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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

It's Free, It's Powerful, It's In Your Email

By John Doe

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The most popular use of the Internet is that of sending emails. According to a recent report by the U.S. Department of Commerce approximately 79.9 percent of Internet users send emails.

This business of sending emails offers us one of the most powerful and free advertising resources we all have access to, yet it's one that is most often over looked. I'm talking about the "sig file", also called e-sigs or e-signature.

Sending emails for online marketers can be likened to writing a traditional business letter, which when completed bears a signature. It stands to reason that an effective sig file should be a key part of your online marketing program.

Your objective for using a sig file is to get your prospect to your website. Sig files can be used at the end of e-mail messages, newsgroup postings, and other postings, as tiny but powerful classified ad, entice the prospect to click on the hotlink to your website.

To be effective, your sig file should persuade its readers to go to your website now. It should be short and sweet, simple, direct and to the point, but emphasizing the Benefits to the reader and their need to "act" quickly. You need to GRAB the readers attention and spark curiosity.

Lets look at what must be included in your email signature:

* A clear description of the benefits of your business to your prospects

* Curiosity

* A hotlink to your website

* A call-to-action by your prospect

For the most effective use of your signature, you'll need

to customize to where it's being used. For example, most email programs will allow a sig file of up to 7 lines, and up to 65 characters per line. Caution – while posting to newsgroups, moderated lists, or discussion boards, using a sig file of more than 4 or 5 lines may be considered annoying. Long sig files in newsgroup postings may be considered poor etiquette.

Your email signature gives the reader a word picture of you and the Benefits you are offering to the.

Lets take a look at some examples of sig files:

Sincerely,

Jane Doe
mailto:jane@wxyz.com

Discover the Power of Financial Leverage, becoming Debt Free and Retiring Quickly! Get the facts now!
[Http://www.wxyz.com](http://www.wxyz.com)

Sincerely,

Jane Doe
mailto:jane@wxyz.com

Need CASH Flow? There Is A FREE Lunch! Visit our site for a Free report Revealing How To Get It...Now!
<http://www.wxyz.com> or <mailto:jane@wxyz.com>

Sincerely,

Jane Doe
mailto:jane@wxyz.com

Housewife REVEALS How To Give Yourself a \$70,000 Pay Raise
this year investing less than \$60 a month. For FREE report
visit: <http://www.wxyz.com>

Sincerely,

Jane Doe
mailto:jane@wxyz.com

Plunge Tax Savings Into Retirement Fund...And Retire Secure
And Quickly! Get started Now by visiting
<http://www.wxyz.com>

Important Tips For Building An Opt-in Email List

By Gabriel Adams

One of the most powerful techniques to build your online business is building an opt-in email list. Email is the most convenient way to contact people these days. Also if you are trying to promote a web site, then all of your prospective visitors should have access to email. To build an opt-in email list, you will have to obtain people's email addresses, which is not the easiest task to accomplish.

People are not too eager to give out their email addresses to just anyone. With spam at an all-time high, many people already receive many emails everyday that they do not want to receive. However if you give a person an incentive to give you their email address, then they will be more inclined to do so. Usually a nice gift, consisting of a product, a magazine subscription, an e-book, etc. is a nice incentive to get a person to give you their email address.

Another good way to build an opt-in email list is to create a series of emails like "7 Ways to Build an Opt-In Email List", and then send one email a day for a week. Then at the end of the week, you can send them an email that lets them know they have received a free subscription to your email list. After that you have two ways to allow them to accept or decline your invitation. You can tell them they are signed up for the newsletter, and give them the chance to opt-out, or you can tell them they have a chance to receive this email, and allow them to opt-in. Most of the time people will not opt-out of an email list, but they also might just send your email to the trash folder without reading it. With an opt-out email you will build a large email list, but the users might not be very responsive to your message. However, if the user has to opt-in to your email list, then you will receive fewer people on your list, but they will be more apt to listen to what you have to say. These users will be more likely to purchase your products as well!

Jack Born is the creator of

It's Free, It's Powerful, It's In Your Email

Squeeze Page Maker, a new push-button

tool that creates unlimited squeeze pages at the push of a button, and nothing to download. Affiliate program available.



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