



## **Email – Is Your Content Professional?**

### **The Psychology of Email Marketing (5-3)**

#### **Follow-up is important to any successful business.**

From time to time, email your prospective client about what you talked about, what points were brought up last time on the phone, how you can help, and if they are ready to take next steps with your solutions that will help with their challenges.

- Members can refer to our marketing folder and Linked In folder for example letters that we use for business development, follow-up, and relationship building.
- You can also write some of your own copy / letters from these example letters.

We would recommend utilizing a customer relations management system (Google CRM).

As you continue to follow-up, not being a pest, but providing information that is positive each time, your prospective client becomes more of a possibility of a client.

Follow-up builds rapport, more trust, and shows the prospective client that you are in this for the long-term. You are practicing what you are preaching and what you stand for in your company.

#### **Keep up the magnificent work, because "Steady plodding does bring prosperity!"**

### **The Power of Email Signatures (5-4)**

#### **Email Signatures are Powerful!**

Because they not only help you every time you create an email, but also direct the prospective client, team member, and employees to want to know more about you, your company, and how to contact you.

You make yourself available to people in this manner and you add more credibility.

#### **Did you know that you could dramatically speed up the preparation of email and email replies by using the "signatures" feature?**

Yahoo, GMAIL, Hotmail, and many other free email accounts also have the signature file option available.

Some applications for which the "Signature" features can be used (Email "Signature" Benefits):

- Standard email messages of any kind.



- Standard replies when someone asks to be removed from your mailing list.
- Standard replies when someone asks for more information.
- Insertion of your name, telephone, email, and website address at the end of an email.
- Insertion of your email and website addresses anywhere in an email.
- Insertion of “remove” options and disclaimers in your emails.

### Professional Signature Example

If you have any questions, would like me to call you, and you would like to go forward with anything we have discussed, please let me know.

Best Regards,

Your Name  
Your Company Name  
Your Title  
Your Phone  
Your Email  
You're Tag Line  
Your Website

### Utilize Your Email Signature Today!

#### Are Your Emails and Communications Professional?! (5-5)

##### Professional Emails and Communications

The problem with email is that it has created a ‘familiarity’ that often borders on the unprofessional”!

I was raised in the “old school” where every letter or note you wrote had a formal beginning, respectful body, and a formal ending.

When you received a letter or note, you knew it was addressed to you and you knew from whom it came.

#### Here are some of the things we have found over the years:

- Many people create an email without taking into consideration what the recipient will see. Exceptional care needs to be taken in every email (read it before sending – better yet, compose it in word, save it in your client’s folder and then, after editing, send it).



- Many people write an email, forward an email, or reply to an email, and forget to insert or amend the “subject” line. The result is that because the subject is often not clearly stipulated in the body of the email either, the recipient does not know what the email is about.
- And the spelling... The most used email programs today are undoubtedly Microsoft Outlook, Microsoft Outlook Express, Internet Explorer, Gmail, Yahoo, and MSN (Hotmail). They all adhere to the same standards - HTTP or TEXT email format, standard line wrapping, font and formatting features etc. Before you send an email, view it yourself in the program in which you compiled it, and you will see for yourself what the recipient is likely to see. The question you should ask yourself is - “Am I satisfied? Would I be happy to receive this email? Does it look professional?”

#### Here are a few quick and easy to implement “tips and tricks.”

- Your “senders” name. In Outlook, click on Tools/Accounts and the Mail tab, highlight your email account; click on Properties and under “User Information,” and look at “Name.” What do you have in there? Is it something witty or humorous like “Luke Skywalker” or “I12Brich”? If so, consider that this name is what the recipient will see in the “from” field when reading your email. Will the recipient know the email is from you? Is it professional? Does it project the desired image? In Outlook, Internet Explorer and Netscape, the “Name” setup is similar.
- Always start your email with “Dear [name]” or “Hello [name]” or even “Hi [name].” Let the recipient know you are writing to him or her.
- Where possible, even say “Hi [name]” in the subject line - followed by the subject of your email. A recipient is more likely to take the time and read your email if it’s personalized!
- Create a “signature” that is automatically included in your new emails. The same “signature” can be inserted in forwarded emails and replies with just two mouse clicks. Please see my previous email on how to set up signatures - I will re-send it to you if you wish and you let me know. A signature “ends off” your email with something like “Best Regards” or “Sincerely” and can also be set up to include your name, telephone, email address and website address (refer to the marketing folder with letters for example signature).
- Do not use bright, garish backgrounds or stationery in your emails. You may think they attract the recipient’s attention, but the effect can be exactly the opposite. They also increase the size of your email. This means that it will take longer to send.
- If you’re not confident of your spelling and grammar, compile your email in Word and check spelling and grammar - then copy and paste it into your email program. It’s as



fast. Most email programs do check spelling for you if set up to do so, but it's a time consuming and laborious process.

- If you really want to be certain of how professional your email looks, compile and send a test email to yourself. View it using different email programs if you have them installed on your computer. See for yourself exactly what the recipient is likely to see.

### **Your Business is “Email”**

If your email is unprofessional, confusing, not correctly addressed or signed, sloppy, abrupt, rude, abusive, or incomplete – how can you expect to succeed in your business?

### **Please | Thank You!**

Finally, please and thank you for going along ways in portraying courteousness, appreciation, and respect for others. Yes, we are all busy! Yet, the few extra seconds is worth a long-term relationship with those who you desire to engage in and work with!

### **What Are You Portraying? What Are You Presenting?**

**©ATS**

**30+ years growing people, procurement, and projects!**