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Create Your Business Email Professionally

By Ram Kezel, Hostinger Media

When starting a business, there are many matters to consider. The business email shouldn't be the last one on the list. Since September 1 was World Letter Writing Day, it is a perfect time to create your business email for your future letters.

Make It Personal

When people receive a letter from your business, all they see at the first glance is a sender name and the subject. And it shouldn't be a puzzle for them to understand who is writing and why. You should make it personal with a decent sender name, that would mention not only your business name but your own name as well.

Letters with a generic sender name, such as "Example Company", might seem like a plain advertisement. People tend to avoid that. A man named George should use "George from Example" instead. It's best when the email address mentions your name as well. Email marketing software Pinpointe conducted research and found out that using a specific personal name as the send-from address can improve the open rate by fifteen to thirty-five percent.

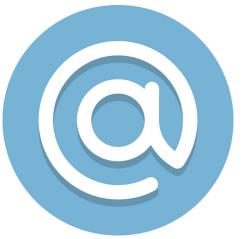
Make It Recognizable

It is valuable to set up a good sender's name. But once the letter is opened, the email address becomes visible. And it should be recognizable. If it looks like Example_Company@gmail.com, it might seem like a scam. No reliable business should use a generic inbox.

To be recognizable, you should make your business email address with a business name in the domain. In George's case, it would be best to create a george@example.com email address. This way it is both recognizable and more trustworthy.

Make It Professional

When you are using your email to reach out to people, it is good to make it personal. But when people are reaching out to your business, they don't know who exactly handles what. So it is better to make it professional and use the role-based email addresses. You can use press@example.com



for media inquiries, or sales@example.com for sales matters. If your business is located in different cities you can give them separate addresses, such as newyork@example.com and london@example.com.

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IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS Benjamin Franklin Bridge Rehabilitation of Suspended Spans and Anchorages Delaware River Port Authority Contract No: BF-54-2019 Bid Date: September 17, 2019

Subcontracting opportunities include but are not limited to Electrical, Paint, Drainage, Concrete, Structural Steel Erectors, Field Office, CPM Scheduling, Civil General Contracting, Construction Engineering, Fencing, Fuel, Haul and Dispose, MPT, Office Trailer Fit Out, Painting, Signs, Structural Steel, Surveying, and Trucking. Please see contract documents for further opportunities.

Interested firms please contact john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled



SKANSKA KOCH INC.

IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS Structural Rehabilitation at the Robert F Kennedy Bridge

MTA Triborough Bridge and Tunnel Authority Contract No: RK-19/RK-70 Bid Date: September 25, 2019

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FOR REQUESTS OR ASSISTANCE: Alexandra.Cann@GLXConstruct.com



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SKANSKA KOCH INC.

IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS Rehabilitation of the Approach Viaducts at the Throgs Neck Bridge MTA Triborough Bridge and Tunnel Authority Contract No: TN-53 Bid Date: September 26, 2019

Subcontracting opportunities include but are not limited to Paint, Drainage, Concrete, Rosphalt, Waterproofing, Structural Steel, Field Office, Asbestos and Lead Abatement, Safety Boat, Bearings, CPM Scheduling, Civil General Contracting, Construction Engineering, Fencing, Fuel, Haul and Dispose, MPT, Office Trailer Fit Out, Signs, Surveying, and Trucking. Please see contract documents for further opportunities.

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SKANSKA

SKANSKA USA CIVIL

IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE AND NEW YORK STATE SDVOB SUBCONTRACTORS AND VENDORS

Design and Construction of Accessibility Upgrades at 170th Street Station on the Jerome Line Project MTA NYCT Contract No. A-37150F Bid Date: September 2019

Description of Project:

Accessibility upgrades at 170th Street Station on the Jerome Avenue Line (IRT) in the Borough of the Bronx—make the station accessible by complying with the 2010 Americans Disabilities Act Standards for Accessible Design, enhance customer experience at the station, make the station easier to navigate, and facilitate increased ridership on the NYCT system.

