

Sue Almon Pesch

From: "Susan Almon-Pesch" <spesch@market4profit.com>
To: <info@market4profit.com>
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SNIPPETS

Short & Sweet Marketing & PR Info to Scan On the Run

4 Ways to Gain Email R-E-S-P-E-C-T

By Sue Almon-Pesch, CME



Most people receive less than 50% of important email. The remainder is jokes, forwards, solicitations and offshore "winnings" notifications. When you send a business email, you are competing in peoples' inboxes. By sending time sensitive, relevant and valued information, it will help you sustain attention, develop rapport and get opened.

Your credibility counts first and foremost in what seems like an innocent, affordable way to stay in touch. Here are 4 ways to ensure your business message is received, read and action is taken:

1. Ask for permission.

Please ask your prospects, customers and clients for their email AND for permission to stay in touch. Validating permission from the very beginning will help ensure your messages will be received.

Value of email addresses.

It's been reported that each email you have in your system is valued as an intangible marketing asset @ \$265 per email i.e. 250 emails equals \$66,250; 2000 emails equals \$530,000. This stat is based on future business and referral business. Now are you more anxious to

"On-Line the Steet"

Are You Blogging Yet?

(Total investment: Free to \$150 per year). Web site creation is typically outsourced, whereas you can start a blog yourself. They are basically online journals if you will. A blog is a place to share your expertise or thoughts on a topic. Use online templates from www.blogger.com, www.typepad.com or www.wordpress.com. Advertise your blog online and in print. Post short 1 to 3 paragraph "posts" on topics relevant to your niche on a regular basis. Watch your credibility grow.

I know. I know. You're right. I don't have a marketing blog. Now that I've mentioned it, I will by the next newsletter.

Stats To Muse

What's a marketer to do?

get email addresses?

2. Informative subject line.

How do you feel when you see a subject line that states: "Hello?" Even though you know the person who sent it to you, do you trust they really sent this email or has a spammer (with a possible virus) grabbed their address and is using it to get to you. I, for one, will not open it – and much to my chagrin have come to find out the "Hello" was important. My bad—or is the sender bad? You make the call.

Be specific in your subject line.

"Agreement for YUMA Sun Ad Contract," "Press Release for QuoteActions," "Quote for XYZ Patient Brochure," not just "Your Quote," "Agreement," "Logo." Remember, this email may have to be looked up two months later . . . and which "Agreement" will it be about? Subject lines are like three to five word summaries of what you are going to discuss i.e. "Smoke Damage Evaluation Postcard."

3. Keep your message short.

This is one place you are not submitting an essay for grading. Write the information you need to cover; divide info subjects into separate sections with space between. If action needs to be taken, mention that in your close or even subject line: "Need Approval on WDC Press Release."

4. Always include your email signature line.

How often have you quickly checked recent emails for the phone number to call a person? Nada. It's not there. The individual has made the supposition that by carrying their signature on emails they are being overbearing or heavily advertising. This is not the case.

This is the one place you can rest assure your information will be appreciated if needed. The info should at least include your name, business, address, phone number and web site.

SNIPPETS

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According to the Food Institute, marketers introduced over 16,000 new food products last year (over 2,500 beverages alone). They introduced over 13,000 nonfood products – including 4,230 new cosmetics, 2,793 new skin care items, and 1,259 new hair care products.

The question becomes -- how do you, I, we compete in a world of constant "newness?" We can all start by reading a book my Gen X-Y daughter, Amanda, introduced me to on my recent back east visit to see her in Cleveland.

Info from "What Sue's Reading" *Marketing to the Social Web* by Larry Weber.

Future Workspace Industry Leader Added to M4P Client Roster



Home2Office LLC is recognized as a market leader in the rapidly growing telecommuting space. H2O has a patent-pending customer tele-worker solution called The Managed Commute™. With Home2Office a company has access to a group of thought leaders, all of whom are dedicated to developing the ideal mobile telecommuting scenario. They have the knowledge and software tools to be the transition for the changing nature of work. Their Managed Telecommute™ is a simple yet comprehensive answer to the many obstacles and challenges facing the business of connecting, communicating and collaborating via a tele-worker solution.

Sue is working directly with COO, Martin Grunburg on a comprehensive public relations initiative for the firm. For a diehard home-office consultant like herself, H2O is a “glass is definitely full” client acquisition.

[Click here to learn more about Home2Office.](#)

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