

July 2008 Newsletter

If you are receiving this message, it means that I have done work for you in the past, I am doing work for you now, or you have expressed interest regarding me doing work for you in the future. If you would prefer to not receive further emails, please let me know about it.

Being that it is now July, I have sent out invoices to any of you for whom I have done work in June, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

The latest – June was a pretty quiet month, so there were not a lot of issues going on to discuss.

Autoresponders – As the name implies, an autoresponder is a message that is automatically sent in reply to an email. This is used most often by “opt-in” or subscriber forms. When you submit the information on a form, it is sent via email. If the email recipient has an autoresponder, a pre-designed message is sent back to the submitter. Obviously, one of the bits of information on the form has to be the submitter’s email address and that address is where the autoresponder is sent. Most website hosting sites will have a rudimentary autoresponder. If you want to get fancy however, you can pay for services that will create mailing lists for you, send repeat messages after set intervals and many more bells and whistles. If marketing is your thing, this can be a useful feature.

Audio/Video – Many people have testimonials on their websites. With the increasing popularity of multimedia, you might want to think about having people send you their testimonials either in the form of an audio or a video file. It packs a lot more punch than text.

To view archives of past newsletters, go to <http://www.technicalwebsitedesign.com/newsletters.html>

Thank you all for your business (and potential business...)

Jim