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**HOW TO MASTER THE ART OF E-MARKETING....within 7 minutes**

**By Tony Koh**

**HOW TO MASTER THE ART OF E-MARKETING....within 7 minutes by Tony Koh**

1st minute

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**COMMUNICATION**

Most of the time, any form of communication, fax, email, air-mail may not have been received by the intended parties, the fact is: It is normal for a fax or e-mail not being received, un-readable or simply went astray— SEND YOUR MAIL AGAIN....AND PERSIST

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2nd. minute

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**COMMUNICATION PROTOCOLS**

Most e-business people often don't introduce themselves properly Due to the ease of use of E-mail... they usually send an e-mail... "I want this...this and this.....quote me your best price" --- reply to 123xyz@hotmail ... URGENT ..... or.....

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**## THEY TYPE THE ENTIRE MAIL IN CAP WHICH NO NORMAL BUSINESS PERSON WILL DO WITH A BUSINESS LETTER ##**

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Therefore....A seller or buyer, must be extremely desperate to respond to such an e-mail.....They just simply ignore you. And most people complained, their mail never get answered.

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3rd. minute

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**THE REAL BUSINESS WORLD**

Those of us, who are on the fast lane expect fast response. But in the real world.... it does not operate like that..... Most companies have MIS dept that controls email – mails get

checked by MIS personal at their leisure, maybe once a week.  
And then, the mails get printed and "left" on a tray for dispatch.  
How efficient? You have to user your own imagination.  
So...Don't expect a quick reply... unless it is a one person show.

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4th. minute

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#### QUICK, FAST, REPLY NOW

Most businesses don't only just attend to your enquires alone.  
It is not that they don't want to sell.... Most likely they have quite  
a number, to attend to, plus the fact that quotation need a bit of  
working with calculation to meet individual requirements.....They

don't just "pluck" a the figure out of the "thin air". And they can't  
quote if your DON'T TELL them which country you are from.  
Now you know another reason for the "sound of silence".

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4th. minute

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#### ELECTRONIC MAIL OR E-MAIL

Email is at their lowest priority of hierarchy for most world wide  
SMI (small medium industries)....Simply because most boss are  
50+yrs and non-computer literate....Until "junior" takes over.  
Most people check their mail once in a while....Once the novelty  
of being "IN" wears off....Because most businesses hardly do  
any marketing via Internet. So.... they don't get much mail.....  
So they check their mail "once in a blue moon".

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5th. minute

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#### SPOTTING THE FAKE

Business "Netdenizen" often receive mail that are out-right  
bordering on being RUDE, remember.....  
"quote me this...this and this...reply to 123@hotmail ...quick"  
"I WANT TO BUY THIS, THIS AND THIS.....QUOTE ME FAST"  
You learn fast to spot the "Fake Cheap Ones" and ignore them,  
especially those using @hotmail @fastermail @quickermail  
"Why bother" to respond, most likely another competitor checking  
prices and sending out such mail by the hundreds.

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6th. minute

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#### FAX IS A FORM OF ELECTRONIC MAIL

Business "Netdeizen" "THINK" e-mail is best because it is  
cheap and fast. But the fact is that FAXing will bring a faster

respond.....Because, most company accept it as a "standard" form of communication with procedures already in use for years. Ignoring your enquiries via fax is unusual ..... unless it is "Hand written" which is a No!, No!, until you are on more friendly terms. Of course, a badly worded letter will end up with no response.

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7th. minute

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#### CHECK LIST

1. Electronic communication is never certain....Send again.
2. Take time to introduce yourself with the right "Protocol".
3. E-mail is not necessary better, if they don't get checked.
4. @hotter.mail @faster.aolmail is a bad idea for business.
5. Send again.... PERSIST, be POLITE and be PATIENT.
6. Email must have: Introduction, Name, Company, Country.
7. Visit [www.malaysiaexports.com/inex51.correspondence.htm](http://www.malaysiaexports.com/inex51.correspondence.htm)

### **Do you know the difference between brewing tea for testing vs. for tasting?**

**By Tea Hub**

### **Do you know the difference between brewing tea for testing vs. for tasting? by Tea Hub**

The purpose of brewing tea for testing is to bring out all the bad aspects of tea. The purpose of brewing tea for tasting, on the other hand, is to avoid all the bad aspects of tea. As you can see, the two actually serve completely opposite purposes.

When brewing tea for testing, we normally use hot boiling water to brew tea for 5 minutes in a covered teaware. This will bring out all the bad tastes and smells of tea. When brewing tea for tasting, a seasoned tea master knows how to brew a tasty cup of tea by adjusting water temperature and brewing time based on characteristics of individual tea. For examples of various tea tasting brewing methods, please visit our site at [www.teahub.com](http://www.teahub.com). The brewing instructions for our teas are carefully developed by our house tea master, Ms. Di Liu, the first Tea Ceremony Artificer in China, which is ranked higher than the title of Senior Tea Master.

[www.teahub.com](http://www.teahub.com), your trusted source for high quality green, black, oolong and Pu-erh teas.



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