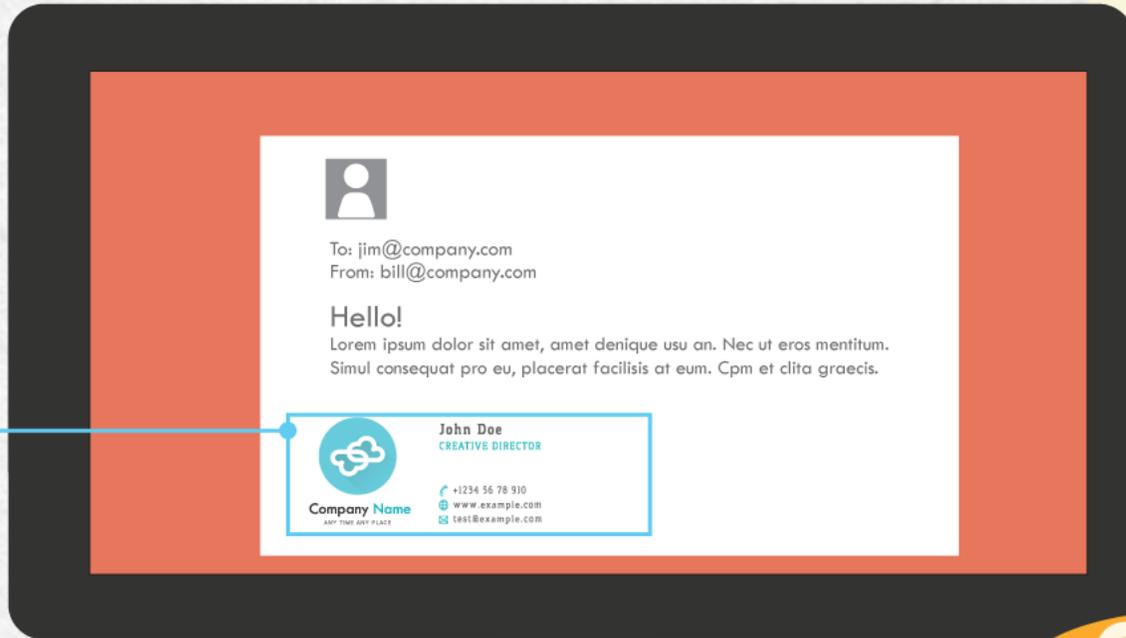


Email Signatures & Sandwiches



Office
Supplies

Finish Reports

Lunch
Seminar
11:30-1PM



Design & **Promote**

Who We Are

OUR BUSINESS
IS TO GET
YOUR BUSINESS
NOTICED



Topics Covered

- Email Servers & Clients
- Why Use An Email Signature
- What You Should Include & What Not To
- How To Create Your Own Email Signature
- Email Signature Shortcuts

Email Servers

- **3 Types Of Email Servers: Pop3, IMAP & Exchange**
 - With Pop3 email is stored online and pulled down when you check your mail. If you check your mail on your phone it may not be there on your desktop. You might have configured it incorrectly.
 - IMAP Uses 2 way communication so your other devices know the latest.
 - Exchange is the best because it also syncs calendar and tasks between multiple users and devices.

Email Addresses

- **Always use an email address at your domain name**
 - An email address like company@hotmail.com, joe234@yahoo.com or juliesmith@gmail.com is just not professional.
 - Email addresses are usually free (or cheap) and easy to set up at your website hosting account.
 - Email addresses should be personal and easy to remember not info@ contact@ or sales@.
 - Use your first name or firstlast name for larger companies.
 - bruce@designandpromote.com is mine.

Email Clients

- **This Is What You Use To Check Your Mail**
 - Make sure it allows sending (and receiving) html based emails, not just text emails.
 - The ability to have multiple html signatures is nice.
 - Microsoft Outlook is popular and others are Mailbird, Thunderbird, IncrediMail, Gmail and many others.
 - Gmail is both an email server and client, you can use it to check your company email too.
 - Your phone has its own built in email client.

Email Signature

- **Why bother having an email signature?**
 - It makes you look more professional.
 - Because it is part of your brand.
 - So people can call you easier.
 - So more people visit your website.
 - So more people visit your social media profiles.

Email Signatures

- [Thomas Smith](#) wrote a guide called *Successful Advertising* in 1885. The saying he used is still being used today.

