



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

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Want To Help The Environment?

I have received a number of emails with a footer that reads:



Please consider the environment before printing this email.

If you are interested in adding this to your email as a footer send us an email at support@inboxfx.com and we will add it for you. If you would like us to send you a sample first we can do that too.

Getting Your Email Read - Start With a Better Subject Line

Think of subject lines like the headline of a newspaper article. If it grabs you, you start to read. Furthermore it is the only thing people see in an email. It is what they are going to use to determine if they go any further down your email or if they are even going to open it. It is the only thing that differentiates your email from all of the others.

Here are 12 ice breakers for subject lines:

1. Have you seen this article about your company yet?
2. I saw something that made me think of you...
3. Man, I sure hope you've already seen this...
4. I thought of you when I read this...
5. I thought of you when I saw this...
6. I was thinking about you the other day.
7. I was thinking about your business the other day.
8. Someone paid you a compliment yesterday.
9. I blogged about you the other day...
10. When I saw this, I immediately thought of you!
11. Your ears should be ringing...
12. Your name came up in a conversation recently...

The Golden Rule of email subject lines is:

Tell what's inside, don't sell what's inside.

So what recommendations can I pass on?

1. Use your name (or company name if it will have more impact)
2. Do not use all caps in a subject line.
3. Write a compelling subject line that won't deceive people.
4. Have some fun with subject lines!

Have you got news you would like me to spread? Send an email or call Mike Blaney at 800-568-8338.

Welcome To Our New Clients

Thank you to the following businesses for choosing inboxFX. Thanks for the business.

David Gardner - Coldwell Banker - www.davidgardnerhomes.com/
Specializing in Alabama real estate

Sallie Dominguez - Coldwell Banker - www.sallie-dominguez.com
Specializing in San Jose and surrounding areas real estate

AM Financial - www.amfinancial.ca
Committed to providing our clients with exceptional service, a stress free experience culminating in the best mortgage options and rates to suit individual needs.

Christian Stefferud / Debbie Rodriguez - www.mytitlerep.com
It's our mission to combine aggressive startegis marketing with quality products and services at competitive prices to provide the best value for our customers.

Canadian Disabled Individuals Association (CDIA) - www.disabledindividuals.ca
Founded on behalf of all disability with the intent to create an inclusive, grass roots organization founded and driven by disabled individuals which is free from obligation and bias as a result of politics or specific interests.

Thanks for the Testimonials

This past month we have had a number of testimonials from our clients, but we can always use more. Here is one that sums up the common reaction to email stationery nicely.

The email stationery is great! I am so glad that I got it. I have had all kinds of compliments. Some people have just mentioned they really like the look, others the full photo, and then some asked me how to get something similar done and for your contact info. I really am enjoying sending emails.
Sallie Dominguez

Marketing Tips

20% of U.S. Has Never Sent Email

According to research firm Parks Associates roughly one-fifth of all U.S. households are disconnected from the Internet and have never used e-mail. A recent phone survey of U.S. households by Parks found 20 million households are without Internet access, approximately 18 percent of all U.S. households.

Links to the inboxFX Web Site?

It would be great if you would be able to link back to our web site as links back significantly help our rankings in search engines. If you have the ability to add links we would appreciate it if you would add a link to inboxFX.

If you need help do not hesitate to contact us. Here are some examples:

9 Months Later
Polished Promotions
Julia Kennett - Under Local Resources

Thanks for the links! We have added all of our clients links to our web site so this should help your search engine rankings!

Tips & Tricks

Free Crossword Puzzle Maker - <http://www.puzzle-maker.com/CW/>
Simply enter the clues and answers and it will create your own crossword puzzle.

Colour Lovers (Canadian spelling)- <http://www.colourlovers.com/>
A place to check out a world of color, compare color palettes.

Bubbl.us - <http://www.bubbl.us/index>

Bubbl.us is a simple and free web application that lets you brainstorm online. Create colorful mind maps online. Share and work with friends. Embed your mind map in your blog or website. Email and print your mind map. Save your mind map as an image.

SRFAX - Receive Faxes On Your Email

A friend and colleague has a great fax-to-email service called SRFax. This service allows you to send and receive faxes by email or web browser - anywhere- anytime. I have been using the service for a couple of years and can recommend them without reservation. Visit SRFax for more information. Tell them I sent you.

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? I design and print a lot of business cards and have an excellent source. 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. While I may not be the lowest price, I guarantee they will get noticed.

Feedback

We would like to here from you. Any suggestions, comments will be appreciated so feel free to send your feedback to us at feedback@inboxfx.com