



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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1. Welcome To Our New Clients

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

Gary Balanoff (Broker/Owner) - [RE/MAX Select](#) - Serving All Of Central Florida. There has never been a better time to buy real estate in Central Florida. Whether it is a home in Orlando or Oviedo, a condo in Winter Park, or anywhere in Central Florida, we can help.

[Sharon Samkowiak](#) - REMAX Select - Realtor specializing in Central Florida real estate.

Dodie Bakke - Allie Beth Allman & Associates - Dodie specializes in sales of premier residential real estate in Dallas, Highland Park, University Park, Preston Hollow, Uptown and Turtle Creek. Her new website which she shares with her twin sister Dennie is at <http://www.athomeintexas.com/>.

Dennie Pitzer - Allie Beth Allman & Associates - Dennie specializes in sales of premier residential real estate in Dallas, Highland Park, University Park, Preston Hollow, Uptown and Turtle Creek. Her new website which she shares with her twin sister Dodie is at <http://www.athomeintexas.com/>.

Bob Gessler - [Gessler Group](#) - We are a full service real estate appraisal and consulting firm based in Philadelphia, PA. We work in conjunction with our clients to provide the services that they require in the most efficient, cost effective manner while not sacrificing the integrity of the process.

[Penelope Mason](#) - Keller Williams - Specializing in real estate sales in areas around Atlanta such as Alpharetta, Roswell, Homes, Johns Creek and Cumming.

[Jeffrey Steinkamp](#) - Coldwell Banker - Your Up-to-the-Minute Real Estate Resource for Purchasing and Selling in Humboldt County (including Trinidad, Arcata, Eureka, McKinleyville, Fieldbrook, Blue Lake, Willow Creek, Fortuna and Ferndale.

Reese Stewart - StopOrlandoForeclosures.com - Reese specializes in assisting distressed homeowners in the Central Florida area.

Janice Fisher - [Check Out Our Company](#) - A recruiting website for RE/MAX Select in Central Florida.

Deirdre Pizzoferrato - [Beanstalk Express](#) - We are a solutions-driven organization dedicated to the mission of helping to raise a healthier generation of children! Good nutrition is the foundation of healthy bodies and healthy futures.

Penny Crosby - [Harbourview Retreat Bed and Breakfast](#) - Built in 1912 and renovated in 1998, the Crosby's airy Arts and Crafts-style home is nestled in one of Vancouver's most exclusive neighbourhoods. Explore the lush gardens or sip a cold drink on your private deck as the sun sets across the bay. Then enjoy the best night's sleep west of the Rockies. Guaranteed.

[Choose Again Society](#) - Whether you are suffering from depression, addictions or just want to change your life in a meaningful way, we invite you to experience a different approach to life. Learn to experience the joy and peace of mind that comes from recognizing your intrinsic and unchangeable worth, and then make the choices in your life which reflect the person you truly are rather than the person you believed yourself to be.

[RealSTUDIO Branding & Design Inc](#) - Vancouver, BC

People fall in love with brands, not logos. And in a world where it's becoming harder to stay connected to what matters, building a strong brand-and motivating others to invest in it, talk incessantly about it, share it with friends and take action because of it-is the only way to stand out, build relationships and win enduring loyalty.

[Matt Hullinger](#) - Home Team of America - Your source for San Antonio real estate.

Ryan Windsor - [One Percent Realty](#) - Our system rewards the successful seller with a much lower commission as well as giving the seller total control over where, when and how his property is advertised. Instead of the traditional relationship of seller wanting more advertising and the salesperson wanting less (to keep his costs low), the One Percent Realty concept gets the agent and seller on the same "team" pursuing the same goal, which is to sell your property.

2. Top 10 Words For Email Subject Lines

A recent study released by Mailer Mailer, a leading provider of email marketing services, determined the top 10 words used in email subject lines.

Ten Most Popular Terms

1. news
2. party
3. newsletter
4. free
5. night
6. sale
7. com
8. update
9. holiday
10. week

Based on this I guess this would be the perfect subject line:

Great Holiday News Update on our Week Long Holiday Party Sale With a Free Newsletter

3. Any Ideas for Seasonal Stationery?

We had some interest for decorating stationery with Valentine's images, but postponed this until next year. Let us know if you are interested in adding seasonal clip art for Spring, Easter, St Patrick's Day, July 4th, Canada Day or Thanksgiving. Or you might have an idea of your own.

4. Cool New Idea For a Simple Email Newsletter

One of my favorite newsletters is one I receive every day Called Get to The Point. It takes less than 1 minute to read and the layout is eye-catching.

If you have a second email address you can use, we can create a simple newsletter layout like this click here and all you have to do is add the content. (or hire us to do this for you) Check out this link to Marie's Mortgage Minute.

This newsletter you are reading is time-consuming to create (although the results are excellent) and not everyone has time to read through it. If you were to send out a branded newsletter that was short, interesting and easy-to-read you have a far greater chance of staying at the top of your client's awareness.



As a special promotion to the end of June we will create a newsletter layout for only \$99.00 including the first years fee. (annual renewal is \$ 99.00)

5. It's a Blog...no it's a Website...no it's a Blogsite

Recently I have added a new service to my bag of marketing tricks that has a lot of potential for my clients. While I still set up websites for clients using Ubertor templated sites I have expanded my service to create blogsites and blogs for clients.

What is a Blogsite?

Instead of programming a website using html or developing a traditional blog on WordPress or Blogger I use a preprogrammed theme that runs on the WordPress blogging platform. There are thousands of themes to choose from and they are all designed to be plug and play so set-up is fast and my clients can make any on-going changes with only a short training period.

