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E-Sigs That Work – by June Campbell

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Does your email signature contain a humorous quip or a philosophical quote from a dead poet? If yes, you're wasting a wonderful opportunity to promote your business for free!

To a business person, an e-sig is an advertisement and the basic guidelines for writing advertisements apply. However, modifications for online use are required. Keep the following guidelines in mind:

1. Less is more. Some email systems and mailing lists will automatically cut off any signature exceeding 4–6 lines. Many email programs will allow you to set line lengths to about 60 characters – the ideal length for readability.
2. Attract attention to your signature by creating "borders" of text or special characters.
3. Include the name of your business and a short, pithy marketing statement.
4. Sell benefits, not features.
5. Offer something free – i.e. free information, free contest, free samples, etc.
6. Make it easy for people to contact you by providing clickable links to URLs and emails. For example, if you add "mailto:" in front of an email address, most email programs will allow the user to open a new message to that address simply by clicking on the link.

For example:

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"A healthy puppy is a happy puppy! " For a FREE report on canine health and nutrition, send a blank email to <mailto:report@petplace.com>
The Pet Place --- For All Your Pet's Needs! (<http://www.petplace.com>)

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In the simulated example above, the mythical Pet Place sells a benefit (i.e. a happy pet), offers free information that pet lovers will appreciate, provides contact information, states the business name, and gives viewers two methods to quickly contact The Pet Place. All in 31 words plus two lines of border!

June Campbell, "How-to" Booklets, Guides, Templates, & eBooks–Business proposals–Business plans,–Joint Venture Contracts... More! Visit to Claim Your FREE GIFT! (<http://www.nightcats.com>)

They Took Minutes to Fix and Yielded Huge Results...

By Jim Daniels

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Today I'd like to share with you just two tiny changes I made in my online marketing campaign recently. While the changes I made took literally minutes, the results have been nothing short of spectacular.

Chances are, you are making at least one of these two mistakes as well. If so, I urge you to fix them as soon as possible. I promise you'll be thrilled with the results.

MISTAKE 1: Sign up form missing on home page...

For over two years my main page did not contain a signup form for my email newsletter. Sure, I had a link to my sample issue, which contained a signup form, but I never got around to adding the short form to my main page.

THE FIX: I added a short sign up form with a testimonial on my main page and my new subscriber signups nearly doubled, from 300 a week to close to 600. If I had smartened up a year ago I could be at 50,000 subscribers now, instead of 35,000.

Learn from my mistake! If you are not using a signup form on your main page to collect email addresses of your visitors, you are making a big mistake. It really is as simple as asking for their email address using a "formmail" script on

your web server. Most web hosts offer that basic script for free.

MISTAKE 2: Including the same signature file with all outgoing emails...

A signature file is simply a short "footer" (usually 3–5 lines) that you write yourself. The signature is included in at the bottom of each email message you send and it is an excellent way for potential customers to learn about your products and services. When done properly, your signature can constantly make sales for you.

Although most online marketers know how to use a sig file, nearly all are limiting themselves with this tool. Here's an example of how I was limiting my own sales...

My old Signature was one of those boring 3 line sigs with company name, contact information and URL.

Any time I replied to an email message it included that short signature at the end. Sure, I dabbled with other longer sigs but I never noticed much of a difference. That is, until I wised up and started targeting my sigs to each prospect...

THE FIX: Rather than use the same sig with every email, I now select from a menu of four separate signatures. Each one I created is geared to assist different people. It's usually pretty simple to tell from an email message what type of product or service each person may be most interested in. Now, before I click "send" on any message, I simply use Eudora's drop down menu and select one of my four pre-written signature files.

I suggest you take a few moments to set up three or four different signatures right now. Each one will be a mini-ad designed to assist specific customers and prospects. The sigs should also carefully promote each of your top products and services.

Tip: I've found that writing the signatures in a "P.S." format can be very effective since it looks like part of the email message itself.

Once you're done setting up some sigs, put them into action.

That's the easy part... Before you click "send" on any email message, select the signature that would fit best with the recipient's needs. You'll quickly find that each client you deal with really does fit in well with one particular recommendation. This simple strategy can increase your online income more than you can imagine!

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