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Great Ideas On The Many Advantages Of Signature Lines

Use a signature line for more than just signing off. Some people don't even use them because their name shows up in the email header information. When you are in an online business, with an evolving [website development](#) enterprise, always consider using this helpful tool.

In school, you learn that you always have to have a salutation at the end of your letter. In electronic terms, this is called a signature line. If you haven't been using yours, you might be missing out on free website promotion.

Here are some of the places that you could consider using a signature line:

- Email
- Forums
- Newsletters
- Text Messages
- Social Networks
- IMs

You don't have to restrict your signature line to your name only. Include your website information here. By automatically including your signature to each mail, text, forum posts and so on, everybody will see it. Whether in personal life or in business circles, use this style of billboard to best effect.

Forums are active places and your signature line should definitely be seen. Most forums do not allow you to advertise, so this is your way to let people know who and where you are and what you are doing. As they see you more and more in the threads, they will take an interest and look for more information from you. This is great advertising for very little work. Use it effectively and make each word have consequence. Of course you will have your name first. You can also precede your name with a traditional salutation if you choose. Common ones include:

- Sincerely,
- Best Wishes,
- Warmly,
- Have A Great Day, etc.

Add your website link on the next line. Because it is a link it will automatically appear in blue and be clickable to those who see it with most email programs. The underlined word is tempting to most. Out of curiosity, many will click. If any of this seems too difficult, or if you simply don't have the time to fiddle with your signature, consider requesting the assistance of a professional [virtual assistant](#) to get you through.

What to do next? Well, if you have more than one site or blog, add another link. Some businesses have a tagline as a part of their brand. This should go on the next line, beneath your website link in quotes.

Don't feel like you have to keep your signature the same forever. Spice it up and change it from time to time, letting others know something exciting may be happening. If you create a new website, feature that link in your signature line for awhile so others can click and find out what you are up to.

Any [virtual assistant](#) will tell you that signature lines can even be added to your mobile phones. This is especially good for text messaging. While text messaging is primarily a personal activity, consider whether you would benefit from including details of your website in yours.

Do you have a presence on social networking sites? These have proven to be great tools for business marketing, but with a signature line, you are giving yourself that little bit extra to get noticed.

What are you doing with your signature line? If you are leaving it off, rectify the situation right away. Think of the traffic you may be losing!

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