What are the benefits?

The number one benefit is how a blogsite is indexed by search engines compared to a static html website. The architecture of a WordPress blog is designed to be search engine friendly and by following a few simple rules, in my experience you can achieve much higher rankings with a blogsite than a website.

- You have hundreds of designs to choose from
- Most themes are free and the ones that you buy cost under \$100.00
- You can change your theme anytime without losing your content
- There are thousands of free widgets and plugins that perform tasks that are almost impossible to recreate with an html site
- A blogsite can be up and running in less than a day
- There are thousands of people who can provide support for any theme so you are not tied to a company or individual for support
- The cost to have a fully functioning blogsite can be as little as \$ 250.00 for my time to set it up, (but can range up to \$ 2500.00 depending on the degree of complexity and amount of content)

If you want to see some examples of blogsites I have under construction (and they are all in their infancy) please visit the following client sites. I have included a link to the original demo theme so you can compare and see the customization:

Cornerstone Kitchens and Design - Kitchen designers

Theme: Sliding Door

HikeBikeTravel - Publisher of travel itineraries

Theme: Essence Dark (ithemes)

HomeSwat - Referral service for homeowners

Theme: Lifestyle

Coasting Home - Home and vacation rentals in Northern California

Theme: Agent (Studiopress)

Sunroom Retreats - Manufacturer of sunrooms and patio covers

Theme: icompany by ithemes

Hot Rod Realtor - Realtor who has a passion for homes and hotrods

Theme: Chrome by Studiopress

6. Blogs

In addition to blogsites I have also set up a few stand-alone blogs in the recent weeks. Starting a blog is as easy as going to www.wordpress.com and registering a name. My marketing blog is <http://www.themarketingguy.wordpress.com>. The free sites always have the wordpress extension, but that has not stopped my blog from growing to an average of more than 500 page views a day from around the world. I had two phone calls today alone from people who were reading my blog and were interested in a product or service they read about.

Three new blogs I have recently set up with Wordpress themes are:

[WestSideInsight](#) - Mike Ralls is a Realtor based in Venice, Ca. He selected a theme and I set it up as a stand-alone blog.

[Jan Dempsey](#) - Jan is a Realtor in Portland Oregon who was looking for a way to publish a list of homes she had viewed during her Tuesday Realtor tour and a separate recommendation for open houses every Sunday. I customized a blog theme which allows her to do this. The blog is currently under construction, but you will get the idea.

[Foodie 4 Thought](#) - A colorful blog theme that allows the owner of Beanstalk Express to express her views on nutrition in a conversational way.

7. Cool Web Sites

[Bing](#) - the new search engine from Microsoft. I have tried it and I like it.

[Lifehacker](#) - A great blog for anyone looking to streamline their life, Lifehacker provides tricks and tips for getting stuff done. Whether you need tips to help with time management or a shortcut to completing a certain task, Lifehacker is a great site save to your favorites.

[Freshbooks](#) - Create, send and track invoices electronically. Collect payments quickly. Great for teams, freelancers and service providers. I use this and it is incredible. I can even create an invoice from my iPhone.

[Archie Comics](#) - Archie proposed after 60 years of playing the field between Betty and Veronica. Guess who got the ring?

8. Great Tool for Prospecting

Do you ever attend trade shows, call on clients, deliver goodies for sales meetings or just want to make a great impression? I am a distributor for a company called Thanks a Dozen and our most popular stock design; the Little White House is on sale. The regular price on this box is \$ 3.79, but I can offer it for only \$ 2.49 for the month of June only. Minimum order is 25. Each box comes with an imprintable area of 3-3/4" x 2-1/4" which you can print in full color. The dimensions of the donut box are 10" x 4 3/8" x 5 7/8" plus roof and includes a business card slot in the roof. You don't have to put donuts in it though. It is great for gifts, lunches for presentations or other food items.

The donut box is the one on the right. If you would prefer a custom designed. Donut. Cookie, Candy. Pizza. Bagel or Tissue Box please call me at 800-568-8338.

My storefront is accessible by [clicking here](#).



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. Top 10 Lies Customers Tell Sales Reps

I can't remember where I got this, but I thought it worth passing on.

LIE #10: "We don't have the budget."

Why they tell this lie: This is shorthand for "we have budget money assigned to other projects that are considered higher priority."

LIE #9: "I promise to read your brochure."

Why they tell this lie: They're either trying to get rid of you, or they're being nice. The only time that anybody will ever read your brochure is when somebody wants to sell you his "brochure re-writing" service.

LIE #8: "I am the sole decision-maker."

Why they tell this lie: The customer contact wants to hide the fact that he really can't make a decision without consulting others.

LIE #7: "Your competition is much cheaper."

Why they tell this lie: To get you to drop your prices.

LIE #6: "We always get a big discount."

Why they tell this lie: Same as #7; they're trying to get you to drop your prices.

LIE #5: "I'm sorry I missed our meeting."

Why they tell this lie: They're trying to gloss over the fact that they blew you off.

LIE #4: "She's not in the office."

Why they tell this lie: The admin is protecting the decision-maker from contact with sales reps, usually because the real decision-maker is a pushover when it comes to sales.

LIE #3: "Hi! I'm away from my desk right now..."

Why they tell this lie: They're screening their calls so that they can get some real work done.

LIE #2: "Our bidding process is fair."

Why they tell this lie: They're hiding the fact that a competitor — probably for irrational or illegal reasons — has the inside track.

LIE #1: "The check is in the mail."

How to tell if it's truly a lie: If this is the second time you've heard the statement, the check is definitely NOT in the mail.

11. 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)