

# 5 Tips For Writing Effective Signature Files.

By Oluwafisayo Akinlolu

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Oluwafisayo Akinlolu  
empowerwealthfoundation@yahoo.com

Inbusiness4profit <http://www.server.com/webapps/mail-list-subscribe.cgi?id=65509>

These tips will go a long way to help your Signature Files (Resource Box or Byline) have the effect it ought to have.

1. Your SIG File should not be more than six to eight lines. Do not cram all the programs you have into your Signature File. It turns the reader hostile. It is a dead turn-off. It will only get the reader confused. Eliminate all irrelevances and make your SIG File short and precise.
2. Use the AIDA principle effectively.  
A-Attention. Your SIG File must arrest attention. If it doesn't, you might as well forget it.  
I-Interest. Create curiosity. Make your reader want to know more.  
D-Detail. Although short, your SIG File should contain enough information for your reader. It should never be vague.  
A-Action. Make your reader act. It is one thing they will love to do.
3. Create flow. Your signature file should flow together from beginning to end where the reader is expected to act.
4. Use action stimulating words. Here are ten examples. Act now!, Its free....., Yours for the asking....., Absolutely free....., Write..., Click here now....., Get started today....., Don't delay....., Send an email....., See this now!
5. Create a sense of urgency. People will respond better when you make the situation urgent. Tell them there is a deadline, a bonus for the first 100, redeem a price in two minutes, first 500 gets free e-book, offer lasts till.....etc.

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