The first time people look at any given ad, they don't even see it.

The second time, they don't notice it.

The third time, they are aware that it is there.

The fourth time, they have a fleeting sense that they've seen it somewhere before.

The fifth time, they actually read the ad.

The sixth time they thumb their nose at it.

The seventh time, they start to get a little irritated with it.

The eighth time, they start to think, "Here's that confounded ad again."

The ninth time, they start to wonder if they're missing out on something.

The tenth time, they ask their friends and neighbors if they've tried it.

The eleventh time, they wonder how the company is paying for all these ads.

The twelfth time, they start to think that it must be a good product.

The thirteenth time, they start to feel the product has value.

The fourteenth time, they start to remember wanting a product exactly like this for a long time.

The fifteenth time, they start to yearn for it because they can't afford to buy it.

The sixteenth time, they accept the fact that they will buy it sometime in the future.

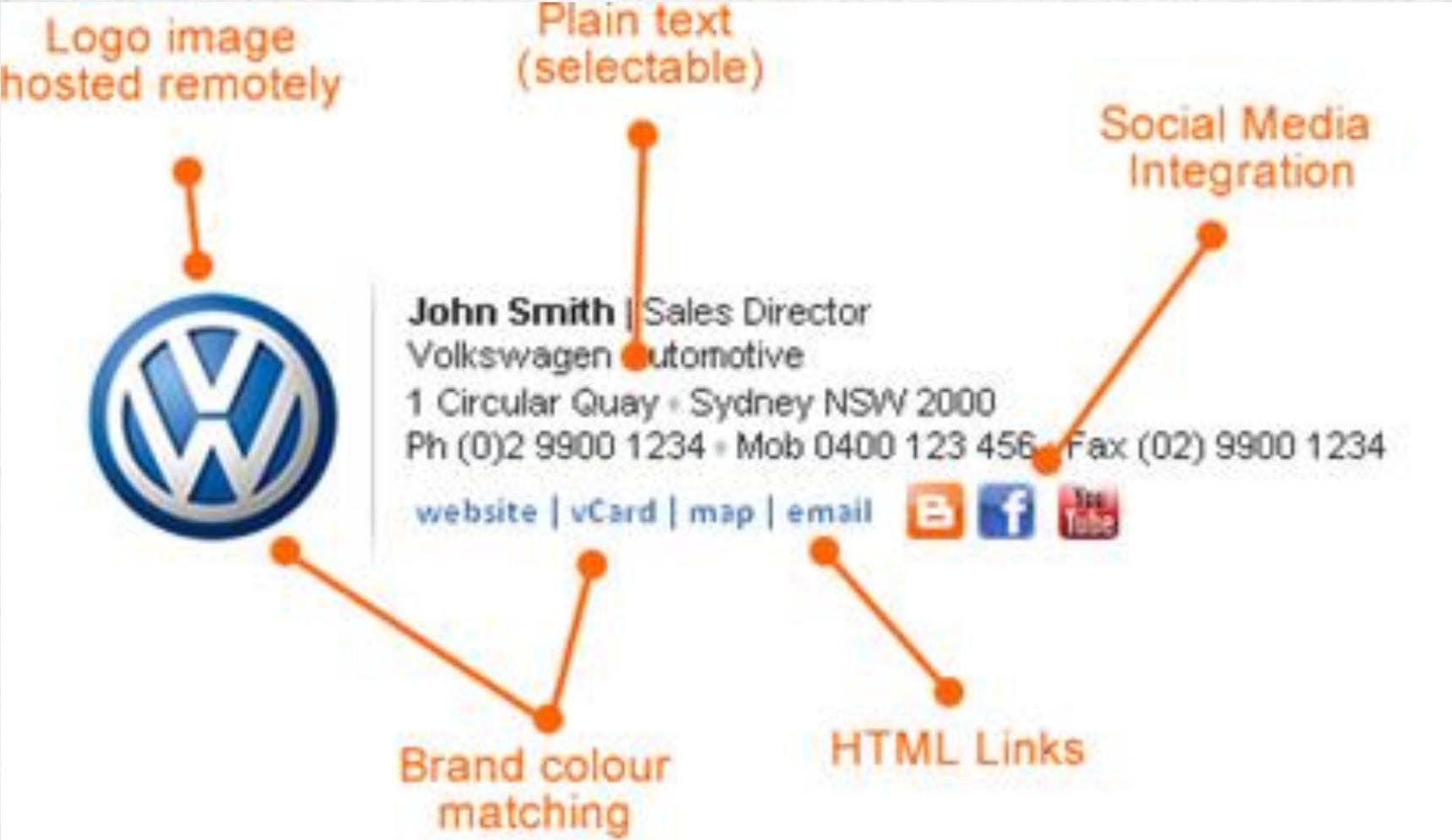
The seventeenth time, they make a note to buy the product.

