



important area: the email signature. In fact, **there was no signature at all!** So, to provide the intro and contact information, I had to take the time to cut and paste the entrepreneur's name, email, and company website from several sources. You might think that this is not a big deal since all this information was available but, I can tell you from experience, you **never want to make folks search for this detail or force them to take several steps to get there.** I'm continually surprised by the number of emails that I receive that do not contain any type of signature. Such a missed opportunity!

**Your email signature is a valuable asset that you should incorporate into your networking strategy.** I'm not an advocate for a long signature but rather a few simple lines that make it easy for folks to know how to reach you. **Don't make them work for it!** I suggest including the signature in all of your emails (including replies) so your contact details are out there for all to see.

P.S. I was a recent guest on a very cool podcast called "Crazy Hard Robots". I had a blast talking to Tom Galluzzo from IAM Robotics and if you want to check it out, here's the link:

<https://crazyhardrobots.com/>

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Submit your question here

Let's face it, no one has all the answers (even if we must act like we do) so this is your opportunity to, "ask Craig anything". Submit a question and I will select one to answer and discuss in the next Ignition Plan issue. I am here to answer whatever burning question is on your mind, ranging from fundraising, founder issues, sales strategies, etc.

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