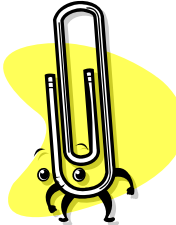


Tips for Professional Emails



April 2006

This quick reference page was developed to provide some insight into various ways to create email messages and/or newsletters for your business. This is a great, economical way to stay-in-touch and to gain top-of-mind awareness (TOMA) with your clients, vendors and networking contacts. It is not an attempt to tell all and cover every angle or approach yet to introduce options.

	Example	Advantages	Disadvantages
1. Text – nothing but text.	This is Suzie. I want to introduce to you my new products. Apple-cinnamon candles for \$5.99 and Spatulas for \$12.99. Don't forget to come to my Open House on Friday, December 16th from 5-9pm.	<ul style="list-style-type: none"> Quick and easy Is it really better than nothing? 	<ul style="list-style-type: none"> Not professional Looks like letter to your sister Hard to read various points No signature
2. Text & Font & Bullets	<p>This is Suzie.</p> <p>I want to introduce to you my new products.</p> <ul style="list-style-type: none"> Apple-cinnamon candles for \$5.99 Spatulas for \$12.99. <p>Don't forget to come to my Open House on Friday, December 16th from 5-9pm.</p> <p>Suzie, Home Products for You suzie@home (970)123-4222 www.home.com</p>	<ul style="list-style-type: none"> No MS Word skills needed Can do in most email programs Good attempt to break up the information. Most people scan – they don't READ each word. Added full, professional signature 	<ul style="list-style-type: none"> Most people can do this Does not separate you from the crowd Color backgrounds in just the words are hard to read and can be “sophomoric” (like Dec 16th in the example) Too many changes of font, size, and color
3. Attachments	<p>Hi, it's Suzie – here's more info</p> 	<ul style="list-style-type: none"> A cool looking flyer is attached Great if client is going to print and handout 	<ul style="list-style-type: none"> Attachments are threats as viruses No quick glance of information – may be missed or skipped Assumes client has software to read

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	Example	Advantages	Disadvantages
4. Tables & Color & Pictures	<p>Hi,</p> <p>Introduction of some sort – hi, saw you at, something to connect you to the recipient.</p>  <p>This Month Specials!</p> <ul style="list-style-type: none"> ▪ Apple-cinnamon candles for \$5.99 ▪ Spatulas for \$12.99.  <p>Open House</p> <p>Friday, December 16th 5-9pm</p> <p>Free gift, when you bring a friend.</p> <p>Suzie, Home Products for You suzie@home (970)123-4222 www.home.com</p>	<ul style="list-style-type: none"> ▪ Step above the norm ▪ Use MS Word and “Send To” feature to avoid attachments ▪ Add rounded boxes or rows with background (not just the words) ▪ Add background outside the table ▪ User hyperlinks to websites ▪ Include “unsubscribe” option ▪ Include “if you can’t read this” and point to website if you can ▪ Subject Line: don’t forget it! Not Spamish; include group name; specific & dates help ▪ Blind Copy - :BCC (keep your list private) ▪ How frequent? Weekly? Monthly? 6 weeks? 	<ul style="list-style-type: none"> ▪ Could still be issues with email programs reading as attachments (like AOL) ▪ Takes time to get it “just right” ▪ Need skills of MS Word’s tables and table properties (to turn off lines of the table and add background color) ▪ Many email servers have problems emailing more than 99 names at a time
5. Emailing Company	<p>Michelle Church provides this service. Emailings ranging from \$35 - \$50 per email sent.</p> <p>Other options: www.constantcontact.com www.intellicontact.com</p>	<ul style="list-style-type: none"> ▪ Definitely professional ▪ More features available ▪ Statistics regarding your mailing – who clicked on features, who sent on, etc. 	<ul style="list-style-type: none"> ▪ Costs more money (but less time)

This chart is not intended to be all knowing. It is to expose small businesses to the possibilities of various alternatives.

NEA Company has experience with all these methods, setup and transferring from one to the other. Training and/or consultation is \$35/hour.