The eighteenth time, they curse their poverty for not allowing them to buy this terrific product.

The nineteenth time, they count their money very carefully.

The twentieth time prospects see the ad, they buy what is offering.

Best Practices



What to Include

- Name
- Company
- Phone #
- Title
- Logo
- Links To Social Media (no more than 3)

What Not To Include

- Anything unnecessary to your target audience.
- Social media profiles that you are not active on.
- Physical address.
- Fax #.
- Contact info in a graphic.
- Cheesy quotes.
- Disclaimers unless you have to.
-  Please don't print this e-mail unless you really need to. Thank you

Examples



Bruce Jones | CEO
Design & Promote
Main: 630.995.7109 | Direct: 630.687.8801 | Cell: 630.330.2780
bruce@designandpromote.com | www.DesignAndPromote.com



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Heather Bundgaard | Senior Exhibit Consultant | ph. 630.376.1538 | fax. 630.376.1539 | cell. 773.368.8158 | htb@ttskyline.com

Jonathan Irizarry | Project Manager | ph. 630.376.1566 | fax. 630.376.1567 | cell. 773.263.5454 | jii@ttskyline.com



"TradeTec Skyline provides a truly turnkey solution. I place an order on the website and know that I will be taken care of, door to door. TradeTec consistently goes above and beyond to make sure every show we attend is a success. From designing the booth itself to the I&D teams they hire, the process is smooth and thorough. I never have to worry that something slipped through the cracks." – Joel at TSG



Examples

Shawn Lacagnina | Marketing & Design Consultant | Tel: 713.939.1775 X 116 | Shawnl@skylinehouston.com



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Examples



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MORTGAGE SOLUTIONS

Tania Guzman
Vice President

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tg@fnbelpaso.com | myhomefnb.com
NMLS #266936 | Institution NMLS #403442

The highest compliment I can receive is a referral from a friend!



Michael Dean
Ophthalmic laboratory technician,
Red Robin Stores

972-446-1344
MichaelGDean@teleworm.us
3070 Bee Street
Grand Rapids, MI 49503

[f](#) [t](#) [in](#) [p](#)

A great city is that which has the greatest men and women -- Walt Whitman

Floyd Wagner Designer

Tel: 504-437-5663
Contact me: BoxDeveloper.com



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Patricia T. Clark | Heavy vehicle and mobile equipment service technician
Red Robin Stores
347 Davis Avenue | Oakland, CA 94612
tel 707-675-5584 mobile 707-675-5584 fax

[website](#) | [brochure \(PDF\)](#) | [email](#)

Examples



Robert Madzar | Captain
Pan American World Airways
1 Harborside Drive | East Boston, MA 02128
tel (617) 235-6420 | mobile (508) 288-7133

website | vCard | map | email    

John Smith Designer, Smith Designs
Tel: (555) 236-22600 | Fax: (555) 52-43791302
john@smithdesign.com | www.smithdesigns.com



Kind regards,
Name here



YOUR COMPANY
slogan here

Business Name Here
Address: 17 Main Street, Brisbane QLD 4000
PO Box 123, Brisbane QLD 4000
Phone: (07) 5484 4444
Mobile: 0400 000 000
Email: name@domainname.com.au
Website: www.domainname.com.au



Mike Wilson
Assistant Finance Manager



1301 Bank of America Tower
12 Harcourt Road
Central | Hong Kong

tel +852 2115 9628
fax +852 2115 9818
mobile +852 2388 11 827

website | map | email

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Best regards,
Tom



COMAN & ANDERSON P.C.
ATTORNEYS AND COUNSELORS AT LAW

Thomas G. Oddo, Partner
Coman & Anderson, P.C.
650 Warrenville Road, Suite 500
Lisle, Illinois 60532-4318
T. (630) 428-2660
F. (630) 428-2549
Email: toddo@comananderson.com

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Adam D. Parks
Financial Advisor



1952 McDowell Rd, Suite 102, Naperville, IL 60563

Office: 630.756.0193 | Mobile: 847.917.9954

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How To

1. Resize images and add them online, copy the links to them.
2. Create a new document and add a table.
3. Add the image using the link to your image online.
4. Add text, add links, format fonts, colors etc.
5. Duplicate for each employee.
6. Save as .html and copy/paste into signature spot in your email client.

