



inboxFX Marketing News, Insights, Tips & Tricks

December 2008

Emailed to inboxFX clients and people who have expressed an interest in custom email stationery.
(Please scroll to the bottom to unsubscribe)

Making a Great Impression...One Email at a Time!

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1. Know Any Good Referrals?

Thanks to the following clients for their referrals this past month:

Markella Hall - [9 Months Later](#), Las Vegas, NV - Proudly delivering the finest selection of quality gifts with superior customer service, nationwide daily. New Baby, Corporate Gifts, Gourmet Baskets, Thank You, Sympathy, Holiday Gifts and many more.

Martin Molloy - [Realty World - Molloy & Associates](#), Raleigh, NC - We provide real estate services with the utmost professionalism, honesty and care. We will assist you in every aspect keeping your goal in mind at all times.

Holt Barber - [Ebby Realtors](#), Plano, TX - Put Holt's dedication, negotiating skills, marketing expertise and drive to go "above and beyond" to work for you.

A referral to our service will reflect positively on you and to thank you we will credit your account \$ 25.00 for each referral. If you would prefer that we make the contact we will guarantee a timely, professional response and all you have to do is give us an email address. The current fee is \$ 199.00 for the first year and \$ 150.00 for each additional year. (although you may be paying less).

Thanks for thinking of us.

2. Decorate Your Email Stationery for the Holidays

Celebrate the season by adding a seasonal touch to your email stationery!

Add decorations to your banner for only \$ 25.00, or choose a seasonal banner that you can customize with anything you want for \$ 35.00. This simple gesture will have a positive impact on anyone who receives your email. Best of all we will do the design, upload the new banner and replace it with your existing one in January and you get all of the credit.

For more information and additional options click on the Christmas Stationery tab on the left. You can view the customizable banners by [clicking here](#) and see the wide number of decorating choices and sample banners by [clicking here](#).

This is even easier than putting up Christmas lights or sending greeting cards because all it takes is a few minutes of your time to review the options and we will do the rest. Or just call 800-568-8338 and turn us loose on decorating. The results will be fantastic!

Here are a few live samples.



3. Welcome To Our New Clients

Thank you to the following businesses (among others this past month) for choosing inboxFX.

Darien Coleman - Realty World Molloy & Associates, Raleigh, NC
Specializing in Raleigh, NC real estate.

[Daniel J Warnars](#) - Village Properties
Specializing in Santa Barbara, CA real estate.

[Reese Stewart - Carolyn Moriarty](#), Realtors
. Specializing in REO in the Orlando, FL area.

[Ryan & Coppola](#) - Ryan & Coppola Law Firm, LLP provides estate planning, tax planning, and estate administration services to clients throughout the Washington, DC area. Established in 1995 and representing over 3000 client families, we strive to provide the highest quality estate planning services at competitive rates.

[Troy George - The George Group](#) - Synergy Realty, Southlake, TX
When you need an expert in Southlake, Colleyville, Grapevine, Keller, and other northeast Tarrant County communities, contact The George Group.

4. Thanks for the Testimonials

We have been getting a lot of feedback from clients who have decorated their email stationery:

Looks great! I love it. Thank you!! - Brittany Sackett, Settlement One

Perfect - David Prown, Prown's Home Improvements

Ooooo La La!! Thanks, It's perfect! Lilly Page, Flair Image Consulting, Vancouver, BC

Oh, it's perfect! thanks so much for taking the extra time!! Please set 'er up! yippee!! - Cathleen, Coasting Home, Gualala, CA

Looks terrific!!! Thank you so much! - Karen Ashby, Realtor, Vancouver, BC

5. Marketing Tips - 5 Ways Men and Women Communicate...Differently

As a father of 5 girls plus a spouse, two sisters, a niece, mother and mother-in-law there are no surprises here. Check out my [recent blog post](#) about this important topic.

Excerpted from a new book called [Leadership and the Sexes](#) written by Michael Gurian, co-founder of the [Gurian Institute](#) which conducts brain-based research and provides education and training on gender issues and co-author Barbara Annis, CEO of [Barbara Annis & Associates](#), a company devoted to gender diversity research.

1. Women's brains are always "on."

There is more neural activity in the female brain at any given time than in the male brain.

2. Men just want the facts.

Men usually ask fewer questions to stimulate conversation in their work relationships and often end conversations more abruptly than women.

3. Women focus on friendship first.

Women tend to build relationships when they sell. They don't tend to go into a transaction focused on the final outcome but wanting to build rapport and learn more about the client first.

4. Men take it one task at a time.

Men tend to like to focus on one task at a time, whereas women's brains are more geared to multitask.

5. Women remember the little details.

Females can generally remember more physical and relational details than men.

Just a note to my male readers. Our plan is working beautifully.

If you have not had a chance to visit my marketing blog at www.themarketingguy.wordpress.com then these tips are a sample of the kind of information you can find on my blog.

6. Looking for that Perfect Image?

I am always on the hunt for images and illustrations for clients. Sometimes it is for their email stationery, their website or their branding.

I wrote a blog post about the [Top 59 Websites for Stock Images](#), but realistically you only need two; www.sxc.hu and www.istockphoto.com.

