

## **Email - A Quick PR Tool**

This past spring, the online *Wall Street Journal* reported that the average piece of priority mail took 2.7 days from drop-off to delivery.

A quick email takes seconds.

A quick email can be a very effective public relations tool, especially for the small business owner. Why? Because more than likely, he knows his customers personally, each and every one.

A personalized email can alert particular customers to a new product or service. A quick email can give a heads up to a special sale or extra discount to regular clients.

Carefully targeted, these emails, over time, can help you build stronger, longer lasting relationships with your clients.

These email messages can be a one-to-one exchange or one-to-many campaign.

What no one wants is spam or an unwelcomed irritation. To prevent both, ensure that your emails are sent to known customers, not strangers from a purchased list, and that those customers who wish can delete themselves at any time from any future emailings.

To achieve an A+ in the email department, remember these simple guidelines.

A quick email starts with a teaser, limited to the 25 to 35 characters. This teaser fits into the subject line of the message box. A teaser's job is to titillate, arouse, excite, stir up, persuade, convince recipients in two seconds or less that they absolutely must read your message.

A quick email is focused on one product or service, one benefit for the customer.

A quick email is short and to the point, utilizing a simple, clear vocabulary.

Visually, this translates into simple sentences or shorter lines of type, and shorter paragraphs or smaller, indented blocks of copy.

As a PR tool, a quick email, sent regularly to valued customers, can be a relationship builder of the very best kind. What must be kept foremost in mind is that the recipients of these personalized messages are also very quick readers, easily irritated, and with hawk-like, no-nonsense, screen-skimming eyes.

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