



Business Ideas Marketing Direct Mail Ecommerce Leadership Free Newsletter
 Labor Law Posters Start A Business Home Business Franchise Human Resources Forum

Small Business Inc or LLC

Business Formation Nationwide.
 Form an LLC or Incorporate
 Today!
www.Corporate.com

Pak Mail Franchises

Residential & Commercial
 Services. Tremendous Customer
 Brand Loyalty.
www.PakMail.com

New Small Business Ideas

Start a business & get financing in
 the business name only. Free
 Guide!
www.corporatecredit.biz

Business Plan Writers

Renowned business plan firm.
 250+ success stories. Be the
 next!
www.Growthink.com

[Ads by Google](#)

Internet Business

8 Tips to Significantly Improve Your E-mail Response

by Larry Baltz

Are your e-mail response rates dismal? Unfortunately that's the nature of the online environment today. Recent statistics show that over 50% of the tens of billions of e-mails sent daily are spam, and the top Internet Service Providers are blocking almost 25% of permission-based e-mails. These are staggering numbers for business owners relying on e-mail as a marketing tool.

[Ads by Google](#)

Unlimited Sales Leads

7 Day Free Trial & 100 Sales Leads! Watch
 Your Sales Grow 866-354-6931

www.salesgenie.com

Is there anything you can do to keep this from happening to your e-mail campaigns? Absolutely. You can significantly improve your deliverability, open rates and number of responses by addressing three key issues:
 getting past the spam filters attracting your reader's attention with a value-focused subject line offering an e-mail that is short and targeted

Here are eight key tips to help you overcome these challenges.

1. Get permission

Permission-based e-mails don't guarantee deliverability, as the statistics above confirm, but your success rate will certainly be higher than without permission. Also, once you have established a relationship with someone, ask them to put you in their address book. This is the single most important thing you can do to increase deliverability.

2. Focus on your Subject Line

This is critical to get your message opened. You have only a few seconds to get the reader's attention before you're clicked into the garbage pile. Focus on Value. Give the reader a compelling reason to open your message before deleting it and going to the next one. You



Workplace Posters
 Order today

Products & Services

Compliance and HR

- Labor Law Posters
- Safety Posters
- Employee Handbook
- Employment Forms
- Payroll Software
- Payroll Services
- Restaurant Posters
- HR Salary Wizard
- HR Training & Tools

Legal and Financial

- Incorporate Online
- Merchant Accounts
- Legal & Business Forms
- Business Loans

Productivity & News

- Do-It-Yourself Email
- Free Magazines
- Templates & Productivity Tools
- Find Jobs, Find Employees

Departments

- [Ask BKH](#)
- [Business Plans](#)
- [Career](#)
- [Franchise Information](#)
- [Growth & Leadership](#)
- [Home Business](#)
- [Human Resources](#)
- [Internet Business](#)
- [IRS Resources](#)
- [Law](#)
- [Mailing & Shipping](#)
- [Marketing](#)
- [Management](#)
- [Money & Finance](#)
- [Small Business Blog](#)
- [Starting a Business](#)
- [Tips & Hints](#)

- [Event & Party Planning](#)
- [Medical Transcription](#)
- [Secretarial Businesses](#)
- [Writers & Publishers](#)
- [Of Thee I Sing](#)



Free Newsletter

Business Know-How
 Enter your email in the
 box below, then click
Subscribe

Subscribe

[read current issue](#)
[read past issues](#)

RSS



Resources

[Polls](#)
[Associations](#)
[Shareware](#)
[More Resources](#)
[Online Florist](#)

Feedback & Info

[Welcome](#)
[Feedback](#)
[Who we are](#)
[Site Map](#)



- Web
 Business Know-How
 Franchise Trade
 Career Know-How

will sabotage your efforts if you only use generic information. For instance, if you're sending a monthly newsletter with valuable home maintenance tips, don't use "March Newsletter" as your subject line (I receive numerous newsletters just like that). That won't entice anyone to open it. However, if your subject line reads "6 home maintenance tips that add value", you'll get a much higher open rate.

[Ads by Google](#)

[Value Your Business](#)

Small Business Valuation Formula Multiples For Over 190 Industries
valuationresources.com

[Million Dollar Business](#)

Top Selling Small Business Idea on the Market. Guaranteed Revenue!
milliondollartransportation.com

[Free leads for Mannatech](#)

Get 10,000 free opt in leads now Email thousands daily spam free
www.leadclub.net

[MS Office Accounting 2007](#)

Download Free Accounting Software From Microsoft. Works Like Office!
www.IdeaWins.com

3. Front-load your message

Some recipients don't see the entire subject line due to shortened screens. Make sure your most valuable part is not cut off.

