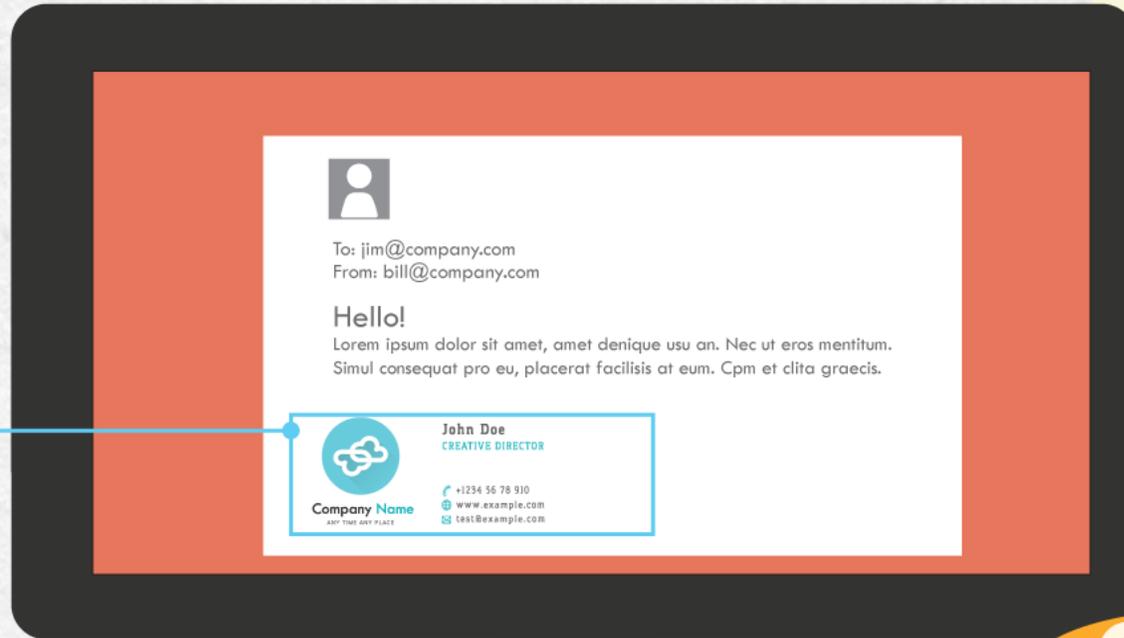


# Email Signatures & Sandwiches



*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.

