

Use a Professional Sounding Email Address

You might be tempted to use a free email account for your business so you can save money. I'm talking about the ones you can get one from Yahoo, Google, MSN (hotmail), and Inbox, to name some of the most popular services.

When you're running a business, you'll look much more professional if you use an email account that comes with your domain name. Please notice that I didn't say anything about having a web site.

Many people are used to thinking of domain names as web sites. For example, SherylSchuff.com is one of my web sites and I get email there at Sheryl@SherylSchuff.com.

I also get email at Sheryl@NoMorePayrollHeadaches.com. I don't have an actual web site with that name, but I do own the domain name and have email set up to use that name. You can use something similar for yourself or your business.

Most registrars (that's the folks who you pay for the domain name) offer free parking (that's a domain name that doesn't have an associated web site) and email capabilities.

You can register a domain name like YourBusinessName.com for as little as \$ 10 per year. Some of the registrars that I've used include [GoDaddy](#) and [DotYou](#). After you've registered the domain, you'll get a confirmation email (at your current email address (which you'll keep) confirming your purchase and telling you how to log in to your account at the registrar's site to manage your domain name.

Follow those instructions and log in to your account at the registrar's web site. Find the section that deals with email. Choose a name for your new email address...something like [you@YourBusinessName.com](#). Then tell the registrar to forward the mail from there to your current address.

Then start using [you@YourBusinessName.com](#) in all your business correspondence. Don't you agree that sounds and looks a lot more professional than something like MotherOfThreeTeenagers@hotmail.com?

Folks will send email to your great looking business email address and it will automatically get forwarded to the personal email account that you already have. This forwarding technique is used by many small business owners.

There's one more thing you need to do so no one will be aware of what you're doing, unless they're the rare type who digs down several layers into email headers to pick out all the details.

You'll need to go into your email program (e.g. Eudora, Outlook, or Outlook Express) or your on-line webmail account (e.g. Yahoo or Gmail)...whichever you use to SEND email from... and find the place where you can change your set up options. You want to change the name that's being displayed in the FROM field when you send email.

Change it from whatever it is now to your new business email address. That way, the recipients of your email will see that it's from your business. It's an easy change to make.

I think you'll agree with me that your image is worth ten bucks and a few minutes of your

time. Remember that many people judge by appearances. I believe it was Will Rogers who said “you never get a second chance to make a first impression.”