4. Pay attention to the spam triggers

All CAPS, excessive punctuation, repeated phrases and specific words/phrases trigger the spam filters. (Note. The trigger words and phrases are continually changing. To keep up-to-date, I recommend a newsletter that offers advice and guidance on e-mail marketing and other online issues. Subscriptions are available for free at www.wilsonweb.com.)

5. Tighten up the body of your message

Avoid long blocks of copy by limiting paragraphs to no more than three or four sentences. Most people scan e-mails quickly because they're forced to deal with so many. Use numbers and bullets to make it easy for the reader to focus (if you're technologically challenged like me and don't know how to use html code, you can simply type in the numerical digits or copy and paste a "bullet" symbol from a word document).

6. What's on the screen?

Do not put large graphics or a giant masthead on top of your e-mail. You're wasting valuable space. And include your most valuable content first, since the latter part of your message probably won't be viewed without scrolling. Send yourself a test and discover what you see in your preview pane.

7. Select appropriate font colors

Avoid colors like yellow, fuchsia, aqua and other colors that are hard on the eyes and score higher on the spam filters.

8. List Maintenance - Keep your lists up-to-date

Delete undeliverable addresses and "bounces" before mailing again since not doing so can negatively impact future deliverability. You can make your job easier by including easy-to-follow unsubscribe instructions with every single message you send.

100% e-mail open rates are probably not realistic given the current online environment. But you certainly can improve yours by following the above guidelines.

Legal Forms for Small Businesses

Doing business? Get details in writing with these Internet, computer and web development agreements

[Source Code](#)
[Software Specifications](#)
[Non Disclosure](#)
[Hosting](#)
[Web Site Development](#)
[Outside Developer](#)
[Business Consultant](#)
[Networking Services](#)
[Systems Support](#)
[Copy Editor - Proofreader](#)
[Freelance Photographer](#)
[Freelance Writer](#)
[Additional forms here](#)



IP Telephony Network Evaluation and Risk Assessment Guide:

Perform an evaluation of your network capabilities and assess the potential impact of...



Read "Network Computing" magazine's review of three popular small business

VoIP ph....

A hosted IP PBX can deliver affordable VoIP phone service...

[Hundreds more titles...](#)

Larry Baltz runs a company called More Sales - More Profits. He works with small business owners who want to get more clients and sell more products and services. Larry is a Certified Guerrilla Marketing Coach and small business marketing expert. Visit his web site at <http://www.moresales-moreprofits.com>.

This Week's New Articles

- [8 Tips to Significantly Improve Your Email Response Rate](#)
- [Armed Robbers Target Small & Home Business People](#)
- [5 Steps to Staging a New Year's Revolution](#)
- [Increase Productivity and Retention in Entry Level Employees](#)
- [Avoid Common Work at Home Scams](#)

- [Create a Healthy Lifestyle You Can Live With](#)

- [How to Make Money with Voice Mail](#)


- [5 Secrets to Getting Organized](#)
- [Public Speaking: Make Eye Contact with Your Audience](#)



When you communicate with your current customers,



Get a **Custom logo** for your *small business*



Disclaimer

[\[Article Submission Guidelines\]](#)
[\[Welcome\]](#) [\[About Us\]](#) [\[Advertise\]](#)
[\[Small Business \(home page\)\]](#) [\[Marketing\]](#) [\[Direct Mail Ideas\]](#)
[\[Human Resources\]](#) [\[Money Management\]](#) [\[Business Loans\]](#) [\[Franchise\]](#)
[\[Start A Business\]](#) [\[Home Business\]](#) [\[Tips & Hints\]](#) [\[Bulletin Board\]](#) [\[Ask Business Know-How\]](#)
[\[Blog\]](#) [\[Legal Know-How\]](#) [\[MLM Know-How\]](#) [\[Career\]](#) [\[Survey\]](#) [\[Feedback\]](#) [\[Free Newsletter\]](#)
Privacy Statement

The information compiled on this site is Copyright 1999-2006 by [Attard Communications, Inc.](#) and by the individual authors. Business Know-How is a woman-owned business and a registered trademark of Attard Communications, Inc. Phone: 631-467-8883.

<http://www.businessknowhow.com>