

Email Signature **METHODOLOGY**



Incorporate Your Identity Into Your Emails
with a Proven Signature Methodology

Hybrid Cheat Sheet

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Mark every step of the process as you do them. That will help you to keep track of everything you need to do. Include additional steps if necessary.

☐ **Common Signature Mistakes**

- ☐ Including every possible method for contacting you.
- ☐ Using an image as your signature.
- ☐ Not designing for the small screen (mobile, tablet, etc.)
- ☐ Including irrelevant information to the topic or nature of your business.
- ☐ Having a stale sign off (you want to spark interest for the next message)

☐ **Clever Ways Your Signature Can Support Your Marketing**

- ☐ Promote your website (homepage, store, landing page, etc.)
- ☐ Direct them to your newest blog post and ask them to interact.
- ☐ Link to your social networks, have enticing content, questions, etc. on there.
- ☐ Provide download for your e-book, report, or something helpful.
- ☐ Invite them to a conference, webinar, or other event.
- ☐ Present a new marketing offer relevant to the niche or target audience.
- ☐ Include a relevant case study that will get people talking.
- ☐ Share industry research such as facts, figures, and other information.
- ☐ Give away a free tool that can benefit your subscribers lives or efforts.
- ☐ Demo your product, service, offer, and/or invite to a free consultation.

Resources List

☐ **Auto-responder Services**

- ⤴ Aweber
- ⤴ GetResponse
- ⤴ SendLane
- ⤴ MailChimp

☐ **Landing Page Builders**

- ⤴ Profit Builder
- ⤴ Thrive Content Builder
- ⤴ Optimize Press 2.0
- ⤴ LeadPages
- ⤴ iGloo Page Builder