

Welcome to the December 9th issue of Packaging Horizons Online.

Sent to over 25,000 packaging subscribers every Tuesday. Please pass on to professionals in your network.

This issue is sponsored by CPP Resume Service.

Have the Chief People Packager critique your resume to ensure your resume stands out from the crowd. Go to <http://www.packagingcoach.com/products.htm> for details.

Don't Miss This Great Opportunity

“How To Write Emails People Will Open & Read”
with JoAnn Hines, Chief People Packager
Wednesday, December 10, 1:00-2:00 PM Eastern
Sign up @ <http://www.AnnieJenningsPR.com>.
Click on Upcoming Teleseminars: and fill out the form

In this issue:

- **Is This Email Trash or Treasure? By JoAnn R. Hines, Chief People Packager**
- **You've Got Mail. By Linda Lindsey**
- **What's in your In-Box? By Shelly Nordlinger**

Is this Email Trash or Treasure?

JoAnn R. Hines, Chief People Packager

You opened this right? So, now what. How did I get you to read my message and find out that this E-mail can be treasure trove of opportunities? It's not necessarily what you say, but how you say it. The Subject line may be the most important part of an E-mail. That's the secret. You need to be attuned to what will catch a person's interest and what will intrigue them enough to read your message.

Want to know more? I have ten insider secrets that I will share with you if you return the words "Trash or treasure" via E-mail to jrhines@womeninpackaging.org.

Not interested? Just remember that I'm famous and I took my career from anonymity to world-recognized leader. I realized a lot of that recognition and fame through the use of the art of Email writing.



You've Got Mail! But Are You Telling Me What I Want to Know?

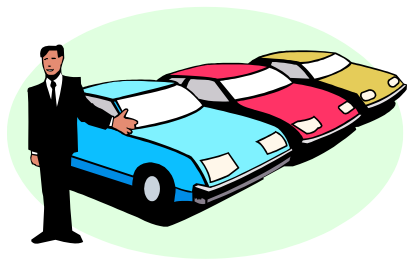
What I Want to Learn When I Open My Email

By Linda Lindsey

The average person in the workforce receives over 200 emails a day. In order to get noticed, you must do a few simple things.

Don't be *that* person! Spam is today's used car salesman.

Ever wonder why people send bulk junk mail and why we still see the used car salesman screaming at you about how he's slashing prices? If it seems like these techniques are tired and worn out...think again. If those ads didn't



get buyers in the door, retailers wouldn't spend the money. If no one bought the products, they couldn't afford to advertise on television!

Spam is today's used car salesman. Why do people send it? It's relatively free, instantaneous, not regulated by the government and easy to cover your tracks. Each morning when I open my email program, I delete at least 20-25 spam emails. I used to spend time "unsubscribe" from the junk mail until I learned that some spam is designed only to verify email addresses. When you click to unsubscribe, you are telling spammers that your address is real and valid. That information is priceless to people who buy and sell email address.

When I open an email I want to know who you are before I open it. I skim both the senders name and the headline while using the preview pane in my software that lets me see the message without actually opening it. By using a valid email address and an effective subject line you increase your chances of someone opening your email dramatically.

Make sure your message is customized to the needs of the recipient. It takes longer to send a personal email as opposed to sending an email blast but you'll increase your response rate dramatically.

Verbose is morose

The clearer and more concise your message is, the easier it is to absorb. We are all very busy and we want the information we need to make decisions. Use a friendly greeting and a concise email to deliver your information. Not sure if you can write a concise message? Find someone within your organization, or hire a professional writer to help you get your point across in a succinct fashion. Mock up standardized templates for your sales force to ensure consistency throughout your team.



Lose the attachments

In a technology rich society, attachments are one of the easiest ways to spread viruses. Don't send an attachment unless the person knows you and knows it is on its way. People spend tens of thousands of dollars on their websites, but rarely direct people to them in email communication. Harness the power of your website and hook people with your pitch. A good pitch will send people seeking more information. A bad pitch encourages someone to hit the delete key.



Camera, Lights, Action!

Tell me what you want me to do and tell me how to do it. In our resume critique service I consistently find individuals that have little or no contact information on their resume. Many times people lose their audience by not giving them a direction to go in. Use phrases like, "Call me for a free consultation," or "Email me to receive a product sample." Don't be afraid to ask for what you want.

Proofread and Spell Check

One last note of etiquette...before you hit send, hit the spell check button and take a moment to read your email to catch what spell check doesn't. Receiving a typo free email doesn't register in your mind, but receiving one with typos and errors speaks volumes about you. Show respect for your reader and start your email communications off on the right foot!

If you'd like to know how email can open more doors, email me at LindaL@womeninpackaging.org.

What's in Your In-box?

By Shelly Nordlinger

Finding your next job could be as easy as opening the right Email first.



Packaging Career Hotline helps finding a job or the best candidates for your available positions as easy as reading a book on the beach. Okay, so it's not as glamorous as that, but it is as simple as reading your Email and surfing on www.PackagingCareerHotline.com.

Packaging Career Hotline, the industry's #1 job board, boasts more than 11,000 hits per month. The board highlights available packaging positions on their own individualized page. Job hunters, search executives, employers, and curiosity seekers all gravitate to PCH because of its success and its results driven performance. PCH helps professionals find great jobs and great jobs attract great talents.

Use PCH to find a job in three steps:

- 1) Go to www.PackagingCareerHotline.com and subscribe to the weekly update of new jobs posted.
- 2) Watch your email in box every Friday for notification of new jobs posted.
- 3) Go to www.PackagingCareerHotline.com and be among the first to reply.

Find a match for your qualifications? Is your resume up to snuff? Have the Chief People Packager critique your resume to ensure your email gets noticed and your resume stands out from the crowd. Go to <http://www.packagingcoach.com/products.htm> for details.

PCH delivers qualified candidates to employers.

- 1) Contact PCH at shellyn@womeninpackaging.org about an available position.
- 2) Send PCH the job description and reply information. Your job is posted within 24 hours of receipt.
- 3) Subscription list is alerted that your company has posted a job on PCH.
- 4) Resumes begin to run through your system.

For more information on Packaging Career Hotline, email me at shellyn@womeninpackaging.org.

Thank you for subscribing to Packaging Horizons Online brought to you by Women in Packaging. We'd like to hear from you, write us at wpstaff@womeninpackaging.org.