EMAIL SIGNATURE

Are you missing one of the most valuable marketing opportunities available to you?

This is an absolutely **"no cost" opportunity** to let the world know what you do and **I am AMAZED at how many people miss it completely.**

How many emails do you send out on a typical day? 10, 25, 50 or more?

This translates to 3,650, 9,125, 18,250 or more opportunities a year to let the world know who you are and what you are up to!

Are you missing, or underutilizing, this opportunity?

If so, Jazz Up Your Email Signature!

Each email can become a billboard for you and your business. Even when sending email for non-business reasons it makes sense to have a well crafted eMail signature line.

You may ask, Why?

First and foremost, because if people don't know what you do then they can't support you in doing it. You want to **make it easy for people to contact you, refer business to you, ask you questions and ultimately to hire you or buy from you.** Are you doing that today as effectively and easily as you could be?

Even if you have a signature line I encourage you to review and update it. Like any kind of advertising an email signature line will grow stale and people become numb to it. Shake it up a bit and see what happens.

Are you up to the challenge?

If so, here are some simple steps to making it happen:

First, make certain that your **name and contact information** (this can include phone, fax, email address, web address) are there and that you've chosen a font and colour that is legible. Don't get too fancy with fonts and colours as they will often distract from your message.

Second, **include an offer or a give away**. Many people offer a free training session or encourage people to exchange their email address for some other offer (**free article** of interest to your niche market or an eZine). Once again, this is easily changed so don't sweat the small stuff. The important piece is to give people a reason to contact you and to make it EASY!

Third, **change it up periodically**. Add new bonuses that people can sign up for. Test drive a new "tag line" or add an interesting quote. Coca-Cola® isn't running the same ads that they were 6 months ago, so why should you?

TIP: In some programs (i.e., Outlook) **you can create a "signature" file**. What this will do is that every time you open a new email your signature line will appear. However, if you can't figure out how to do this, or your email program doesn't have a "signature" feature then you can create your signature line in Word, or another program, and simply copy and paste it in to your emails before you send them out.