

Are You Losing Sales Because Of Your Email Link?

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**Are You Losing Sales Because Of Your Email Link?**

**By Steve Shaw**

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I don't know about you, but I get dozens of emails daily with completely blank subject lines. The vast majority contain viruses or spam messages, and due to an overloaded inbox and the impracticality of going through each message individually, I tend to delete these suspects automatically en masse, in the same way that I delete other messages containing subject lines that scream spam.

This practice has in the past cost me sales as occasionally I missed important messages from prospects. If a prospect was taking the time to email me, they were likely to be very interested in purchasing the software – the last thing I wanted to do was miss their message when it arrived. Not only did I miss a possible initial sale, it also left them with a bad impression and they would be likely to steer clear of my products in the future.

Also, existing customers would sometimes send me emails with a blank subject line requesting support – the consequent lack of response at my end because of the blank subject line could lead to requests for refunds that could have been avoided had I seen their email and responded in my usual way. This also led to the loss of potential future sales of other products that they might have otherwise been interested in.

All in all, important missed emails like this can be very costly.

I have therefore since implemented a very simple strategy on my web site to reduce this risk, and help to ensure that these important messages reach me and actually get opened and responded to in my usual quick way.

It involves a simple adjustment of HTML that takes just seconds.

After looking around several other web sites marketing products and services, it's likely that they could benefit from the same easy-to-implement strategy.

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Here is what I used to have in place.

On my web site, I include an email address where prospects and customers can reach me. It's a clickable email address, i.e. when the email address link is clicked, it opens an empty email ready to send to me – to achieve this, the anchor tag previously contained the following HTML:

```
href="mailto:support@popupmaster.com"
```

The only problem was that prospects, and perhaps customers, would click this link, enter their message, and send the email without ever filling in the subject line.

I have since implemented a very simple change, that makes it a lot easier for them, and helps to ensure that I respond to their message when it arrives in my inbox. All I did was adjust the HTML code for the email link so that a specific subject line is automatically inserted into the email. I can now easily recognize the email when it arrives, and ensure it is filtered correctly.

Here is an example of the replacement code that I now use in my email anchor tags:

```
href="mailto:support@popupmaster.com?subject=PopUpMaster_question"
```

This simple adjustment prefills the subject line and ensures there will be little chance I will miss their email when it arrives. Consequently my prospects and customers are happier, and my business gains in strength.

By including a suitable subject in the mailto: links on your web site, you can achieve the same positive effect for your own business.

Steve Shaw develops software and systems for effective e–marketing. His PopUpMaster Pro software at <http://popupmaster.com> creates popups that beat the popup blockers and which are compatible with Google Adwords.

**Join me, I'm a failure too!**

**By Gary J Kidd**

Join me, I'm a failure too! by Gary J Kidd

Article: Join Me, I'm a failure too!

Word Count 605

by Gary J Kidd  
[http:// finews.com](http://finews.com)

## Are You Losing Sales Because Of Your Email Link?

Whether you realise it not, every time you send out an email, or place a Classified Ad, subscribe to an Ezine, you are sending out a message about yourself each and every time.

There is one thing that stands out more than anything else from your emails!

It is your email address!

If you are running your online business using a Free Email Address, you are sending out a message to all who receive it. You are telling them certain things by using a Free Email Account.

1. I am a complete amateur and new at this.
2. I am losing money like 95% of those online.
3. I can't afford a paid email account.
4. If you reply to this it will probably bounce.
5. This is my junk email account in which I receive 500 emails a day.
6. This online stuff is great so let's give it a go and see what happens.

So, which one refers to you?

A Professional appearance in your online business is essential. An online business is no different from running an offline business. So why treat it any different.

If you had an offline business and needed to visit people to make sales, would you go in t-shirt and jeans?

Millions of people each day buy goods from Catalogues. These are well presented, with glossy photos inside to make the goods more attractive. You probably buy stuff from them yourself.

But, would you buy from it if, it came to you as photo copied paper, black and white photos, and bound together by hand to look like it was home produced? Of course not.

But all the time you are using a Free Email account to run your Online Business, you are doing exactly that!

Nearly all Junk email and SPAM comes from Free Email Accounts. Why? Because they are throw away.

Most Scams on the Internet use Free email Accounts also!

Join me, I'm a failure too! I am a SPAMMER and a SCAMMER!

"But it will cost money to have a paid Email Account"

The truth is it costs money to run any business, and your online business is no different.

## Are You Losing Sales Because Of Your Email Link?

All you have to do is get your own Domain Name, then get it hosted. You then have hundreds of email accounts for yourself. You can use different ones for each of your programs. Not only that, you can re-direct all your affiliate links through your own website, and create an impression of professionalism when you send out your Ads.

Setting up a Domain and website is not expensive. Re-directing your links is easy and a child could learn it in a few hours.

Here is an example for you. Which link do you think looks better?

<http://www.pushbuttonpublishing.com/affiliates.php?rid=106>

or

<http://finews.com/instantbusiness.html>

Not only that, the Affiliate link is protected from someone stealing it and your commissions.

If you need help and want to know the cheapest way of setting everything up, then you should subscribe for Free to my Ezine. you will get an Affiliate Link Protector for free, and I can show you where to get everything else you need for less than the cost of a family Pizza. <http://finews.com>

Do not give the impression to others that you are a failure. Ok, you may be losing money, but do not advertise it. You may be new, but do not advertise it. You may have a lot to learn and need help, don't advertise it, ask for help!

To be successful, you must look successful.

To be a failure, you must look a failure!

Gary J Kidd is the Editor of TFI News. A weekly publication that specialises in helping New and experienced Internet Marketers. He can show you exactly how to start an Online business and be in profit within a few weeks. <http://tfineews.com>

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