

Tips & Tricks to Make SIG Files Work for You

By Codrut Turcanu

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Biz Marketing Secrets.com <http://BizMarketingSecrets.com>

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Are you proud of your business? When you send an email, do people know what business you're in? Do you include a link to your website even when the email is not business-related? If you don't, then you should!

This article will show you how to use signature files in your email to brand your business and increase customer awareness.

Signature (SIG) files are a non-aggressive way of online promotion. Through them you can advertise your business without offending the readers.

Signatures often include a mix of contact information and business promotion. If used correctly, they can bring you life-time results.

"SIG files are a great way to promote and back-end your other businesses. I've used them right from my first day as an internet marketer and always get traffic from them. =)"

- Miguel Alvarez, (The Editor!)

<http://catacash.e-ditorial.com/ebook.cgi?id=catacash>

Quick Tip

SIG files are one of the best viral marketing tools.

Always be sure to include your name, email address, web site url, and 2 lines of brief info about your business

and/or products. If you prefer, you can also include your phone number.

My Winning Formula

One SIG file I used few months ago at the end of my email generated \$48 in sales! (I contacted over 30 eZine publishers to ask for an ad swap).

This is the signature I used:

Grow Your Ezine The SMART Way!
Innovative ezine software does 300% of the work for you.
FREE Download: <http://wetrack.it/eza/af.cgi?190>

The key to making your SIG file work is to write a tiny, powerful ad that catches the reader's attention by offering something valuable for FREE.

The 'Secret' resides in attracting a targeted audience of people who could turn into loyal clients.

Quick Tip

Don't send emails without attaching a SIG file at the end. It is always FREE and builds brand name recognition. PLUS it is your CHANCE to generate income without SPAMMING.

Do SIG files really work? Let's find out ...

"My sig files often create income. So they are a good promotional tool." - Terry Dean, bizpromo.com

"Sig files work great. If you send a lot of emails, the exposures add up." - John Colanzi, johncolanzi.com

"Yes, sig files work great. I receive a lot of hits from mine" - Michael Murray, marketlikeapro.com

Quick TIP

Don't depreciate the power of your signature. Never overdo your signature and have a long list of ads after your name. It looks unprofessional and no one is going to read it all.

CAUTION: Some moderated forums don't allow you to post SIG

files, so read their terms & conditions carefully before posting.

If you send emails in html format, why not consider scanning a hand written signature? (Not the one you use for your bank account!) Perhaps just your first name would suffice. It can add a personal touch to your signature.

By using these tactics in your every day correspondence and promotion, you will easily gain recognition which also brings trust. Your prospects will know who you are straight away and be more inclined to click on the link in your SIG file.

Good luck with your signature file promotion and remember, be creative!

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