

Using Your Website Email Address

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Having a website can really streamline your email situation. The beauty of it is that your email address can be anything you want it to be @yourwebsite.com. No more @silverstar.com or @aol.com or @yahoo.com!! You will still check you mail there, but none of your correspondents will know. They will send their emails to your website email address ... and will continue to do so even if you have to change your destination mailbox.

Here's how it works: By default, I set up an email address of mail@yoursite.com (or info@yoursite.com) and forward that to your destination mailbox, whatever that might be. You have the website email address on all your business paperwork. It's what you put in your ads and it's what you give people. You can have more than one of these. You can have mail@ and businessname@ and yourname@ and employeename@, etc. etc. These can all be forwarded to the same mailbox, or to different ones and can be forwarded to more than one if that's what's required.

Then, if your destination mailbox changes (say you change from @aol.com to @cox.net), you only have to tell one person ... me. I change where the mail is forwarded and it's a done deal. Your clients continue to use the same address only it now goes to your new mailbox. Quick, easy and extremely efficient. You won't have to send out a bulk email telling everyone of the change, hoping they'll get it right away. Because they never do and it takes ages to get them all switched. By using your web email address, that is no longer a problem ... for anyone ... most especially for you!

So if you're still using your destination mailbox as the email address on your website, I suggest you get in touch with me and let me make this change. This time, you will have to advise everyone and wait for the year or so that it takes for a change like this to take effect across the board, but you'll never have to do it again!

And yourname@yoursite.com looks so much more professional on your business cards and letterhead!! Let's do this now; let's get your website working a little bit harder to make your Internet presence more professional and your online advertising a success.