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**Email Business Etiquette**

**By BB Lee**

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Email Business Etiquette!  
by BB Lee (C)2002

Email etiquette is fundamental stuff...for most Online Business people. In fact, think of how you respond to Online messages as important image management. Handling your messages the correct way will make you appear professional while building your reputation Online as a responsive, attentive, business person, who really cares about his customers. In the long run this will surely build your "rep" and your income.

Researchers estimate up to 75% of business people Online do not use good email etiquette. They risk their Online messages seeming rude, offensive, blatant sales pitches, or plain annoying. Here are a few suggestions to adapt to your situation.

1. Keep an open line of communication running between you and your customers or subscribers. Post your contact information in clear view on your web page. This will make it easier for people to email you if they have questions or problems.
2. Answer all important email within a 48 hour period. If you don't this would be considered poor business practice or just plain rude.
3. Do not respond to angry email with like behavior. You have much better things to do than start a "flame war." Instead ignore their remarks and block their messages using your email program. Or simply let them have the last word. This

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will prompt an immediate end.

4. I've seen this far too many times. Do not respond to an email message in all capitals packed with exclamation points. This is rude and very unprofessional. I don't know about you, but all capitals LOOKS LIKE SCREAMING TO ME!!!!!!

5. Spell check all your email before hitting the send button. Why risk a bunch of typo's turning off a potential customer? Most email programs have a spell check included. Use it!

6. Don't answer a client's email with a dozen affiliate links at

the bottom of your message. Do I have to explain this one? This marketing method is prone to backfire and turn off potential customer's and subscribers.

7. If you must use an affiliate link, tie it in with the senders' question. If the sender asked for information on low cost widgets, you could easily include your list of widgets along with a link to your widget affiliate program.

8. Don't respond to a subscriber's or customer's email with a dozen follow up messages promoting your affiliate programs. Many marketers disagree, thinking this is a great opportunity to get their message across. I disagree. In fact, the average person will automatically delete your email after two or three follow-ups. So you are wasting your precious marketing time.

9. Handle customer/subscriber complaints promptly. Don't let problems build up until you are simply overwhelmed with too much work! Often, all that is needed is a short response with needed information.

10. Use your sig line modestly. Don't clutter your signature file/line with several lines announcing all your affiliate programs. This is also very unprofessional and might dramatically reduce your business image to the reader.

11. Be exceptionally polite to all your customers especially when corresponding by email. Go the extra mile. This will build your reputation and perhaps attract new customers.

12. Keep your business email professional but friendly. Don't get overly chatty and chummy with off the wall humor. A few people might be offended by your wry wit. You also don't

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want to sound stiff and phony. Keep communication real and honest.

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### **Business Etiquette**

**By Neil Payne**

Business etiquette is in essence about building relationships with people. In the business world, it is people that influence your success or failure. Etiquette, and in particular business etiquette, is simply a means of maximising your business potential.

If you feel comfortable around someone and vice versa, better communication and mutual trust will develop. This comfort zone is realised through presenting yourself effectively. Business etiquette helps you achieve this.

Business etiquette revolves around two things. Firstly, thoughtful consideration of the interests and feelings of others and secondly, minimising misunderstandings. Both are dependent upon self conduct. Business etiquette polishes this conduct.

Business etiquette varies from region to region and country to country. For the international business person, focusing too deeply on international business etiquette would leave no time for business. However, there are some key pillars upon which good business etiquette is built.

#### Behaviour

Your manners and attitude will speak volumes about you. They will point to your inner character. If you come across selfish, undisciplined or uncouth your relationship is unlikely to prosper. Appropriate business etiquette promotes positive traits.

#### Honesty

A reputation for delivering what you say will deliver goes a long way in the business world. Remember, a reputation for integrity is slowly gained but quickly lost. Understanding a particular country's business etiquette provides a framework in which you can work without fear of crossing boundaries in terms of agreements, promises and contracts.

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### Character

Your character refers to what you as an individual bring to the business table. Proper business etiquette allows you to exhibit your positive qualities. For example, knowing when to be passionate and not emotional or self-confident without being arrogant. Just through learning another's business etiquette you demonstrate an open-mindedness which will earn respect.

### Sensitivity

Sensitivity and consideration underlie all good business etiquette. Being prepared for foreign ways and methods and responding thoughtfully is achieved through experience and business etiquette know-how. By avoiding misunderstandings and misinterpretations through business etiquette you lay

foundations for a strong business relationship.

### Diplomacy

Avoiding thoughtless words and actions protects you from negative consequences. Impulse often leads a business person astray. Business etiquette encourages the careful thought of the interests of others and choosing acceptable forms of expression.

### Appearance

Dressing appropriately, standing and sitting in the right place at the right time, good posture and looking physically presentable are all elements in making a good impression. Business etiquette teaches you how to suitably present yourself and what to avoid.

Analysing, understanding and implementing the above will help you recognise what business etiquette is and how it should be employed within the business world.

For the international business person business, etiquette acts as a key. It locks the doors of poor communication and misunderstandings and opens doors to successful business relationships.

Neil Payne is Director of

Business Etiquette

Business Card Etiquette

Business Meeting Etiquette

Book Review – Manners That Sell: Adding The Polish That Builds Profits

Email Etiquette IV

Email Spider Software

Instant Email Scramble

Profitable Puppets

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