TF EMPIRES

Professional Email Setup Guide

Establish credibility, security, and deliverability from day one.

1. Why Professional Email Matters

Using a professional email address (yourname@yourbusiness.com) signals legitimacy, protects your brand, and improves deliverability. Free email domains can reduce trust, increase spam filtering, and weaken your business identity.

2. Choose an Email Provider

• Google Workspace
• Microsoft 365
• Zoho Mail
• Proton Mail (business plans)
• Hosting-provider-based email

3. Connect Email to Your Domain

• Create mailboxes for each user
• Add MX records to your domain DNS
• Verify domain ownership with your provider
• Test sending and receiving email

4. Deliverability & Security Setup

• Configure SPF, DKIM, and DMARC records
• Enable two-factor authentication (2FA)
• Set up spam filtering and alerts
• Use strong, unique passwords

5. Professional Email Best Practices

• Use consistent naming conventions
• Avoid role overload (info@, support@, sales@)
• Add a professional email signature
• Separate internal and customer-facing inboxes
• Back up email data regularly

Professional communication builds trust before a single word is read.