



# Create Your Business Email Professionally

By Ram Kezel, Hostinger Media

When starting or upgrading 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 prepare 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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# Sub-Bid Requests

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

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IS SOLICITING COST PROPOSALS FROM NEW YORK STATE AND PANYNJ CERTIFIED M/WBE SUBCONTRACTORS/VENDORS FOR:

**LaGuardia Airfield Reconfiguration Program—Delta Concourse F—Core and Shell Fit Out Project**  
PANYNJ Contract  
Bid Date: September 11, 2020

**Description of Project:**  
In general, this agreement includes the foundation excavation, pile and pile concrete fill, pile caps for the building and jet bridges, exterior stairs, mat slab, waterproofing, floodwall, ramps, exterior water supply and fire loop services, and jet bridge duct banks for the Concourse F building. This scope also includes the furnish and installation of the below and in slab plumbing scope of work for Concourse F. This scope also includes all underground electrical feeds for conduits entering the Concourse F building and the installation of grounding loop. All related scope indicated on or implied by the drawings, specifications, and other documents contained in Exhibit D, including but not limited to all addenda (if applicable), referenced exhibits, reports, requests for information (RFI), sketches, and riders, all of which become part of this agreement.

**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

**SKANSKA E/C/C/O**  
SKANSKA ECCO III VWE 2

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

**Van Wyck Expressway Capacity and Access Improvement to JFK Airport Contract 2**  
NYS DOT Contract No: D900050  
Bid Date: October 7, 2020

**Description of project:**  
The project consists of the replacement of one (1) Long Island Rail Road railway bridge, the rehabilitation and retrofit of two (2) additional Long Island Rail Road railway bridges, and the replacement of one (1) vehicular bridge over the Van Wyck Expressway (VWE). The main goals of the project are listed below.

1. Address structural deficiencies on the bridges on or crossing over the VWE within the project limits
2. Construction sequencing to maximize value of the life of the bridges / reduce future maintenance requirements
3. Accommodate for future VWE widening
4. Minimize impacts to the environment and effects on residential neighborhoods and businesses

**Many bidding opportunities are available:** asphalt paving, concrete base pavement, trucking, fill hauling and disposal, containers, landscaping, excavation, structural concrete, ready-mix concrete supply, concrete reinforcement, utilities, structural steel supply and erection, MPT, electrical, ITS, roadway lighting, signs and guardrail, sign structures, deep foundations (pile driving, micropiles, etc.), line striping, curb and sidewalks, sawcutting, sawcut grooving, bridge demolition, pavement demolition, support of excavation, concrete barrier, precast barrier, cast in place barrier, bridge bearings, bridge expansion joints, fence, concrete retaining walls, asphalt milling, trailers, cleaning, furniture, computer services, clearing, fill material supply, asbestos removal, concrete sealing, contaminated soil, environmental testing, vibration monitoring, settlement monitoring, survey, photography, rodent control, security, BIM modeling, painting, lead abatement, track materials, waterproofing, structural steel repairs, crack and spall repairs, community liaison, SPMTs (self propelled modular transporters).

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

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

**Bay Park Conveyance Project**  
NYSDEC and Nassau County Department of Public Works Contract  
Bid Date: September 28, 2020

**Description of project:**  
This innovative project will divert treated effluent from the Bay Park Sewage Treatment Plant (STP) which currently discharges an average of fifty million gallons per day (50 MGD) of treated effluent into Reynolds Channel. This treated effluent will be conveyed via the construction of a 2-mile-long force main from the Bay Park facility to an existing aqueduct under the Sunrise Highway, whereby rehabilitation of a 7.3-mile stretch of the aqueduct, and construction of an approximately 1.6-mile-long force main will connect to the existing Cedar Creek Water Pollution Control Plant (WPCP) outfall. The project will utilize the existing outfall to diffuse the treated effluent three miles offshore into the Atlantic Ocean. The project will include construction of a new pump station at Bay Park STP, modifications to the Cedar Creek WPCP, 15 microtunnel support shafts, and a series of access pits along Sunrise Highway.

**Many bidding opportunities available:** microtunnel, slip line, rebar, concrete redimix, concrete pumping, curb and sidewalks, paving, landscaping, parkwork, clear and grubbing, utilities, soil testing, concrete demolition, miscellaneous metals, CMU, electrical, plumbing, HVAC, mechanical, jet grout, piles, secants, painting, skylight, insulation, structural steel, roofing, doors, steel tank, geotech monitoring, vibration monitoring, trucking, containers, cleaning, trailers, security guard, dewatering, MPT, excavation, support of excavation, instrumentation and controls, testing and commissioning, fire protection, precast, castings, pipe, valves, ground improvement, and ladders.

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

**NORTHEAST EVENTS FOR YOUR BUSINESS**

**2020**

probability of being "found" by federal contracting offices and large federal prime contractors. The discussion includes: which website is used by contracting entities to source contractors; which NAICS codes and how many should you use; what is a good Capability Statement; what is most important to a contracting officer and selecting official; how to improve your website. Lonnie Koyama is a Lead Economic Development Specialist for the US SBA's South Florida District Office. Lonnie is an accomplished business developer with extensive experience in both the private and public sectors. He has wide-ranging proficiency as a business owner, corporate multi-unit manager, general manager, and consultant.

**PPP and EIDL Webinar Wednesdays**  
Wednesday, September 30, 2020, 9:00 am–10:00 am  
Online  
Main Sponsor(s): US Small Business Administration  
Contact: Brian DeClue, 802-828-4422, brian.declue@sba.gov  
Fee: Free; registration required

In response to the COVID-19 pandemic, the SBA Vermont District Office hosts a free webinar from 9:00 am to 10:00 am Wednesdays to discuss the Paycheck Protection Program, the Economic Injury Disaster Loan and Advance, and any pertinent updates. To join the webinar, visit https://meet.lync.com/sba123/sbmazza/6F6N4YK6. To join by phone, call 202-765-1264 and when prompted enter the code 470177937#. Upon joining the call, mute the phone to cut down on the background noise and please do not place the call on hold as the hold music will be heard over the presenter. For more information, email brian.declue@sba.gov or chris.herriman@sba.gov.

**Getting Back on Track—SBA Loan Programs and Technical Assistance Programs Webinar**  
Tuesday, September 15, 2020, 2:00 pm–3:30 pm  
Online  
Main Sponsor(s): US Small Business Administration  
Contact: Bill Card, 207-622-8555, william.card@sba.gov  
Fee: Free; registration required

If you are thinking about starting your own business, or already own a small business and want it to grow, then please join us for this no-cost informative webinar. Representatives from the Small Business Administration's Maine District Office will discuss; recognizing good ideas for a business, deciding if your business idea will work, the steps to take to get started, and what lenders are looking for from borrowers. If you already have a business and are looking to grow, this webinar will also discuss ways to increase sales through targeted marketing, and introduce you to no-cost partners who can help you achieve ongoing success in your venture.

**Marketing Your Business to the Federal Government Webinar**  
Wednesday, September 23, 2020, 1:00 pm–2:30 pm  
Online  
Main Sponsor(s): US Small Business Administration  
Contact: Lonnie Koyama, 772-466-3176, leon.koyama@sba.gov  
Fee: Free; registration required

This online class focuses on improving your

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