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**Impair Healthy Healing In People Over The Age Of 30!**

**Use Your E-mail Address As a Branding Tool**

**By Wanda Losko**

**Use Your E-mail Address As a Branding Tool by Wanda Losko**

Even before you launch your website, you can (and should) begin to use your domain name. Why? Because it is the worlds cheapest advertising tool and an excellent way to brand your business. How? By using your domain name in your email address and in your signature file.

If your email address reads yourname@aol.com or you@bell.com -- you are branding the name of your Internet Service Provider. Why should you do it? Your ISP doesn't pay you for it. Indeed, you pay THEM a monthly fee!!!

Quite likely you were not aware that you do have a choice here. Instead of advertising Earthlink, GTE, BellSouth, or AOL, you can advertise and brand your own business and your own name.

In case you didn't know, here is how it works. For example, my own service provider is home.com -- but my e-mail program is configured so, that the address I use in my "from" field says "wanda@loska.com". I can do that because my web host provides me with a forwarding service. That means, any message sent to wanda@loska.com is forwarded automatically to my \*home.com\* account.

Don't think that you need to launch your web site to be able to do this -- even if you are not ready, you can use this feature. I suggest that once you get a domain name, you set up a simple page like this: <http://internetsuccesscoach.com/bizcard.html> -- but even this is not necessary.

## Use Your E-mail Address As a Branding Tool

To use your domain name in email address, you only need to have a domain name and a decent web host. Yes, really. With domain name registration costs as low as \$9.95 per year, and with web hosting fees around \$15–30 per month — can you afford NOT to do it? I don't think so!

To register a domain name, you might want to use a special name-find tool at <http://BuyDomains.com> — it allows you to search for the domain names containing your specific key words. Excellent time saving device!

When choosing your domain name keep this in mind:

—> Select a name that is not only easy to pronounce and easy to spell — make sure that it spells the same way as it sounds.

—> Avoid hyphens, numbers and abbreviations to prevent future confusion — unless registering both versions — for example, I registered both domain names: [EMailMarketingTips.com](http://EMailMarketingTips.com) and [E-MailMarketingTips.com](http://E-MailMarketingTips.com)

—> Chances are that the name you really want is not available as dot-com anymore. If so, select another, less perfect name, but try to get dot-com before you opt for .net or .org — or any other extensions.

—> Make it is as short as possible. Yes, virtually all one word domain names with dot-com extension are taken, but don't give up too easily on two-word names. There are still many great ones available.

—> Three, or even four-word domain names can be good too if they are not too long. Make sure you count syllables as well. If it is easy to pronounce and under six syllables, most likely it is fine (my [InternetSuccessCoach.com](http://InternetSuccessCoach.com) has 3 words and 6 syllables for example)

Using your own domain name is not only cost-free branding tool. In addition this type of email address adds instant credibility to your correspondence and – even more important – your e-mail address will stay the same even when you change your ISP (and most likely you will, trust me!).

Wanda Loskot is Internet Marketing Coach. Sign up for her FREEcourse "7 Strategies For Lasting Internet Success" — learn what you need to know about Internet marketing in just one short e-mail per

day. To subscribe go to <http://InternetSuccessCoach.com>

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

**By Alfred J. Lautenslager**

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.

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

A Novel Free-For All Idea

Scary Mail

Customizing E-Mail Addresses

Getting the most out of your mail account

Stamp Collector Software

Postcard Collector Software

Name Branding Syndicator

Instant Email Scramble

AX Gold's Website Guardian



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