



## Now is the Time for a Professional Email Address for Your Business

Many people have started their own business from out of their home or perhaps have a side business apart from their main employment. Now they are seeing increased growth and want to gain more credibility in their small business by incorporating the use of a professional-sounding email address.

If you do want to [make your email address more professional, it is best to eliminate your Gmail or Outlook account](#). Although a Gmail, Yahoo or Outlook email account is great to have as a personal email address, when potential customers are considering interacting with your organization, it might very well give them pause if you hand them a business card with a casual email address listed such as: [iheartpuppies987@yahoo.com](mailto:iheartpuppies987@yahoo.com)!

If you truly expect to grow your business, then it is likely that sooner or later you will reach a point where you'll actually want to separate your business life from your personal life. Having two different email addresses will help you do just that. All it would take is one group email accidentally sent to everyone in your address book (including your business clients) that invites everyone to Aunt Sally's upcoming birthday party to realize that business does not always mix well with other aspects of your life.

If you've already picked out a name for your company, of course it makes sense to have your company name as part of your email address. If you haven't yet picked out an official name for your organization, now is a good time to select several names and then determine if the name you selected is available to register as yours. We can work with you to help you determine whether your company name is available for registration and suggest minor modifications if necessary.

Registering a domain name for your company earlier rather than later, is the best way to ensure you can use the company name you really desire. It will also allow you to create a professional email address even if you aren't yet ready to have a website created for your business. When the time comes and you are ready to have a website created for your company, you will already have a domain name ready for your web designer to use.

For more information on how to effectively utilize information technology concepts [such as a domain name] in order to grow your business, please [contact us](#). 515-270-5300 [info@cstoncall.com](mailto:info@cstoncall.com)



Combined Systems Technology

800-944-2966 515-270-5300

[www.cstoncall.com](http://www.cstoncall.com) [info@cstoncall.com](mailto:info@cstoncall.com)