



*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?**

The one thing that separates our clients from the marketing mainstream is their understanding of how important it is to market with professional email stationery to spread their branding and drive traffic to their web site. My guess is you probably know a business associate who would also benefit, but they probably need a push from 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.

### **New Book Release**

One of our inboxFX email stationery clients has just published a helpful pocket book called Public Speaking for the Terrified Pocket Tips which you might find interesting.

Do you break out in a sweat just thinking about public speaking? Do you shy away from promoting yourself or your business because of your fear of speaking out?

You know you need help but you don't have time to devote to weekly classes or the money to hire a private speaking coach nor have the time to research books on the subject. You need quick tips and you need them now!

This little book will solve your problems and teach you easy step-by-step formulas to:

- Prepare introduction and thank you speeches.
- Write dynamic, entertaining, informative and persuasive speeches.
- Teach you how to organize and express your ideas clearly.
- Write your elevator speech and create 30 second presentations.
- Provide tips for being the master of ceremonies.
- Give you tried and tested tips on overcoming fear.

Public speaking is a 21st century business and social essential. If you master the skill, you will soar to the top. If you don't, you are destined to under-achieve.

Visit their web site for your copy.

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 (among others this past month) for choosing inboxFX.

### **Bret Schillebeeckx - Real Estate Results Group**

Specializing in Vancouver, BC real estate

### **Stephanie Kraning - Settlement One**

SettlementOne is an industry leader in providing cost efficient bundled settlement services to the mortgage and lending industry.

### **Christine Stuit with Robyn MacKay - Ambro & Associates Mortgage**

A registered mortgage broker with over 15 years experience

### **Tazmeen Woodall - REMAX Crest Realty**

Specializing in North Vancouver, BC area real estate.

### **Caroline Gosselin - Burgdorff ERA**

Specializing in greater Orlando Central Florida Area real estate.

## Thanks for the Testimonials - Looking for a place to stay in Cabo San Lucas?

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

*"We have been working with inboxFX for a year now, and it is an incredible marketing coup for us. We look for excellence in everything we do, we're in the hospitality business, and I've always believed that it's not what you say about yourself, it's what others say about you that's important. When we initially set up the system, it was complicated for us, as we're resident in Cabo San Lucas, Mexico - there was a major server and communication problem to overcome [that I frankly did not understand], and although it took us months to get through the problems, which were on our side, not inboxFX's - Mike stuck with us, made numerous long-distance calls to find a solution, and we now present our service to the public and our customers, so much more professionally!!*

*We are TRIP ADVISORS' most highly rated "accommodation choice" in Mexico - and we cannot speak highly enough of Mike and their InboxFx team!! "*

Craig Harrison - Owner, [CaboCasaContenta.com](http://CaboCasaContenta.com)

## Marketing Tips - 15 Second Elevator Speech



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 will be a sample of what you can find on my blog.

I wrote an article a few months ago titled Elevator Speech Tips which guides you through the process of whittling down what you

do into a simple 10 second statement.

As an additional tool you may want to visit the 15 Second Pitch web site which advertises the 15 second pitch as "An introduction that is concise, compelling and conversational. No elevator required!"

It provides the discipline to actually put into writing what you have been thinking about saying. My pitch ended up as:

My name is Mike Blaney and I am a marketing guy specializing in providing a wide range of marketing services to small businesses. I provide a complete range of services from the creative to design to layout right through to printing and implementation. With more than 30 years of experience in a variety of businesses I have learned that while "good ideas are a dime a dozen, implementation is priceless."

You can run through the Pitch Wizard in just a few minutes and you have the option of adding it to more than 13,000 other pitches.

people to market themselves more effectively - and have fun getting the word out about what makes them special! Laura is passionate about helping her clients create effective, cohesive personal marketing strategies that excite and inspire them to achieve their personal and professional dreams. She offers courses in Professional Coaching and Networking Essentials.

## 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 recent links from:

Trish and Kevin Lunder - Realtors in Surrey, BC for adding a link.  
Cari Gililand - Phoenix, AZ Realtor - mentions us here

## Tips & Tricks

### 1) New Web Browser from Google - The Google Chrome (BETA) for Windows

Google Chrome is a browser that combines a minimal design with sophisticated technology to make the web faster, safer, and easier.

One box for everything - Type in the address bar and get suggestions for both search and web pages.  
Thumbnails of your top sites - Access your favorite pages instantly with lightning speed from any new tab.  
Shortcuts for your apps - Get desktop shortcuts to launch your favorite web applications.  
It is a collaboration using parts of Apple's WebKit and Mozilla's Firefox, among others - and they are making all of their code open source hoping to "collaborate with the entire community to help drive the web forward."

### 2) Create Panoramas From Multiple Photos

Autostitch™ is the world's first fully automatic 2D image stitcher. Capable of stitching full view panoramas without any user input whatsoever, Autostitch is a great new technology for panoramic photography, VR and visualisation applications. This is the first solution to stitch any panorama completely automatically, whether 1D (horizontal) or 2D (horizontal and vertical). Autostitch is incredibly simple to use! Just select a set of photos, and Autostitch does the rest: digital photos in, panoramas out.

I use this all the time and it really works and it is free! Here is a sample of the skyline of Coal Harbour in Vancouver.



### 3) Find a Sample of Virtually and Document You Need

There is a web site called DocStoc that offers the following:

1. Download Legal, Business, Tech & Educational Docs
2. Store Your Documents Privately Online for Free
3. Get Your Documents Indexed by Search Engines

There is nothing you can't find to get you started.

## Top 5 Email Scams

Identifying email scams has become a sport for me, but are you being vigilant?

**Email Scam #1: Verify your account now to avoid it being closed!**

It asks for your personal information. No legitimate company, especially Microsoft or a bank, will ever ask you to provide you username, password, date of birth and/or country, credit card information, etc via email.

**Email Scam #2: A large sum of money is due to you if you just give us your personal information.**

You have all received something to this effect; ""The outcome of the summit has prompted the Federal Government to empower only our Bank; First Bank of \_\_\_\_\_ PLC to identify the owners of these funds and pay them outright with no delay...

Nothing more needs to be said. (Had to change some of the words to bypass spam filters.)

**Email Scam #3: You won something! (No you didn't)**

Scammers commonly impersonate use large companies that it's likely you do business with. I don't think there is one legitimate business that would inform of a win by email.

**Email Scam #4: The sudden emergency!**

You receive email that appears to be from one of your friends that says they are stranded and need only a few thousand dollars to help them out. Any person would help a true friend if they can, right? Sure they would, but before you respond or act, ask yourself about the likelihood of your friend being in that situation.

**Email Scam #5: If you don't forward this email, something bad will happen.**

We've all seen emails that promise great things if you forward the email to all your contacts, or threaten bad things if you don't.

As reported by Windows Live Spaces Email Support.

## 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. While I may not be the lowest price, I guarantee they will get noticed.

## Feedback

We would like to here 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)