



The 5-Minute Marketing Miracle

A great email signature quickly highlights why clients should hire you and colleagues should refer work to you. It helps people remember you—so they think of you first for freelance work. And it only takes a few minutes to develop.

The Minimum Email Signature

- Your name (and company name, if you have one)
- A phrase or sentence that clearly and concisely describes your freelance services
- How people can learn more about you:
 - Website (preferable) and/or LinkedIn profile
- How people can contact you:
 - Email address
 - Phone number

The Best Email Signature

- Your name (and company name, if you have one)
- How people can learn more about you:
 - Website (preferable) and/or LinkedIn profile
- How people can contact you:
 - Email address
 - Phone number
- **Logo and tagline**

Make key information (name/company name, and phrase or sentence describing your services) stand out by using:

- A color
- Bold font
- Slightly larger font size.

See the examples of email signatures on the next two pages.

Examples of Email Signatures

This page shows bad, better, and best email signatures. Page 3 shows how the email signatures look in an actual email.

Bad Email Signature

This email signature is boring and doesn't say anything about what I do.

Lori De Milto

WriterforRent.net
loriwriter@comcast.net
856-232-6821

Better Email Signature

This email signature has a business name and a phrase (my tagline) that describes my freelance services. The red type makes my tagline stand out.

Lori De Milto
Writer for Rent LLC
Targeted medical content. One time. Every time.

WriterforRent.net
loriwriter@comcast.net
856-232-6821

Best Email Signature

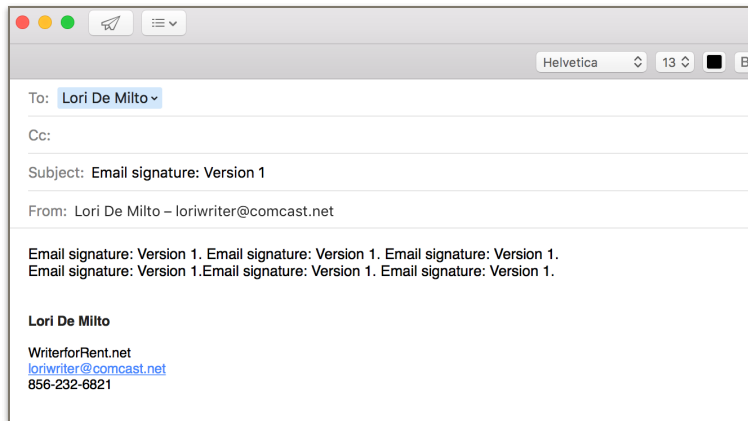
The logo with its tagline really makes this email signature stand out, and it clearly tells people what I do.

Lori De Milto
Writer for Rent LLC

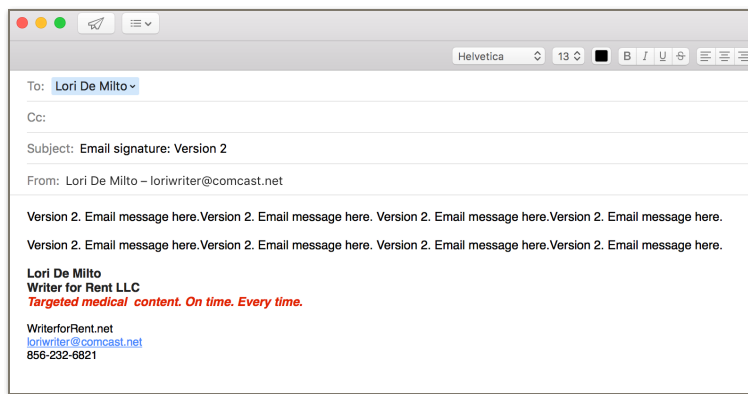
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Bad Email Signature



Better Email Signature



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