Lets Do One Together

Things to consider

- Make sure all images are online first.
- Make sure it represents your brand well.
- Make it easy to read, no fancy fonts.
- You do not need to include everything...

Appointment Scheduling

I have multiple signatures set up with different scheduling links

A screenshot of an email client interface. The top ribbon shows tabs for FILE, MESSAGE, INSERT, OPTIONS, FORMAT TEXT, and REVIEW. The MESSAGE tab is active, displaying a rich text editor with various icons for text formatting (bold, italic, underline, color, background color), alignment, and list creation. A dropdown menu is open under the 'Signature' icon, showing four options: 'Main Email Signature', 'Office Meeting', 'Phone Meeting', and 'Signatures...'. Below the ribbon, the email composition area includes 'To...', 'Cc...', and 'Subject' fields, and a 'Send' button. The main body of the email contains the text: "Here is a link to my calendar to schedule a meeting at our office. [Click here](#)". Below this text is a signature block for Bruce Jones, CEO of Design & Promote, including contact information and social media icons for Facebook, Twitter, LinkedIn, and RSS. The Design & Promote logo is also present, with the tagline "OUR BUSINESS IS TO GET YOUR BUSINESS NOTICED".

Appointment Scheduling

timetrade

Select Date and Time

November 2014 < > Week Month Time Zone (-06:00) Central Time

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 6 Available ▾	18 4 Available ▾	19 7 Available ▾	20 11:00 AM ▾ 9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM 2:00 PM 4:00 PM	21 8 Available ▾	22
23	24 8 Available ▾	25 8 Available ▾	26 8 Available ▾	27	28 8 Available ▾	29
30	1 8 Available ▾	2 8 Available ▾	3 8 Available ▾	4	5 8 Available ▾	6

Back

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Continue

Integrates with Outlook, iCal, Gmail calendars and more.

Only show days/times that you are available.

Gmail Email Signatures

Go to Settings, General, Signature and paste in new signature

The image shows a screenshot of the Gmail web interface. On the left, the user's profile is '+Bruce'. A settings menu is open, with 'Settings' highlighted and circled in red. The main content area shows the 'Settings' page with the 'General' tab selected and circled in red. Under the 'Signature' section, the 'No signature' option is selected and circled in red. The signature text is displayed in a rich text editor, showing the 'Design & Promote' logo and contact information for Bruce Jones, CEO. The signature text is: 'Bruce Jones | CEO
Design & Promote
Main: 630.995.7109 | Direct: 630.687.8801 | Cell: 630.330.2780
bruce@designandpromote.com | www.DesignAndPromote.com

At the bottom of the signature editor, there is a checkbox labeled 'Insert this signature before quoted text in replies and remove the "--" line that precedes it.' which is checked.

Phone Email Signatures

- Email yourself an html email signature you want to use on your phone.
- Open the email on your phone and select the signature part, press down and hold for the copy command to appear.
- Copy the signature.
- Open your email settings on your phone and find the signature dialog box.
- Paste it into the pop-up box and save it.
- <http://www.imore.com/how-create-html-rich-emails-signatures-your-iphone-and-ipad>

Email Signature Hosts

- Don't want to create your own and have money to spend? About \$5/Mo
 - <https://htmlsig.com/>
 - <http://www.wisestamp.com/>

Resources

- <http://yourwebsiteengineer.com/create-an-html-email-signature-with-images-and-colors/>
- <http://www.imore.com/how-create-html-rich-emails-signatures-your-iphone-and-ipad>
- <http://webapp.wisestamp.com/>

Any Questions?

Design & Promote can help you set up new email accounts and design an awesome looking email signature!

Next Seminars - <http://designandpromote.eventbrite.com/>