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How To Compose Email Rightly? A Few Tips.

I want to tell you about some important points that you should know when writing email.

Citation. When replying to a letter it is often used quotation of mail's fragments to remind you what was going on. This is one of the significant benefits of e-mails. In most email programs a quoted fragment is allocated with a sign (>).

Sorting of incoming messages. Incoming e-mail messages should be sorted by folder you created. Every modern e-mail program allows you to do it easily. You will delete the part of incoming messages. But part (and in my experience very much) of them must be saved so that you will be able to easily find your desired letter, sort all incoming mail to your folders. For example, I use about 20 different folders. In the folder "business", I fold messages received from sponsors and from the company, in a folder "distributors" I put the message from my distributors, in the folder "psychology" I keep mailing lists on relevant topics, etc.

Smiles.

When we talk "live" in addition to the verbal component, we make extensive use of gestures, facial expressions, tone, enriching the meaning of what was said. Communicating via e-mail deprives us of the main trump of human communication - the possibility of sharing emotions. But this shortcoming is partially overcome. Today on the Web for virtual communication, including via e-mail, it is commonly used so-called "smiles - the smiley faces, made up of dots, commas, dashes and other symbols. They can transfer your emotions. Using a variety of smiles in correspondence, you can now keep a lively conversation in letters and at the same time to transfer not only thoughts but also feelings.

Electronic signature.

Electronic signature - is a specially crafted file (signature), which represents your text caption. The presence of electronic signature in your posts is not only good manners for business correspondence, but also a wonderful way of unobtrusive advertising of your business. The fact is that direct advertising included in the "body" of the mail is usually perceived very negatively, especially by strangers. Whereas, a few signature lines are perceived as quite correct form of presenting of advertising information. Imagine, if you leave a message on one of the most popular forums. Thousands of people will be able to see your signature! All modern email programs have the option of creating an electronic signature.

Consider the basic rules of making and use of electronic signatures.

An electronic signature should not exceed 5-6 lines

Number of symbols per line should be no more than 70.

It should include your name, email address, website (if available), as well as text or a slogan, giving an idea about your business (or) products, (or) services. Sometimes the captions include the favorite aphorisms.

Today lots of people lose the regular job and then start online business. But, as any type of business, Internet business also requires marketing and client base. One of the popular ways of online marketing is email lists. So before you start, you should know what [email list marketing](#) is and how to make money with it. Check out this [email list marketing](#) site where you can find much helpful info on [build email lists](#) subject.

Right now we live in the world where knowledge quickly enhances the quality of our life.

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