

Make E-mail Work for You

E-mail comes pouring through the internet stream to your personal computer everyday. Someone out there sure thinks spam works or there wouldn't be so much of it. Much of the spam mail you receive gets quickly deleted but some is actually anticipated. Your favorite magic shop telling you of their latest deals etc.

There are a few things to keep in mind to make sure your promotion e-mail does not get classified as junk in the minds of your potential clients.

1. Who should get your e-mail marketing.

First on your list of your e-mail promotion. Should be your current clients. You already have a relationship built with them and they already have given you permission to put them on your mailing list (at least snail mail). The other is to ask perspective clients for their e-mail address. This permission marketing builds your client database with the client's consent. Don't assume that just because you found a perspective clients e-mail address that they welcome e-mail marketing. Always ask permission.

2. There is Criteria for buying E-mail lists.

That is another issue for another time

3. Writing the subject line.

With your regular clients you can use titles familiar to them since they already know your e-mail address. Beware of phrases like "free", "make more money," "unique opportunity" just to name a few. Many of these are blocked by firewalls and assumed to be electronic versions of junk mail.

With perspective clients, be sure to use real words not codes, in the "From" and "Subject" lines. Real names are more personal than matt765@aol.com. Also make the subject an interesting topic without giving the whole e-mail away. You do want them to take time to read it.

4. Writing the body

One idea is to have hot links embedded in you e-mail. Concentrate on the benefits of working with you. Ask your clients to respond whether it be by visiting your site or anticipating your phone call.

5. The Signature Block

This is one of the best e-mail promotion tool. Think of this information as a business card.

6. Final note

Don't e-mail on Monday and Friday. Time your e-mails so you can respond quickly. Ask for referrals.

Scott Horn • Secretary/ Treasurer
3630 Bridle Creek Drive
Suwanee, GA 30024

November 19, 2001

• *No Coin or Cards Close-up Magic*
Dunwoody Public Library

Homer R. Hulse/Harold R. Martin Ring

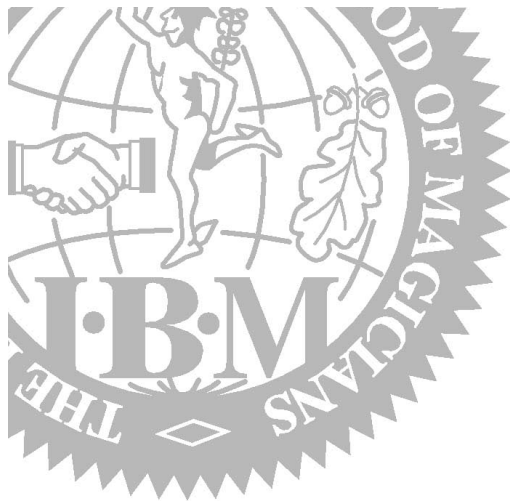
THE
eQUINOX

November 2001

Ring **9**

I.B.M.

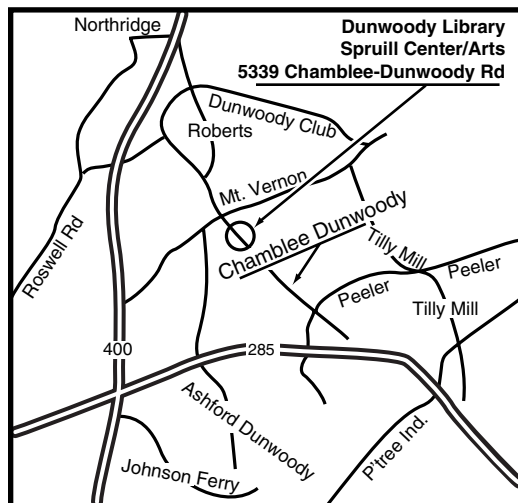
Georgia Magic Club



What's Happening This Month?

This month's meeting will be at the (and this one is right) **Chamblee-Dunwoody Library** on November 19th at 7:30. The theme is "NO coins or card close-up magic".

Come early for a thought provoking lecture by our own Rick Silver starting at 7:00.



What's It About?

A Teach a Trick Preview

Do you use or fool around with card to wallet, the top change, Sharpies, Triumph, ropes, or sponge balls?

Over the past year, I started writing down things I do in my act that elevate it in some way AND that I feel are my own creation or is an original twist.

Chances are, most of them are not unique.

However, I've been wanting to do a lecture for some time now to share these ideas with others and finally feel I have enough valid material (ie: stuff worth presenting) that the 30 minute teach-a-trick before our meetings would be a good place to do it. This will be done at the November meeting.

Further, if credit for what I present belongs to someone, I'd like to know. That's another reason for wanting to present this ideas.

So, back to the first thing you read...

Do you use or fool around with card to wallet, the top change, Sharpies, Triumph, ropes, or sponge balls?

If you said yes, I truly believe that you will get at least one thing out of the lecture that you will use.

How I'd like to present it:

As I looked at the ideas I wanted to present, I start to arrange them in a logical order. As I did that I saw a mini show develop that would demonstrate everything I wanted to share. So, at 7:00pm sharp, I'll start with the "Show". It will be streamlined quite a bit so there is more time for the discussion. After that, we'll discuss the 'bits of business'.

Oh, did I mention free lecture notes?

Rick Silver

Coming Lectures

Lee Asher

Where: Eddies Trick Shop, Marietta
70 S. Park Square Marietta, GA 30060
770-428-4314

When: Sunday November 11, 2001

Time: 2:00pm

Cost: \$10

Harry Allen of Daytona Magic

Where: First Baptist Church of Tucker
5073 LaVista Road, Tucker, GA 30084

When: Tuesday December 4, 2001

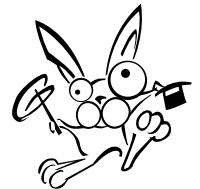
Time: 7:00pm

Cost: \$ 3

Who's Where

Rick Silverstein is performing at US Border Cantina in Alpharetta Wednesdays 6:30-8:30.

Ken Scott is performing from 9:30 till 1:30 brunch at Shadows Restaurant in Peachtree City.



GA Magic Club Officers:

| | |
|--------------------------------|----------------|
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