

Are You Overlooking the Gold In Your Email Folders?

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By Marty Foley

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If you've been using the Internet for some time, most likely the folders of your email program have become crammed with copies of different types of email messages you've sent and received in days gone by.

Perhaps to conserve hard drive space or to reduce clutter and confusion, you've saved few copies of past messages. Or maybe you've saved many in the past but have later been tempted to delete them.

Let me suggest that those old email messages may contain more value than you've ever imagined. I'm going to share some ideas in this article that may help you look at them in a new light and to gain more value from them.

1) FAQ Page Creation and Updating.

As you look through archived email messages, are there certain questions that prospects have often asked about your products or services? Remember that for every prospect who takes the time to email you a question about one of your products or services, there likely have been several more with similar questions who haven't.

In order to save time for yourself and your prospects in the future – and to close more sales – you may be wise to compile answers to common questions into a FAQ (Frequently Asked Questions) web page or autoresponder. At the very least, you may at least be able to reuse your replies to previous questions

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to answer future ones, instead of creating them from scratch each time.

2) Ad Copy Improvements.

The same idea applies to your ad copy. The more questions, concerns or sales objections you leave unanswered or unaddressed, the more potential obstacles stand in the way of a prospect's buying decision. Your email archives likely hold valuable clues for ways to better address those issues by updating and improving your ad copy.

3) Ideas for Additional Income Streams.

Past email correspondence with prospects and customers can reveal additional related challenges, problems and goals of those in your target market. Hidden within may lie the spark of ideas for additional products and services that would appeal to them.

4) Article Ideas and Research Material.

Looking for material for a new article? A quick scan through some of your old email messages should turn up several topic ideas and research material.

5) Info-Product Material.

The same idea also can be applied toward product creation. Some of your previous original writings may be incorporated – along with other original material you create – in a new information product.

6) Testimonials.

What about those emails you've received from customers who've raved about your product or service? If you haven't already, drop them a line thanking them for their kind words and ask them for permission to quote their testimonials in future marketing efforts. Likely, more will grant permission than not.

7) Potential Joint Venture or Networking Partners.

Networking with and arranging joint venture partnerships with other Internet entrepreneurs who market products or services

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complementary to your own can be an effective marketing strategy. Your email folders likely contain many good candidates that you might approach on an individual basis.

Note: There are so many joint venture possibilities that you likely won't have time to pursue them all. You'll have to be selective when choosing JV partners.

8) Site Improvements.

One commonly overlooked fact is that the same web site can look very different from one computer system to another. Sometimes visitors may send an email to let you know of these or other usability problems they've experienced on your site, which you may be totally unaware of. Such feedback can reveal ways to improve the sales effectiveness of your site by making it more

user-friendly.

In Closing...

Before you delete all those old messages archived in your email program, it can be well worth the time it takes to scan through them to see how you might apply some of the above suggestions. You may uncover some very valuable "nuggets" whose value you have previously overlooked!

Marty Foley reveals uncommon e-commerce success strategies and tactics in his highly-acclaimed, Internet Marketing Goldmine: <http://ProfitInfo.com/catalog/v3/> He also consults personally with serious Internet entrepreneurs to help build and boost the profits of their online enterprises, through his members-only Insiders site: <http://ProfitInfo.com/catalog/v5/>

Organizing Your Email

By Kathy Burns

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Keeping your email organized is imperative, especially in corporate or small business settings. When you use email for business purposes, you are essentially handling customer files. Because of the importance of this for even the smallest of businesses, those files should stay as organized as possible. You wouldn't just lump all of your paper customer files into a corner would you? Most of us

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wouldn't, so here are some ways to keep the email files (correspondence) organized as well.

If your business email inbox is currently cluttered with hundreds of old items, set aside some time to clear it out. This first clearance may take several hours, so you may want to delegate some weekend or evening time to tackle it.

Filing Methods

Before starting the actual filing of the items, you'll need to brainstorm your organizational structure. If you do not have a solid contact management software program, I strongly suggest investing in one. My preference is GoldMine, and I'll explain why further on in this section. For now, you simply need to decide how you work, and what filing system will work best for you personally. If you need help coming up with filing and organizational ideas, here are a few popular ones:

1. Customer Name Folders - Create email folders that are named the same as your customers. All email to or from a particular customer will be filed to that customer's individual email folder.
2. Project Name Folders - If you work primarily with projects, you can create email folders that match past, existing or future project names. From there, you can file all email related to the project, regardless of who it is to or from, into the corresponding project folder.
3. Month and Year Folders - Create email folders that are named for each month and year. Then file all email sent or received in that month/year into the matching folder.
4. Print File Cabinet Mirror - Create email folders named to match your Print File Cabinet system. Then file email into the email folders in the same way that you file print papers into your hard copy system.

Once you have decided how you want to organize your email, set up the folders and then go through each and every item in your inbox. This is the part that may take hours so make sure you have set aside enough time to fully complete the job.

While you're sorting your messages, you may find several items that have not yet been addressed but need to be. Try to address these before filing them, or make a note on your calendar or to-do list. Alternatively, if your email system has the capability, you can mark them for completion later. Be aware however: If you file the messages

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away you are not likely to address them later unless you have something scheduled that reminds you to. So, if you can, it is better to address them now and get them out of the way.

If your email program has the ability to link messages to contacts, I strongly suggest using this feature. This is the primary reason I use the GoldMine software. With GoldMine, I can keep a running history for each and every person I come into contact with. All email messages sent or received can be filed into the history right along with the appointments, phone calls, faxes, project notes and any other correspondence I have accumulated.

By utilizing contact management software that files email according to the person whom the email is from or to, you do not have to continuously search through various email folders when trying to find a specific item.

Ongoing Habits

Now, once you have spent the initial time needed to organize your inbox, it is fairly easy to keep it organized from that point forward. It may take a bit of effort to get into the habit in the first week or two, but usually the joy of having it all cleaned out helps to motivate you into keeping it cleaned.

Ready for the rest? Get the full booklet — Don't Put Into Email Today What You Do Not Want to See on Headline News Tomorrow — right now for just \$6.95! Visit Kathy's website and get it now!http://electronicperceptions.com/ebooks/effective_email.shtml

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