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Use Your Sig for All Its Worth

By Susan Dunn

Use Your Sig for All Its Worth by Susan Dunn, Coach

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Email is a unique opportunity when you're marketing. It's like being a business owner and having the customer standing right in front of you, a captive audience. Treat this person as the target market and make your signature block, your "sig," work for you. It's part of branding.

I don't recommend using an autoresponder unless you absolutely must. The Internet is very relationship-oriented, and the more you can personalize your message the more it will attract, and the less it will appear like spam.

In coaching, many coaches attach quotations to their sig lines and also use unique closings. Because coaching is a relationship, and based on a "fit" between coach and client, it's good to use every opportunity to broadcast who you are and to engage the reader. You are into a relationship from the first second you make contact, whether you acknowledge this or not.

Unique closings also prevail. "Butterflies and sunshine," and "we're all in this together," as well as "joyfully," and "vibrantly" have appeared in my email box. This tells you something about the person that's unique right away! At the same time, the nature of the quote the coach chooses tells me much about their style and personality. Some are bold ("If you can't see the light at the end of the tunnel, stride down there and light the damn thing yourself," -David Wood). Some are tender, ("Beyond wholesome discipline, be gentle with yourself. You are a child of the universe," -Max Ehrmann), and some are humorous ("The average, healthy, well-adjusted adult gets up at seven-thirty in the morning feeling just plain terrible.") I'm getting more and more quotes from businesses as well, and I like them. While this form of closing may not be appropriate for your use with your business, be aware of the potential of the sig.

The sig should always include:

- (1) Your name;
- (2) Your URL;

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(3) A tagline - "service with a smile" or "the best in baby products";

(4) Something special just for your target market, preferably something free. For instance, I direct the reader toward one of my free teleclasses or e-courses that would suit him or her particularly.

The logistics? Most email systems allow you to set up a standard sig that you can tweak a little as the occasion dictates. For instance, I use a quotation in my sig and if I'm doing parenting coaching with a client, I make the quotation related to parenting. But even if you're on aol for instance, and have to enter the full sig yourself each time, it's worth the effort.

You can also add a graphic or an animated gif to your sig. It catches the eye and you can choose one that communicates. I have one of a fish in a fish bowl and use the quote "The last thing the fish knows about is the water."

Last, but not least, go to www.pagoo.com and add a free recording of your voice and message. It does a lot to establish relationship.

Think of the sig as a mini-billboard. Let it speak for you.

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 overlooked. 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,

Use Your Sig for All Its Worth

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>

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