

What Does your "John Hancock" Look Like?

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By Merle

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If you have a website and simply sign your e-mails with just your name, STOP right there! If you're not taking advantage of using a good signature line, you're missing out on promoting your business every time you send mail.

So you ask, what exactly does a good signature line look like?

It should read like a mini bio with the "Four W's:" Who, What, When, Where. The length is usually 4 or 6 lines (at no more than 65 characters per line). You should include your company name, URL, a business slogan, and a link to subscribe to your ezine or a freebie you may be offering. For example:

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*****  
Sally Smith- Smith's Hardware Store  
http://www.smithhardware.com/  
"The Finest in Hardware Since 1910"  
Subscribe to "Smiths Hardware Post" send  
mailto:subscribe@smithhardware.com.  
"All Work and No Play Makes Jack a Dull Boy"  
*****
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Take note of the special characters encasing the signature. This is optional but helps add a flair of creativity to your signature. Some people like to add a quote as in the example above.

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There are two excellent sites online for finding quotes you can use in your sig line:

<http://www.coolsigs.com>

<http://www.siglets.com>

It's best to make a few different signature lines and switch them every so often so you don't get bored. If your site runs special sales or promotions you can make a signature line just for that occasion. In your email client make sure you set "add signature to all outgoing emails by default" so every time you

send a new message the signature line will be included automatically.

Think of the amount of email you reply to weekly; that's a lot of people who will receive your mini billboard. It works silently in the background selling your site and services.

Signature lines are extremely important when posting to discussion boards and newsgroups. You can't just barge in and try to sell your products, but with a good signature line, you're doing it in an acceptable way when you post or reply to a message.

As in all of your advertising, try to pique the readers' curiosity with your signature, so they want to click on your URL and find out more about you.

Promoting your website means getting your URL seen in as many places as possible, and signature lines are one avenue in that direction. If you need more help with composing your signature lines or configuring your email client try:

<http://www.smithfam.com/news/june99r.html>

<http://www.earthlink.net/internet/email/signatures.html>

Although this may seem pretty elementary, you'd be amazed to see the amount of email I receive daily that's missing the signature boat. If you've overlooked

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your mini billboard I suggest you create one now, because you never know when someone may ask to see your "John Hancock."

Merle's Cyber Promotions (MC)<http://www.mcpromotions.com> Creating Visibility Online for Small Business...because just having a site isn't enough. Visit the site to receive FREE e-books packed with marketing & promotional tips that will help your site get traffic. Also subscribe to MC Promotions Press Newsletter to subscribe <mailto:subscribe@mcpromotions.com>

End Times: The Antichrist Defined

By Christine Bettridge

If one was going to consider the primary points about the "Antichrist" as they are stated in the Bible, one could only conclude that the Antichrist is not a human being but the widespread disbelief in God.

However, there are some theologians who insist that the Antichrist is in fact a man who at present exists and walks among us. They also contend that the Antichrist will ascend to power and become a global tyrant. Some have speculated that Hitler would come back, former presidents as well as George W. Bush.

To somewhat paraphrase Hal Lindsey's book "The Late Great Planet Earth," this is the era in which the Antichrist seizes control over the world thereby signaling the homecoming of Christ.

Yet, the Bible offers no foundations for Lindsey's ideas. There are example after example in certain parts of the New Testament that clashes with Lindsey's interesting but whimsical arguments.

In 1 John 2:18, John 7 there is no single individual that is designated to be "the antichrist." What John proclaimed instead is that "many antichrist" have arisen.

Next in passage 1 John 2:18:4:3 counters Lindsey's says that some ominous antichrist will appear in last part of the twentieth century. What John proclaimed instead is that there are a lot of antichrists "in the first century and that even now.. there are several antichrists.

Although dispensationalism, a form of pre-millennialism that is in vogue right now, have much to say about Antichrist, but much of what they are saying is inaccurate. To look at these sentences one can't help but realize that when John mentions "antichrist" it is used in connection to being locked in a state of unbelief. They were former Christians or people who pretended to be Christians in John's day.

Be careful when looking at 1 John 2:18 don't take it out of context and try to apply the verse to the 21st century. The antichrist is not a human being but a human emotion of disbelief.

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Christine Bettridge has loved writing since childhood. She has written Plays, poetry and many articles on several topics. Her latest e–book End Time Secrets recently released by Cypress Street Publishing has caused an order craze in the religious world. It can be ordered and downloaded right now through the publishers website at

and she also is the editor of the article directory,

Visit her blog at:



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