

**WEEK 9**

VIDEO MODULE 1 – EMAIL SIGNATURE

WORKSHEET

Summary:

One often overlooked opportunity to generate traffic and leads, and generally further engage your audience is with your e-mail signature!

The thing to remember is that your email signature is still part of your overall branding, and aesthetically, should be consistent with the look and feel of your website, your business cards, letterheads, etc.

You should be using the same logos, colours and fonts across the board wherever you can.

Include your logo if you have one, your website and other contact details, and give people the option to research you further as well by including your social media icons, hyperlinked to your business social media accounts.

Here is how I’ve set up mine, feel free to use the same structure if you like:



Action Items:

1. Overhaul your email signature if it needs it – make sure it is consistent with your overall branding.

If you need help with this, here is a tutorial for setting up your signature in Outlook: <https://www.youtube.com/watch?v=qzjutBcGkBc>

If you use Gmail:

<https://www.youtube.com/watch?v=X4k77veybI0>

If you want to include social media icons (highly recommended!) – you can either download the official logos from the individual social media platforms, or you can choose to customise them to suit your own branding at <https://iconmonstr.com/>