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Internet Promotion: Email Signatures

By **Richard Lowe**

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Perhaps one of the most important methods to promote your web site is including some advertising in each and every email you send and all newsgroup postings that you make. DO NOT spam the newsgroups by sending useless messages. Instead, make useful postings which include your signature. People will be interested enough to visit your site as long as you appear to be an intelligent, knowledgeable person.

This is generally done by defining an email signature in your email client. It's pretty simple to cause Outlook 2000, for example, to send a couple of additional lines for each and every email that you send. It's equally simple to do the same thing with Outlook Express.

Your email signature might read:

Visit my web site at <http://www.internet-tips.net/>

Anything which helps to promote your site or service is fine (excluding profanity and the like). You should keep the signature to just a few lines – no more than 6. Also, it's a good idea not to include any pictures and to stick with straight text (not HTML). This way everyone can see your ad, which is the whole point.

One additional word of caution about email (and newsgroup) signatures: some words will trigger spam filters. This can be especially annoying on

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newsgroup postings. I had a 900 number in my signature which caused an automated spam checker for newsgroups to send my posts straight to my ISP! The postings were on topic and definitely not spam, but they were treated as such. Naturally, this could also cause good email spam filters to also block your emails.

Before you create your email signature, it's a good idea to sit down for a minute and determine what your objective is.

- If you want to advertise your web site, it's a good idea to include a small ad and a hyperlink.
- If you are a salesperson, it may be wise to include your phone number and extension.
- Some people like to include a favorite quote.

Some cautions include:

- Do not include your pay-to-surf, moneymaking or affiliate links in your email signature. Not only is it considered tacky, but these things can trigger spam filters and get your emails automatically deleted. It's better to include these items on your website and put a link to that site in your email signature.
- Do not include profanity or harsh language.
- 900 numbers can also trigger spam filters.

Be sure to use standard formatting in the signature.

- Avoid any special fonts or colors
- Do not include graphics
- Do not use HTML
- Keep the width to 65 characters or less
- Do not exceed 6 lines

Richard Lowe Jr. is the webmaster of Internet Tips And Secrets. This website includes over 1,000 free articles to improve your internet profits, enjoyment and knowledge. Web Site Address: <http://www.internet-tips.net> Weekly newsletter: <http://www.internet-tips.net/joinlist.htm> Daily Tips: <mailto:internet-tips@GetResponse.com>

Email Etiquette V

By Kathie M. Thomas

Further to my previous issues this subject continues - as per request from a reader.

This month I'll share on Setting up Mail groups and creating signatures for your email.

Creating a mail group might differ, depending on the program you use, but for this exercise we'll use Outlook as the program as it is a widely used email program. Why would you use a mail group? So that you don't have to go through your address book selecting everyone that belongs to a particular group or listing - the same person could be listed with several different groups. Far quicker when sending an email to the whole list to just select the name of that list instead.

If you click on the Tools menu, and select Address Book, then File, New Entry, you will see you have two choices: New Contact, or New Distribution list. Selecting Distribution List brings up a new window where you can name that list, and then select names from your address book to add to that list. Once completed, save and close and you will notice that the new Distribution List shows in bold in your address book listing. Now, when you want to send to that group, you just select, or type, the name of that group in the BCC field, not the TO field. Why? Because Outlook will proceed to grab all the individual addresses of each member of that group and enter them in the TO field when sending the email - every recipient will see the addresses of the rest of the group. Hence why it is important to use BCC even when using a group name.

Signatures

It is good to experiment with your signature style - have a look at what others do so you can decide what you do and don't like. You can use colour, different font formats, and even add a graphic. You may have to check your menus in Outlook but in 2000, to create a signature, you can click on Tools, Options, then select Mail Format, then Signature Picker and New. Depending on the options you chose when installing Outlook, a simple editor, or Word may open. Write your signature block, give it a name and save it. You can also choose (after saving) whether the signature block will be used on Replies and Forwards for email. This detail is simplified - if you need detailed assistance, please call me or email me for further instruction.

Article reprinted by permission Kathie M. Thomas, Founder "A Clayton's Secretary". Kathie is a multiple award winner in her industry as a Secretary and Virtual Business Operator, and has 30 years' experience in the secretarial/ administrative field. www.asecretary.com.au

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Email Etiquette V

Email Advertising Doesn't Get Any Cheaper Than This

Signatures -- The Long and Short of It

Online Personal Loans

They Took Minutes to Fix and Yielded Huge Results...

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Instant Email Scramble
Software Index
How to play a Guitar
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