

# 101 Billion emails sent a day... and you want yours READ?

By Kenneth Doyle

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Feed Your Hungry Mind <http://www.feedyourhungrymind.com>

If the net is truly about communication then a revolution has just happened.

Email that TALKS. You think not?

Well, here's some interesting data on the way Human Beings communicate with each other.

\* 70% of all human communication is non-verbal?

\* The remaining 30% is made up of spoken language and voice tone?

This means - if you're working on the net - that you're using less than 30% of all human communication processes available to you to communicate your message to another Human Being.

NOW add this...

People communicate with each other through DIFFERENT and preferred senses.

Don't believe me? Read, "Men are from Mars, Women are from Venus." It's documented.

So, are you ...

1. A SEE-er [SEEING - Visuals and text]
2. A FEEL-er [EMOTION - Voice tone, facial expression, context]
3. A TOUCH-er [physical touching]
4. A LISTEN-er [SOUND - Voice tone, pitch, language phrasing]

Or do you use a different combination of these four modes?

NOW add this...

101 billion email a day which people R E A D  
[source:www.emarketer.com]

If your preferred sense were SEEING then you'd be in communication heaven.

HOWEVER... if it's NOT (and this means at least 75% of all the people you communicate with) then your message is just not getting through to them as SEEing is NOT their preferred sense.

It's a brain thing... and it's SIMPLE MATH.

UNLESS you're using a combination of SOUND and IMAGE in your email communication you're NOT communicating your message to almost 75% of the available market.

Break that down even further... 10,000 plus sites on net marketing related topics, 160,000 plus newsletters, 2 billion sites online, and counting.

Uh huh? A bit of competition here huh?

Now, it seems to me that you've got to use every advantage you can get to communicate more effectively... thus, sound makes sense.

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