

Don't Forget Your FULL Signature

Have you ever been in an e-mail thread where the final one asks you to get in touch with one of the participants to follow up. So you scroll to find their contact information and all you find is the person's name. There isn't a phone number or an e-mail address. If the person is included in the To:, you can right-click their name to discover their e-mail address. But in a forwarded message the right-clicking trick doesn't work. So now you have to track down their contact information.

It seems a simple thing, but there are so many people these days that don't include a signature on all their correspondence. And I'm suggesting a FULL signature.

What's a FULL signature?

Your signature at the bottom of all of your emails (and letters) **must** include the following elements.




- ✓ Name (and possibly your title)
- ✓ Company name
- ✓ Phone (you can also include cell and fax if appropriate)
- ✓ E-mail address

It should also include:

- ✓ Company web address
- ✓ Physical address if appropriate
- ✓ Promotional information

OK, if it's your best friend you can sign your correspondence with your first name, but every other communication deserves a full signature. Include your **phone number** on all correspondence in case someone wants to stop the e-mail chain and just call you to place the order. Include the **e-mail address** in case your replies get forwarded to a new prospect who might want to buy from you. Include a **web address** so the recipient can learn more about you before making contact. Your **promotional information** could include an offer for a free report or trial, or a link to your latest press release or an invitation to subscribe to your e-newsletter.

So go to your e-mail software right now and change your options to add your Full signature to all of your correspondence. You can add or modify your current signature in...

-  Outlook: Click Tools, Options, click on the Mail Format tab, click the Signatures button to add or modify your current signature.
-  ACT! E-mail Interface: Go to your Preferences (under Tools or Edit, depending on your version), click the E-mail tab, click Composing options (if it is grayed out, cancel out of this, as you are using Outlook instead of ACT's e-mail interface), finally click the Signatures button.
-  Outlook Express: Click Tools, Options, Signature tab