Creating a Professional Email Address

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As a travel advisor, having a professional email address is essential for building trust with clients and establishing credibility. Email is one of the primary ways you'll communicate with clients, suppliers, and partners, so it's important to choose the right option. In this guide, we'll walk you through two main options for creating your email address: using an agency-specific email and using a free email service (like Gmail).

Using an Agency-Specific Email Address

If you want a more professional appearance and branded communication, an agency-specific email address is an excellent option. You'll get an email address that aligns with the agency's domain (e.g., *yourname@WanderlyAdventures.com*).

Benefits of an Agency-Specific Email:

- **Branding**: An email address that matches the agency's domain increases your credibility and helps establish trust with clients.
- **Professionalism**: Clients are more likely to view emails from a branded domain as trustworthy.
- **Spam Filtering**: Emails sent from a professional domain are less likely to be flagged as spam.
- **Support**: If you run into issues with your email, you'll have agency support to help resolve problems.

Steps to Set Up an Agency-Specific Email:

1. **Contact the agency administrator**
   Request to set up your agency-specific email address.
2. **Connect to Another Email Service**
   While you will be able to access you emails through WebMail.com, emails can also be connected to free email service providers with enhanced capabilities such as Gmail and Outlook. Connecting a Bluehost email to one of these providers gives travel advisors a smoother, more reliable workflow, especially when managing high volumes of client communication. These platforms offer far more storage, so important messages, documents, confirmations, and supplier correspondence are less likely to get lost or require constant cleanup. They also provide robust organization tools like folders, labels, and advanced search features, making it much easier to keep client files tidy and accessible. Plus, advisors benefit from stronger spam protection, mobile-friendly apps, and seamless integration with calendars and task tools, all of which support faster responses and a more polished client experience.

    - Here are the instructions to connect to Gmail:
        - **How to Setup Gmail: Connecting a New Email Account (Article)**
        - **How to Connect Bluehost Email to Gmail (Video)**
    - Here are the instructions to connect to Outlook
        - **How to Setup Bluehost Email and Connect to Outlook** (Video – start at 3:10 – the first part about setting up the Bluehost email is already done)

Pros and Cons of an Agency-Specific Email:

Pros:

- Highly professional and branded
- Increased credibility with clients
- Lower chance of emails going to spam

Cons:

- There can be a slight delay in receiving emails from BlueHost/Webmail. Typically, the delay is no more than 15 minutes.
- Slightly more involved setup process

Creating a Free Email Address

If you would like to create your own free email using one of the services such as Gmail which are widely available and easy to set up. Follow these steps to create a professional-looking email using one of these platforms.

Steps to Create a Gmail Account:

1. **Go to Gmail.com -** Navigate to www.gmail.com on your computer or mobile device.
2. **Click on 'Create account' -** You'll be asked whether you're creating an account for yourself or for your business. Select "For myself" to proceed.
3. **Fill in the required information -** You'll need to enter your first and last name, then choose a username (your email address) and a password. A professional email address should ideally include your name and a reference to Wanderly Adventures (e.g., *firstnameatWanderly@gmail.com*) rather than nicknames or numbers that could seem unprofessional.
4. **Complete the verification process -**Gmail will ask for your phone number and a recovery email address in case you lose access to your account. Follow the on-screen instructions to verify your information.
5. **Set up your inbox -** Once your account is created, you'll be taken to your new inbox. Customize the settings, including adding a signature with your agency's contact information and a professional closing for all your client communications.

Pros and Cons of Free Email Services:

Pros:

- Free to use
- Quick setup
- User-friendly interfaces
- Accessible on multiple devices

Cons:

- May not appear as professional to clients
- Limited customization (no branded domain)
- Higher chance of your emails being filtered as spam

Notes for creating a free email address:

When creating a free account some professional email naming options include:

- WanderlyFirstName@gmail.com
- FirstInitialLastName.WanderlyAdventures@gmail.com
- FirstName.WanderlyAdventures@gmail.com
- FirstNameatWanderlyAdventures@gmail.com

Conclusion

In the end, the email option you choose should support the way you work and the level of professionalism you want to present to your clients. Whether you prefer the polished, branded look of an agency-specific email or the simplicity and familiarity of a free service like Gmail, the most important thing is that your inbox is reliable, organized, and equipped to handle the volume of communication that comes with being a travel advisor. A thoughtful setup now will save time later, strengthen your client interactions, and help you stay organized as you grow within the agency.

Next Action Step

- If creating your own email address send it to Tammy or Sue.
- If using an agency email contact Tammy or Sue to get you set up.