

5 TIPS FOR WRITING EFFECTIVE SIGNATURE FILES.

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By Oluwafisayo Akinlolu

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These tips will go a long way to help your Signature Files (Resource Box or Byline) have the effect it ought to have.

1. You SIG File should not be more than six to eight lines. Do not cram all the programs you have into your Signature File. It turns the reader hostile. It is a dead turn-off. It will only get the reader confused. Eliminate all irrelevances and make your SIG File short and precise.

2. Use the AIDA principle effectively. A-Attention. Your SIG File must arrest attention. If it doesn't, you might as well forget it. I-Interest. Create curiosity. Make your reader want to know more. D-Detail. Although short, your SIG File should contain enough information for your reader. It should never be vague. A-Action. Make your reader act. It is one thing they will love to do.

3. Create flow. Your signature file should flow together from beginning to end where the reader is expected to act.

4. Use action stimulating words. Here are ten examples. Act now!, Its free....., Yours for the asking....., Absolutely free....., Write..., Click here now....., Get started today....., Don't delay....., Send an email....., See this now!

5. Create a sense of urgency. People will respond better when you make the situation urgent. Tell them there is a deadline, a bonus for the first 100, redeem a price in two minutes, first 500 gets free e-book, offer lasts till.....etc.

C. Oluwafisayo Akinlolu 2003

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A New Twist To The Signature File Idea

By Terence Tan

After the incredible success of Hotmail.com, the use of signature files on all outgoing e-mail accounts has been a common method of web promotion.

The limitation that most people face is that there is a limit to how much "legitimate" e-mail they can send everyday.

A key but often overlooked characteristic of the Hotmail campaign that made it wildly successful is that every user of Hotmail was actually part of its campaign. Rather than sending signature file ads from only one e-mail account, Hotmail had a virtual army of people promoting their service.

One way we can boost the number of mails carrying our signature files is to offer free e-mail accounts to people and attach OUR signature files to their outgoing email. While it is now harder to give out free e-mail accounts than when Hotmail first started out, even a small handful of active users of your free service can dramatically increase the number of your signature files being displayed.

Everyone.net offers a cheap Group Mail account that lets us offer free e-mail accounts to 100 people, at \$9.99 a month.

For less than 10 cents each, you'll get an large group of people pushing your advertisement every time they send out an e-mail message.

There are probably other companies offering to let you provide free e-mail to others (the key point being they must allow you to attach YOUR signature file to each outgoing e-mail), but Everyone.net does seem to be very user friendly, easy to set-up (no setup cost), and cheapest.

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They also offer to give you a free domain name of your choice when you sign up.

If you already own XYZ.com, you could take advantage of their offer by also getting XYZ.net for free.

For sites with large and dedicated North American audiences, there is even a Sponsored Mail solution where they essentially offer their service for FREE!

This is certainly a proven, low cost strategy to use, especially if you are looking for some "free stuff" to offer your web site visitors, gaining their goodwill and turning them into your "evangelists" at the same time.

Terence Tan is the founder of

, a website dedicated towards the development of

Multi Level Affiliate Programs as an alternative system of business. Visit

to

learn how MLAPs can multiply your affiliate referral commissions.

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Marketing With Signature Files

It's Free, It's Powerful, It's In Your Email

Viral Marketing with Your Signature File

It's Free, It's Powerful, It's In Your Email

The Forum List

QuickSite – Put an end to slow loading pages

Create Instant PDF

Write Around The World FREE!

Exe Vault



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Menopause, Andropause And Other Hormone Imbalances
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