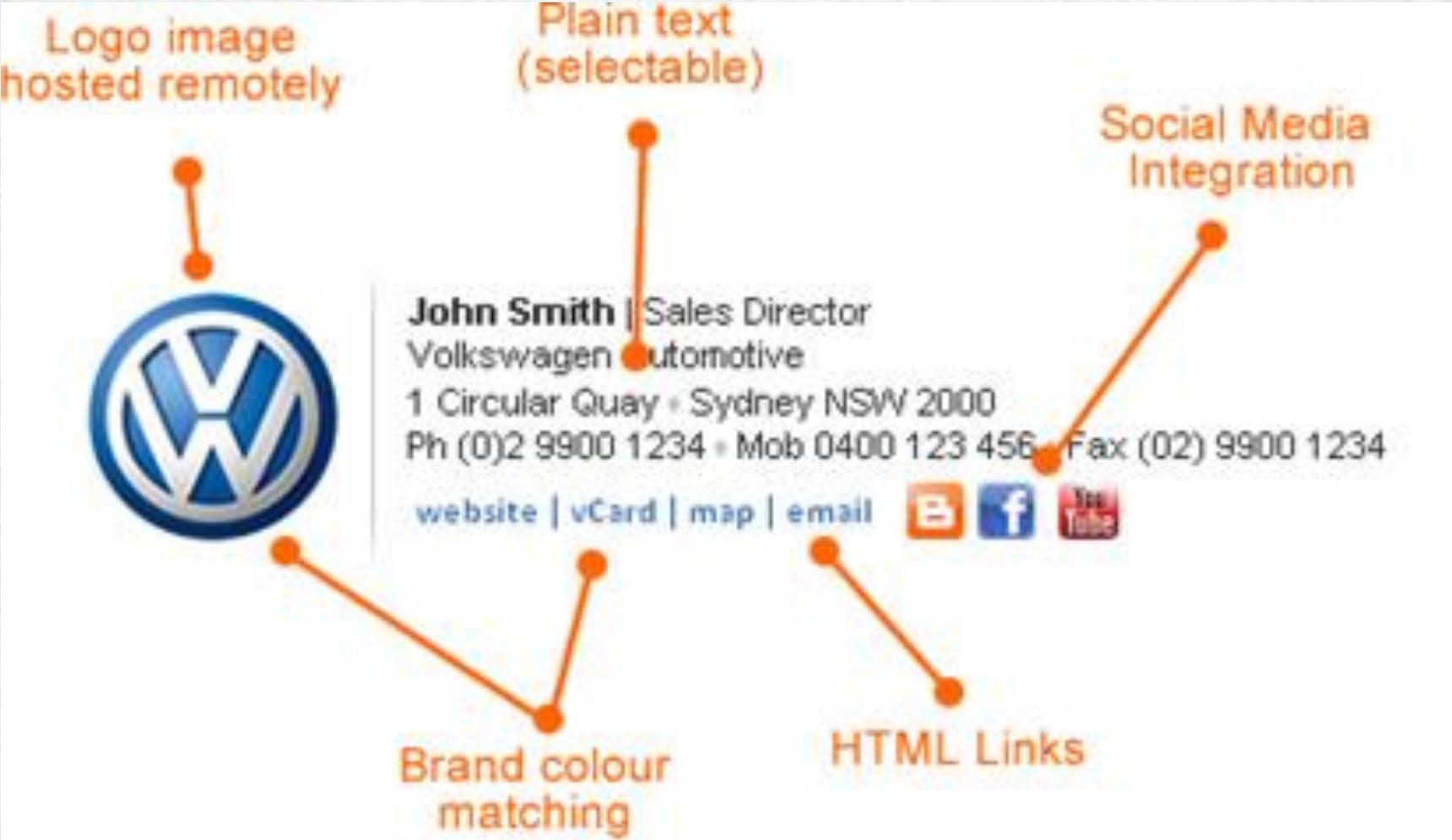
The seventeenth time, they make a note to buy the product.

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](mailto:htb@ttskyline.com)

**Jonathan Irizarry** | Project Manager | ph. 630.376.1566 | fax. 630.376.1567 | cell. 773.263.5454 | [jii@ttskyline.com](mailto: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](mailto:Shawnl@skylinehouston.com)

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[Julie Heck](#) | Director of Marketing Services & Communications | [Skyline Exhibits](#) | ph. 651.234.6734 | [julieheck@skyline.com](mailto:julieheck@skyline.com) | [www.skyline.com](http://www.skyline.com)

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# Examples



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**MORTGAGE SOLUTIONS**

**Tania Guzman**  
Vice President

C: (915) 540-5664 | O: (915) 771-1751 | F: (915) 775-3144  
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

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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](mailto:john@smithdesign.com) | [www.smithdesigns.com](http://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](mailto: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 the Microsoft Outlook interface. The ribbon at the top includes FILE, MESSAGE, INSERT, OPTIONS, FORMAT TEXT, and REVIEW. The MESSAGE tab is active, showing options like Paste, Copy, Format Painter, and a Signature dropdown menu. The dropdown menu is open, showing options: Main Email Signature, Office Meeting, Phone Meeting, and Signatures... The email body contains the text: "Here is a link to my calendar to schedule a meeting at our office. [Click here](#)". Below this is the logo for Design & Promote, which includes the tagline "OUR BUSINESS IS TO GET YOUR BUSINESS NOTICED". To the right of the logo is contact information for Bruce Jones, CEO: "Bruce Jones | CEO", "Design & Promote", "Main: 630.995.7109 | Direct: 630.687.8801 | Cell: 630.330.2780", "bruce@designandpromote.com | www.DesignAndPromote.com". Social media icons for Facebook, Twitter, LinkedIn, and RSS are at the bottom right.

# 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 visible in the editor, featuring 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', and 'bruce@designandpromote.com | www.DesignAndPromote.com'. There are also social media icons for Facebook, Twitter, LinkedIn, and RSS. A checkbox at the bottom is checked, indicating 'Insert this signature before quoted text in replies and remove the "--" line that precedes it.'

# 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/>