

Are you preparing for another business year? Thinking about refreshing your communications messages?

A great place to start is your **email signature**—the words that you have entered into your email program to appear automatically at the end of your outgoing email messages.

The email signature, writes copywriting expert Steve Slaunwhite, is an “opportunity to build your brand and promote what you do, over and over again. Everytime you send an email, it acts like a mini-advertisement.” Steve says that he secured work when a client simply read his email signature and learned the breadth of his services.



Steve asks, “how many emails do you send to clients, prospects, contacts or other people who need your services? Probably dozens if not hundreds—every single year.” You can “sign” each of those messages in a way that “reinforces your brand and reminds people who you are and what you do.”

A few quick pointers?

- ✓ Your signature should include your phone number, website and email address.
- ✓ You can put in bold a statement of your services, or perhaps make it appear in a larger size of font.
- ✓ It’s crucial to add a tagline (a mini-elevator pitch, if you like): mine is “I tell entrepreneurial stories of small businesses that succeed while giving back to the community.”
- ✓ Send your name in the signature at the end of every email, even if it’s only a brief reply. The consistency is persuasive, making it clear that you care about these electronic conversations.

If you want to dive deeper into revising your email signature, please visit Steve’s own blog on the topic at:

<http://www.b2bwritingsuccess.com/2017/08/does-your-email-signature-do-this/>

Now spruce up that email signature and see the difference it makes to prospects and clients! And keep me posted on the results!