



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

Referrals Are Important To Us

Probably like your business we depend on referrals to reach new markets and would welcome your help in growing our business. To prove it works think of how you heard about us and most likely it was a referral.

There is a link on the bottom of your email that allows us to track if someone clicked to our web site from your stationery, but no way of knowing specifically that a new client is a referral from you. Make sure people tell us you sent them and if it is easier just send us an email and we will call them personally.

If there is anything we could be doing differently or something we can improve on please let us know using the Feedback email address at the bottom of this email.

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.

Staged In Style - www.stagedinstyle.ca

Home Staging offers a competitive advantage when you decide to sell

Danny Haas - REMAX Plaza - www.dannyhaas.com

Specializing in Kansas City real estate

Blingdom Fine Jewelry - www.blingdom.com

Quality jewelry at reasonable prices.

Tevo Consulting - www.tevoconsulting.com

TEVO leverages the skills of highly trained professionals to meet the needs of business vision in a wide variety of Human Resource related areas.

Difference Makers International - <http://www.blueribbons.org/>

In 1983, Helice "Sparky" Bridges founded Difference Makers International so that every child would grow up in a safe, supportive, nurturing environment in which they would know that who they are makes a difference.

Mbody Fitness and Wellness Spa - www.Mbodyspa.com

Treat yourself to one of our fabulous spa treatments.

Angela Vineyard - Keller Williams - www.globalreal-estateinvestments.com

Specializing in Phoenix Real Estate

Charlie Kiers - REMAX City Realty - www.charliekiers.com

Specializing in Vancouver Real Estate

Ambro & Associates - Ron Demmers - www.aamc.ca

Independent mortgage broker in North Vancouver

Pacific Paws Dog School & Supplies - www.pacificpaws.ca

Training and living with your dog is not supposed to be a battle.

Andrea Ink - www.andreaink.com

Andrea Ink delivers exceptional writing, on time. Creative, clear and fun communications.

Thanks for the Referrals

This past month we have had a number of referrals and we would like to thank all of you.

Dave Lyons referred Difference Makers International
Polished Promotions referred Staged in Style and Mbody Spa
Andrea Ink referred JTEVO Consulting and Blingdom Jewelry

Please let me know if I missed acknowledging you.

Marketing Tips

If you have not had a chance to visit my marketing blog at www.themarketingguy.wordpress.com then these tips will be a sample of what you can find on my blog.

90 Day Rule

Whatever you are doing right now, today, will affect your business in 90 days. So, if you are busy prospecting two hours a day, you will have fantastic results in 90 days. If you are busy with paperwork and allowing it to consume all your time, then 90 days from now you are going to be in the doldrums because nothing is happening.

Improve Your Voicemail Message - Top 5 Things Not To Say

1) I'm not at my desk right now: Duh! That's not news. Let your callers know where you are – not where you're not. Tell them, "I am in the office all this week" or "I'm in a sales meeting till 3 pm." Let them know if you will be checking your messages.

2) Your call is very important to me: When hearing this, the caller is thinking, "Well, if I'm so darn important, where the world are you?" Then again, think about it. Maybe the call isn't so important to you. You just don't need this phrase.

3) I'm sorry I missed your call: Leave this phrase out! It's a given. Use the time and space for something more valuable. Like where you are and when you will return! Or, tell callers who they can call for immediate assistance. Mike's note: Perhaps mention your web site where they can find the answer they are looking for.

4) I'll call you back as soon as possible: Not interesting and not fun; and according to our Telephone Doctor surveys, probably not true. The truth is, most people aren't returning their phone calls in a timely fashion. If you're telling your callers you'll call them back, make sure you do. Unreturned phone calls rank high on the frustration list. "As soon as possible" is not an effective phrase. All you need is to say, "I will call you back." Then do it! (Or have it returned on your behalf.)

5) No escape: Remember to tell callers to press zero for the operator if they need more information. Better yet, give them another name and extension. The main point here is to offer an alternative if you're not there. Plus, you've bought back some time to say something interesting or helpful to the caller.

Links To 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!

Tips & Tricks

DocStock - <http://www.docstoc.com/>

docstoc is a user generated community where you can find and share professional documents. Find free legal documents and free business documents. Upload your documents for all the world to share.

YouSendIt - <http://www.yousendit.com/>

YouSendIt provides a trusted, convenient and smart solution for transferring large files over the Internet, replacing the need for FTP transfers, overnight couriers and unreliable email attachments.

Jott - www.jott.com

Jott converts your voice into emails, text messages, reminders, lists and appointments.

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.

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