" the Real Estate Edition for one month for free. So if you decide it's not for you, you can just cancel and you won't be charged a cent. Why is it free for a month? Because I know that when you see how powerful these newsletters are, you'll want to keep subscribing. That's what most people do!
- The newsletters are guaranteed for 12 months. If at least 3 people don't tell you how much they love your newsletter, I'll give you your money back. (All I need is proof that you actually mailed your newsletters -- I'd be crazy to give money back to people who didn't actually try them out!)
- If you're in doubt, email me at support@readytogonewsletters to ask any questions you like. Or call and leave a message at 1-877-976-6368. Then you can get a taste of what it's like to work with Ready to Go Newsletters.

Why do clients love Ready to Go Newsletters so much?

- Readers love the articles because they help make their lives better. I'm a journalist and marketing expert, so I know how to write articles that people want to read -- everything from the headline to the layout and the writing style. That's why Ready to Go Newsletters are favorites with readers. Just look at the sample and see what you think.
- They not all about real estate! These newsletters are designed to create a connection between you and your clients by writing about topics that interest them. And, believe it or not, they are interested in more than just real estate! So, yes, there are real estate tips in the newsletters, but lots of other interesting stuff too!

What are the main features of Ready to Go Newsletters?

- Every month you get an email with the secret page where you can download your newsletters.
- The newsletters come in Microsoft Word, so you can easily customize them as much as you wish.
- There are 3 designs to choose from, and a choice of 2- or 4-page editions. There's also a "self-mailer" edition for people who prefer not to use envelopes.
- Every aspect of the newsletters is customizable -- the articles, the design, the colors. Everything! We don't use technology to "lock" you in to certain articles or designs.

- You pay on a month-to-month basis. There's no set-up fee and no fixed-term contract. You can cancel when you like and you won't be charged a cent more. (After all, isn't that how you prefer it to be?)
- You get help setting up your newsletters, if you ask for it. I've also helped clients with all sorts of extra advice, even things that aren't related to newsletters. After all, your success is my success. I want you to be delighted with Ready to Go Newsletters!

Where to go if I have more questions?

Read the frequently-asked-questions page at
<http://www.readytogonewsletters.com/help.html>

How do I start?

Test drive your newsletter by clicking on this link:

[**Click here to start**](#)