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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!

Letterhead on Email Offers Exposure, Credibility and an Excellent Marketing Opportunity

By Alfred J. Lautenslager

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Internet marketers are well aware of the power of signature files. All of the Internet gurus recommend them as a fundamental tool to online marketing. Many, many sales are generated every day because of them. They are easy, simple and automatic.

They sit like little signs along the road, passively advertising your product, service and opportunity with every e-mail you send.

They are comprised of a few words or lines of text and a URL or autoresponder e-mail address, as well as other contact information.

While we all know what a valuable tool the signature file is, many of them are missed or ignored all together. After awhile, many marketers stop caring what the other guy has to promote. It is easy to ignore a few lines of text tagged onto the end of an e-mail.

ROADSIDE SIGN VS BILLBOARD

The signature file, that little sign along the road is powerful. But posting a BILLBOARD to compliment your little roadside sign makes this even MORE POWERFUL. Placing a full color LETTERHEAD on each e-mail you send, featuring your company name, URL, your name, e-mail address, any additional contact information you wish will advertise for you even while you are sleeping. You can even

display a photo of you or a graphic of your product.

HOW WILL THIS HELP YOU MAKE MORE SALES?

1.EXPOSURE

EVERY e-mail you send will expose your company or product **FRONT AND CENTER!** Say the flagship product for the nutritional company you are marketing for, XYZ Nutritionals, is Great Grape Antioxidants.

Your letterhead features a graphic or a photo of the Great Grape Antioxidants bottle (or even just the name as well as the company

name). Maybe you could add another line like, fights free radicals, or 8 out of every 10 doctors take antioxidants, or 50 times more powerful than Vitamin C, or something to that effect.

You send e-mails to Aunt Bea regularly but gosh, you just do not want to push her into anything. You never really mention Great Grape. Just maybe some day she will look at her e-mail and the message will click, 8 out of every 10 **DOCTORS???** Who knows? Maybe Aunt Bea will be your next customer. Maybe she will feel so great she will tell her friends and you will have half of them too. Who **KNOWS** what it will all lead to?

Do you have a **DOWNLINE?** Imagine this. Take the number of people in your downline and multiply that by the number of e-mails that each one of them **SENDS, REPLIES TO, and/or FORWARDS** in a single day, whether they be personal or business.

Now imagine them all with a full color letterhead at the **TOP** of their e-mail announcing Great Grape Antioxidants. Just think of the number of free, passive ads that you have floating around cyberspace **EVERY SINGLE DAY!**

Send a thank you note to all the commercial e-mail you get in a day. **EXPOSE** all of these people to your ad for Great Grape Antioxidants, right there where they cannot miss it or ignore it.

2.CREDIBILITY

You are offering your company name, your personal contact information, maybe even your picture. Now your prospects will view you as reliable and trustworthy, not just hiding behind some

anonymous e-mail address.

You may opt to place your company name, URL and product only, that is up to you. But to really MAXIMIZE your CREDIBILITY, there is no better way.

If you are running a special promotion for your product, you can really SHOWCASE it by using a letterhead that features it.

3. BRANDING

We all know the power of a repetitive brand. Look at Coke, Xerox and Kleenex. Not only is this image, it is selling. Branding is becoming more and more important as internet marketers move to the forefront with their products. Since the Direct Marketing Association says it takes 6–8 times for someone to act, they have to remember that you have communicated with them. Branding will leave that indelible impression in their minds and increase the

probability of a sale.

If you are marketing for more than one company, have a letterhead for each company that you represent!

By using LETTERHEAD in your e-mail, you will

§ CAPTURE A MARKETING OPPORTUNITY with every e-mail you send
§ ADVERTISE even when you are not ADVERTISING
§ gain CREDIBILITY for you, your company and your product, and
§ people will NOTICE and REMEMBER your e-mail.

Letterhead is the NEWEST tool to add to your marketing arsenal.

For more information on this powerful marketing technique click here -----> <http://www.letterhead4email.com/at.asp?a=162351>

Letterhead Email; The Revolutionary new software that allows you to send email using your letterhead! Promote Yourself, Your Product and Your Business With EVERY Email You Send.

Don't overlook your email when considering your brand identity.

By Tanya Beaudoin

Don't overlook your email when considering your brand identity. by Tanya Beaudoin

You wouldn't skip letterhead when sending out a sales letter – Or would you?

How many emails do you send each day? If you are anything like me, you probably send hundreds of emails for every one print letter. Most businesses use letterhead for their print correspondence but miss out on extending their branding to virtual communications.

Don't ignore the benefits of e–stationary:

1.Consistency - Branding your business is all about perceived image - e–stationary can help maintain a consistent "identity" across all platforms - letterhead, website, e–stationary, etc.

2.Name/ Face Recognition - This is especially important in the real estate profession - include your picture on your e–stationary for extra emphasis.

3.Differentiation - Set yourself apart from the competition.

4.Inexpensive and Easy - E–stationary is easy to use and custom designed e–stationary can purchased for less then \$100.

5.Always be Marketing - Use your e–stationary for all of your communications, even your personal communications. This will remind friends, colleagues and clients what you do.

Think next time you send an email - Are you doing everything you can to build your brand identity.

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