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**GAINING THE TRUST AND CONFIDENCE OF YOUR READERS**

By Tim North

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How do you ensure that customers will react well to an e-mail sales letter? Similarly, what if you're soliciting a job via e-mail, pitching a book idea or any of 100 other situations that are increasingly handled by e-mail? How do you write e-mail that will gain the trust and confidence of your readers?

Will your good looks help? Having lots of money? Being tall?

The answer to all these questions is, of course, no. While these things can be a definite advantage in the real world, in e-mail, these factors are invisible. No, when it comes to e-mail, YOU ARE WHAT YOU WRITE. (A scary thought for some of us!)

In the everyday world, trust and confidence are influenced by many things. These include your occupation, signs of affluence, height, dress and looks. It may not be fair, but we \*are\* judged by these criteria. Tall men \*do\* have an advantage. Well-dressed people \*are\* treated better in shops.

In an e-mail message, though, these visual cues are not present, so how do we earn trust and confidence? Here's a posting to a newsgroup that I noticed many years ago. It's as true now as it was then.

From: xxx xxx  
Newsgroups: alt.culture.usenet  
Subject: Re: Musings on readability (longish response)  
Date: 12 Apr 93 04:53:35 GMT

## GAINING THE TRUST AND CONFIDENCE OF YOUR READERS

xxxx xxxx writes:

- > ...
- > On the internet, "you are what you write" defines
- > how people are perceived.
- > ...

Electronic communications *\*does\** become something of a "you are what you write" situation. Someone who doesn't have the ability to speak clearly will generally do only slightly better when writing. Non-sequiters and poor logical organization will make readers think less of the author as a person to be respected.

...

Formatting is *\*not\** wasted bandwidth. Without the assistance of body language and other sideband information available in visual contact communications, other means are found to evaluate the sincerity and intelligence of the person "speaking."

The use of a large vocabulary, attention to proper punctuation and grammar, use of visually attractive formatting, all serve to increase the value of a posting.

In short, style becomes an issue of more importance. Style is certainly an influence in visual contact (why do news anchors wear \$500 suits and dresses? – style!) so it should be no surprise that it is important in writing as well.

These two writers have made an important point. How well you write is a very significant influence in determining how your e-mail will be regarded.

When all other visual cues are gone, almost all that you can present to other people are your words. It's no surprise then that those who do not write well will find this disability a far greater handicap in the textual world of e-mail correspondence.

The message then is clear. If you are what you write, write well!

You'll find over 200 tips like this in Tim North's much applauded e-book **BETTER WRITING SKILLS**. It's just \$19.95 and comes with a 90-day, money-back guarantee. Download a sample chapter here: <http://www.betterwritingskills.com>

## **Weight Gaining**

**By Armen Hareyan**

I learned about gaining weight when I heard the question of a skinny girl asking, "how does someone gain weight." First I came to surprise because gaining weight is not something that people want to have around you. On the other hand we hear that everyone is asking each other for tips on how to lose weight.

### Weight Gaining

This article does not intend to provide the reader with good and healthy ways of gaining weight. The intention is informative and is raise an awareness about the fact of how many people are interested to gain weight.

I promised her that I will do research on how to gain weight and on gaining weight without hurting your health.

I was surprised to see that in this age when the majority around us are searching for various weight loss programs, there are so many who are looking for ways to gain weight.

The data provided by

shows that in May of 2004 the number of searches that were

conducted for "gain weight" was 20514. 16810 searches were done by using the term "weight gain." Slightly differently, "gaining weigh," were searched 5621 times. This does not include the pregnancy category because that number is 4858.

The conclusion is that to our surprise there are many in various countries and cultures among us that are interested in weight gaining.

will attempt to bring more articles on this topic that

would serve the weight gaining information needs of our readers.

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Armen Hareyan is the Publisher of  
that publishes free health care articles  
on many subjects of human health.

Weight Gaining

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