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Email . . . Lookin' Good!

By Todd N. Thompson

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An often overlooked aspect of online marketing is the importance of how your sales message is delivered. To say this in a more direct way would be to say, "does your email message arrive to the reader in a format that is easy to read, easy to understand, and does it let the reader know you are serious about your business?"

Formatting your email for success is critical. Here is the golden rule to follow. Never format your emails to be greater than 60 characters per line. If you go greater than 60 characters, some of your readers will have trouble reading your email due to how their email software renders the message.

Let me illustrate my point with two sample emails.

Email Message # 1 Hello Jim,
Blah blah blah blah blah blah blah blah. Blah blah
blah blah blah
blah blah, blah blah blah blah. Blah blah blah blah blah
blah blah blah
blah, blah blah blah blah
.... Thanks, John Doe

(Line width in this example is greater than 60 characters)

Email Message # 2 Hello Jim,

Blah blah blah blah blah blah blah blah. Blah blah
blah blah blah, blah blah blah blah blah blah
blah blah blah blah. Blah blah blah blah blah blah
blah, blah blah blah.

Thanks,

John Doe

(Line width in this example is set at 60 characters to
guarantee a nice presentation in your customer's email
programs.)

I know you will agree that example # 2 is a much better
looking email message than message #1. In fact, I bet you
have deleted email that looked like #1, because of the way
it looked. Right?

Don't let your email messages suffer this tragic fate
because you did not take the time to make them look Good.

Steps to Writing Good Looking Emails

Limit Character width to 60. Use a hard return (that means
hit the 'enter' key when you get to 60 characters, or
before 60 if the next word is long). I create my messages
using Textpad. TextPad ® is a powerful, general purpose
editor for plain text files. Easy to use, with all the
features a power user requires. (Go to: TextPad.Com and
download the trial copy.)

Avoid using ALL CAPITAL letters. This is viewed as
'screaming' in the cyber world.

If writing your messages in HTML, use font color 'black'
for the text of your messages and use color fonts to
'accent' specific words.

Always use blank lines between paragraphs and between your
signature file and the cordial exit (Thanks, Sincerely..
etc).

A good looking email is a short message with impact . . .
not a 'book'!

Todd N. Thompson is an Internet marketing consultant, speaker and marketing expert. You can view his latest project, the "Royal Responder", the best follow-up autoresponder service available on the internet today, at <http://www.royal-responder.com/good>

Manicure at Home

By Kenia Morales

Required items to perform manicure: Bowl with warm soapy water scrub lotion petroleum jelly or any other moisturizing lotion cuticle pusher Favorite nail polish and clear polish Nail polish remover (if your nails have color) clean white towel

Steps to a manicure:

Before starting make sure you remove your nail polish and have all the required items mentioned above. Also remove any jewelry on fingers.

First trim or shape nails.

Soak both hands in warm soapy water for 3 to 5 minutes.

Push cuticles back gently with towel or cuticle pusher " stick".

Rub hands with a homemade scrub or any other scrub lotion to exfoliate skin.

Apply petroleum jelly or any other moisturizing lotion on hands. Cover with gloves and leave on for about 5 minutes.

Paint nails. Make sure to apply at least to coats of nail polish and a top coat of clear nail polish to give it more shine. Give it enough time to dry.

Try giving yourself a manicure at least once a week to for great lookin hands.

Kenia Morales is the publisher of online magazine

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"For Every Aspect of Today's

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