Major scopes of work include 1 new street to mezzanine elevator, 2 new mezzanine to platform elevators. 2 new street to platform stairways on the northeast and northwest corners of Jerome Avenue and 170th Street. Mezzanine vestibule extensions consisting of the demolition, modification, and replacement of existing steel framing and concrete. Removal and replacement of existing stairs. Platform level ADA boarding area improvements. Replacement of existing platform tactile warning mat. Demolition and replacement of platform edge in ADA boarding areas. Replacement/upgrades of existing electrical, fire protection, communications, and lighting systems.

Many bidding opportunities are available.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled

Tutor Perini INVITATION TO BID FOR M/WBE FIRMS TUTOR PERINI CORPORATION, AN EEO EMPLOYER IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED M/WBE SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS CBTC 8th Avenue Line (59th Street to High Street) "B" Division (IND) Project in the Boroughs of Manhattan and Brooklyn MTA NYCT Contract No: S-48006 Bid Date: October 3, 2019

ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Friday, September 27, 2019. For further information concerning subcontracting and/or purchasing opportunities, and to register as a subcontractor or vendor, please respond to solicitations@tutorperini.com or contact Jackie Cotto at 914-739-1908. Come and join our team!

NORTHEAST EVENTS FOR YOUR BUSINESS





Creating a Customer, Not Just Making a Sale Monday, September 16, 2019, 6:00 pm-8:00 pm SCORE Portland, 100 Middle Street, Portland, ME Main Sponsor(s): US Small Business Administration, SCORE Portland, SCORE Maine Contact: Kelsey Munksgaard, 207-536-1143, scoremaine@gmail.com

Fee: Free; registration required

Our workshop offers essential information to help you become your best salesperson. We will cover the basics of identifying your ideal customer and creating tools to help you make them your best referral partner. If being in business on your own is your goal, but selling what you make or do is a current roadblock, this workshop is for you! Topics include: creating customer personas and profiles, identifying and segmenting ideal customers, meeting the customer where they are, and leveraging your unique value proposition to the ideal customer.

and the US Small Business Administration. The session will include a panel featuring small business lenders who will highlight what they look for when evaluating a loan application, their typical loan terms, and the documents needed to apply. Before and after the panel, attendees will have the opportunity to meet one-on-one with lenders to assess the source of capital that is best suited for your business needs. Whether you're looking to expand your current operations or to launch a new venture, this session will provide practical strategies to finance your small business.

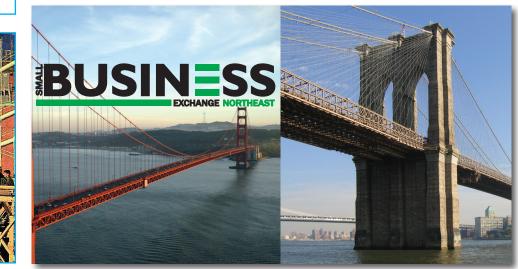
How SBA Can Help You Start or Grow Your Small Business and How to Register Your Business Online Thursday, October 3, 2019, 9:00 am–10:30 am New Hampshire Secretary of State's Office, 25 Capital Street, Third Floor, Concord, NH Main Sponsor(s): US Small Business Administration, New Hampshire Secretary of State Corporation Division

Contact: Miguel Moralez, 603-225-1601, miguel.moralez@sba.gov

Fee: Free; registration required Are you looking to start your own small business?

Small Business Lending Panel and Networking Session Wednesday, September 25, 2019, 9:00 am–1:00 pm Pace University, One Pace Plaza, New York, NY Main Sponsor(s): US Small Business Administration, Pace University Small Business Development Center Contact: 212-618-6655, sbdc@pace.edu Fee: Free; registration required

Are you an existing small business owner or an aspiring entrepreneur in need of financing for your business? Then come meet small business lenders at this free forum hosted by the Pace University Small Business Development Center Are you a business owner and in need of capital or free advice? Join us in the capital city and hear from a Small Business Administration representative about the technical and financial resources available to help you start and grow your small business. The New Hampshire Secretary of State Corporation Division will walk you through the New Hampshire Quick Start Program for registering a business online. This FREE workshop is held on the first Thursday of every month from 9:00 am to 10:30 am. We look forward to seeing you there!



CORPORATE OFFICE

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