

The Secret is to Promote! Promote! Promote!

By Chris De La Rosa

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The basic principle whether you're selling products, services, you're an affiliate, or involved in network marketing is to advertise and promote. It's the only way to get your message across to potential customers.

It still amazes me that from the hundreds of emails I receive on a daily basis, only about 7% of them make use of the free advertising they have available to them. The free advertising is a simple, easy to create file called a signature file.

A signature file is often the most overlooked form of promotion. It is a method of discreetly advertising yourself and your website which is accepted across the Internet. They are like powerful electronic business cards that are automatically attached to each message you send via email.

For example: If you only send out ten e-mail's a day 5 days a week that's over 2500 times a year your marketing message has been reinforced. And that does not include any of your e-mail's that are passed on to other people.

Did I mention that the 2500 times your message was seen did not cost you a penny? Have you ever heard of a more powerful, free form of marketing?

A Signature file is a short message you attach to the bottom of your outgoing email. Most email programs will attach this file automatically to all your outgoing messages after it's created and saved. The email program I personally use, 'Eudora' allows me to create unlimited Signature files. This gives me the flexibility to advertise different products, especially if I'm emailing the same person on a regular basis.

Professional and Not overbearing!

A well written signature file is brief. It lets people know, at a glance, who you are - where you are - how to contact you and what you offer or sell.

Nothing is more irritating than a Sig file with images, different fonts and coloring, not to mention, animated gifs. It takes too long to figure out what is being said, and people won't bother to take the time to decipher it.

What should I include?

To make your signature file work like a magnet, make sure you include:

Your name:

Your email address : Please note: When listing your email address, you may show as -
mailto:name@name.com Some email programs will not recognize an address without the preface of
mailto:

The name of your company:

Your web address [URL] : important : add the 'http://' http:// prefix

A short, concise description of your products or service. Please be brief and to the point.

Other suggestions:

- Contact phone number and good time to call.

- A free offer: If you can offer something free, do so. People like free things, and they are powerful
'pullers' in obtaining potential customers.

When formatting your signature file normally you should keep each line to about 65 characters so it
fits neatly in all email screens. I recommend that you use a hard carriage return at the 65 character
length to avoid having your signature appear unprofessional with words wrapping to another line.

The last tidbit of advice I will share with you today is to test the signature file after you have
completed and saved it. Send yourself a test message to see how your file will look. And please
stick to having only one signature file on an email, to often do I receive emails with three and four
signature files. Remember the aim of your signature file is to get others to read it. Don't add
confusion by giving them too many options, it will just be reasons to trash your message.

Signature files, free advertising at it's best. Promote! Promote! Promote!

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