



*Emailed to inboxFX clients and people who have expressed an interest in custom email stationery.*

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

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### Know Any Good Referrals?

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

Brittany Sackett - [Settlement One](#), San Diego, CA  
Edi Spanier - [Alive Coaching](#), Vancouver, BC  
Mike Charalambous - [SRFax](#), Vancouver, BC  
Ryan Zacharczyk - [Zynergy Financial Planning](#), Red Bank, NJ

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.

### inboxFX Email News, Insights, Tips & Tricks Now on the Web

We have now added back issues of our newsletter to the inboxFX website. [Follow this link](#) if you would like to review past issues.

## Welcome To Our New Clients

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

[Jim Olsen](#) - REMAX of Nanaimo  
Specializing in Vancouver Island real estate since 1984.

Lisa Rogers - [Settlement One](#)  
SettlementOne is an industry leader in providing cost efficient bundled settlement services to the mortgage and lending industry. Our product and services portfolio includes credit reports, flood certification, National appraisal, AVM, Title services and many more.

David Prown - [Prown's Home Improvements](#)  
A 3rd generation family business that has been serving Eastern, Central Monmouth County for over 83 years with the highest quality custom products and the most capable, attentive staff. No job is too big or small.

## Thanks for the Testimonials - Moving to New Jersey and need a Realtor?

Thanks for the testimonials. Here is another one that we are proud to share with you.

*"Great newsletter! The computer tips portion was very helpful. I've also mentioned you and shown off my stationery to several people and will keep trying to send people your way. I think I was one of those people who did not get your list of 50 marketing ideas, so if you have a sec, I'd love to get that."*

Caroline Gosselin, Realtor/Associate  
Burgdorff ERA  
Short Hills

## Marketing Tips - Tips for Writing Your Professional Bio

Ever been asked to speak at a function and someone asked you to email your bio? Check out my [recent blog post](#) about how to write your own.

It is probably a good idea to have a few versions of different lengths; a simple one sentence bio, a 100 word bio and a 250 word bio.

Essentially your Bio should answer these 4 questions:

- 1) Who you are
- 2) Your expertise
- 3) How you can help their problem or attain their goal
- 4) How to contact you

Introduce yourself as if you're meeting a stranger. Lead in with your name. People need to know who you are before they hear what you're all about. Immediately state what you do. Your most important details should go in the first sentence because people on the web rarely read more than the first and last sentence.

Touch upon your most important accomplishments, but don't list them. A bio is not a resume. It is a quick summary of who you are. Talk in the third person as your bio is something other people use to describe you.

You can add accomplishments for the longer version such as books you have written and companies you have started.

Include your contact information. You should have a line in your bio that makes it easy for people to contact you. Stick to the norm and put your contact info in the last sentence.

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

## 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.

Thanks to a recent link from:

SRFax - We offer a fast, cost effective and reliable way of sending or receiving faxes via email, backed up by exceptional customer service. SRFax is the service of choice for internet faxing. [Click here to see example.](#)

## Cool Web Sites

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

[User Name Check](#): This website is where you can type in your most common user name and check to see if it is being used on about 75 different popular websites. It is also a good way to remember what you have signed up for.

[Wine Library TV](#) - Watch excellent reviews of wines by Gary Vaynerchuk. This guy has developed an amazing following on the internet and his story is inspiring.

[Jott](#) - simple and convenient service for leaving yourself notes and ToDo reminders using your mobile.

[NoPhoneTrees](#) - Tired of dialing 1-800 numbers and not being able to get through to a human who can help you? A simple phone directory that lists direct human access numbers to support employees in hundreds of companies.

## 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](http://www.mikeblaney.com). It needs more work, but it is getting there.

## 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](mailto: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.

## 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](mailto:feedback@inboxfx.com) or call Mike Blaney at 800-568-8338 (In Vancouver 604-618-5512)