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How To Get An Instant Response To Your Urgent EMail!

By Valerie Mills

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In the business world, "You've Got Mail" has turned into a curse. Fact is, the average business user spends an average of over two hours a day just dealing with email! If you have an urgent issue requiring an immediate response, how do you get your colleague, the average business user, to pay attention and take action?

Here's a typical scenario:

You are sending an urgent e-mail to a colleague, Notina Hurry. Only Notina knows the location of a budget file you need desperately. You called her, but her phone is tied up. How do you get your important e-mail read, and then responded to as quickly as possible?

1. Write a headline in the subject area that will grab your colleague's attention.

You need to get the recipient to notice and WANT to open your e-mail. According to the experts, you have to make it specific enough to be intriguing but vague enough to provoke curiosity. And, it's a real advantage if you know the recipient.

For example, Notina is a good-hearted person but is always getting blamed for screw-ups. So, you decide you will headline a plea for help in the Subject area.

You decide against "Where did you put the @*!!%& file?" and opt for "Help! Help! Last week's budget file is so lost!" as your headline in the Subject area of the e-mail.

2. Next, write a specific, easy-to-read message.

Short sentences are best. Tell the reader what's in it for them. Remember that everyone is tuned into the radio station WIIFM (What's In It For Me).

Here's an example:

Hi Notina:

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I hope your day is turning out better than mine — I can't find last week's budget file.

I looked in the e/budgets/weekly folder, but it's not there.

Please let me know the entire path to the budget file dated 8-05-02.

You know I'll owe you a coffee tomorrow when I see you in the cafe.

Thanks very much,

Ima Desperate
Idesperate@ohwell.com

X6502

3. Leave your name, e-mail address, and phone number(s) at the end of the e-mail.

This may sound obvious, but sometimes, even with an electronic signature, key contact information is missing. Remember, you want to make it easy for e-mail recipients to communicate in the mode most comfortable for them.

4. Emphasize the urgency.

Convey **URGENCY** in the body of the message or in a postscript. Better still, if you infrequently send mail at the High Importance level, use it or its equivalent in your messaging system. In Microsoft Outlook, High Importance highlights the received e-mail with a red exclamation point. I would send Notina's e-mail marked High Importance.

So, you've written an attention-getting headline. You've written a short, urgent message. You've answered that all-important recipient question "WIIFM". And, you left sufficient contact information. Now, hit the **SEND** button and expect a very quick response.

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Valerie Mills (<http://v.mills.home.att.net>) is a sales copywriter specializing in direct mail and web advertising. She has written sales letters, web pages, and brochures for the finance, self-help, and technology areas. Using her background and experience as an educator and corporate trainer, Valerie has also written several articles and an ebook for parents. Contact Valerie at parents@teachyourkidsaboutmoney.com

Email Marketing – 8 Tips How NOT to Get Your Advertisement Read

By Edward Gause

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How To Get An Instant Response To Your Urgent EMail!

Email marketing is one of the most effective marketing methods available – if done correctly. With the recent wave of email viruses going around, people are becoming more reluctant to open email from strangers, including me.

With that in mind, here are some highly effective methods to get your advertisement, that you worked so hard on, sent straight to my trash folder:

– If your email address looks like gibberish or appears to be coded as in x748cJhb@adomain.com, cBGtTnfP@anydomain.com, jt12355@anydomain.com, or 68340224@anydomain.com, I don't know you – TRASH!

– If your email address is friend@anydomain.com or addressed to friend@mydomain.com, I don't have any friends by the name of "Friend" and my name is "Edward" so I don't know you and you obviously don't know me. – TRASH!

– If your email subject begins with "ADV", or "URGENT" or Re: to a subject I never sent – TRASH! I'll take my chances not reading those "urgent" emails.

Ok, your ad has initially made it pass my "trigger-happy" delete finger and didn't get tossed immediately in the trash. Good deal, but still not there yet. Here's how to get your ad tossed in the trash after it's been opened but still not read:

– If your email requires me to write you via "snail mail" or call you (long distance at that!) to be removed from your list – TRASH! I don't want anything to do with you if I have to spend money to request removal from a list I shouldn't have been on in the first place.

– If your email begins with "Thank you for sending information on your money making opportunity, now look at mine..." – TRASH! If I'm a responsible emailer, I KNOW who I sent information to. If I can't remember, I must be a spammer.

– If anywhere in your email, you have a statement that begins with "This email is not spam..." – TRASH! If you have to say it, then it's spam!

– If anywhere in your email, you have the statement that's similar to "Under Bill s.1618 TITLE III passed by the 105th U.S. Congress this letter cannot be considered spam..." – TRASH! Again, if you have to say it, then it's spam! Do your research. The bill never passed. Also, last time I checked, U.S. laws don't apply to other countries.

– If anywhere in your email, you promise that I can lots of money with little or no work – TRASH! Don't insult my intelligence.

There you have it. Eight effective techniques to NOT get your email advertisement read. Use them wisely and best of luck!

Edward Gause is webmaster of the Cynted Internet Marketing Center and publisher of the Cynted

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