The first place I look for photos is www.sxc.hu. In most cases you can use them for free, but there are a few that require payment or at least a credit to the photographer. The next place I look is www.istockphoto.com. In both cases set up an account as it is free, but with istockphoto you will have to pay for images and illustrations. How much? As little as \$ 2.00 and as much as \$ 50.00, but for web applications the range is \$ 2.00 to \$ 10.00.

If you can't find what you want give me a ring at 800-568-8338.

7. Cool Web Sites

Here are a few cool web sites you might find useful:

[TripLife - Where Travellers click](#) - Travel frequently and you know one thing for sure - there are pockets of downtime. So meet new people with TripLife and put the time you spend on the plane, in the hotel, or in between meetings and activities to better use.

[rsizer](#) - rsizr is a Flash application that lets you resize JPG, PNG, and GIF images on your computer. With rsizr, in addition to normal image rescaling and cropping, you can also resize images using a new image resizing algorithm called seam carving (a method of image retargeting) that tries to keep intact areas in your image that are richer in detail.

[Convert a PDF to a Word Document](#) - I tried it and it works. Not sure who is behind this, but it is a handy tool.

[OffBeat Guides](#) - Building your own personalized travel guide couldn't be easier. In five simple steps you tell us where you're going, where you're coming from, your name, and when you'll be there. That's it!. There is a charge to print them out, but I found just reading it online gave me lots of background.

[Free Crossword Puzzle Maker](#) - I have used this website to create a crossword puzzle for a marketing campaign

8. Need a Website - Call Me!

I have recently been named as an Approved Vendor for a great website company called [Ubertor](#). The main benefits this solution offers are:

1. No monthly contract.
2. Incredible success with Search Engines.
3. On site blog included.
4. Customizable templated websites.
5. Complete, easy to use content management system.

The majority of users are Realtors and the three price levels are \$37.00, \$57.00 and \$77.00 per month depending on your number of listings. If you order your website through me I can offer you the first 4 months for only \$ 1.00 (plus my time to set it up). Typically I charge between \$ 250.00 and \$ 750.00 to customize your website and add content. The templates are equally useful for non-Realtor websites and the best news is the annual fee is only \$ 99.00.

Check out a few recent clients I have worked with.

[Daniel J. Warnars](#) - Realtor - Santa Barbara (under construction)

[Tony Breen](#) - Realtor - West Vancouver, BC (under construction)

[Joanne Schoenfeld](#) - Realtor - Santa Barbara, CA

[NexGenTech](#) - Service, supply, prewire, installation and troubleshooting of access control, telephone entry systems and video surveillance systems

You can also check out my new website for this business at www.mikeblaney.com. It needs more work, but it is getting there.

9. Running Out Of Business Cards?

Have you ever thought of upgrading your business cards to a thicker stock card with a silk finish that people always comment on? Well then call me. I design and print a lot of business cards and have an excellent source. [Follow this link to my blog with a few recent designs.](#) If you are interested in 1,000 cards (or more) with 4 colors on each side for only \$ 195.00 please call or email me at marketingguy@shaw.ca. I can add foil and die-cut any custom shape you would like. How about a business card in the shape of a house or perhaps an oval? I guarantee they will get noticed.

10. InboxFX Usage Statistics

At the beginning of every month we email your usage statistics. It displays a table of emails sent through inboxFX each month. This report is strictly for your benefit to monitor the number of emails you are sending and to ensure the email stationery is working.

11. 2009 Marketing Planning

It's now time to look ahead to 2009 and the best way to start is by looking back at 2008

- 1. Review 2008 by asking these questions:** Did you meet your goals? If not, why not? Where did your leads come from? Where did your sales come from? How would you describe your situation now?
- 2. Write down your goals.** What numbers (income, houses sold, etc.) do you want by December of 2009? What specific steps will you need to take to reach those numbers? Who will hold you accountable for reaching your goals?
- 3. Analyze your operations.** How do you accomplish your goals? Are you being efficient? Who will do your non-dollar productive activities? How do you handle leads now and what can you do to improve this? What do your key team members need so they can help you achieve the goals? Do you have systems in place that make overall operations run efficiently?
- 4. Evaluate your business strategy.** Perform a SWOT analysis (What are your Strengths, Weaknesses, Opportunities and Threats for 2009?). How will you capitalize on your strengths and opportunities? How will you strengthen your weaknesses and deal with threats?
- 5. Examine your sales and marketing efforts.** What marketing channels worked and which ones failed? Can you adjust the ones that failed and make them more successful? If so, how? Can you make the successful ones even better? If so, how? How will potential clients know you exist and when they realize you exist, do your marketing messages compel them to contact you? How will your ideal customer evaluate your services and make decisions?
- 6. Get a handle on your finances.** Do you have an accounting software package or system that gives you profit and loss statements, balance sheets and budget projections? Are you tracking your results?

These are the fundamentals of what works. It's easy to get lost in all the new fangled gadgets and latest fads, but to me, it's the tried and true fundamentals.

12. Feedback

We would like to hear from you. Any suggestions or comments will be appreciated so feel free to send your feedback to us at feedback@inboxfx.com or call Mike Blaney at 800-568-8338 (In Vancouver 604-618-5512)