Why You Should NOT Use Gmail

If your business email is *yourcompany@gmail.com*, you're signaling "side project," not a real business. Customers notice. Vendors notice. Even spam filters notice. A professional company uses its own domain for email—simple as that.

Why Using Gmail Hurts Your Credibility

- **Perception:** A free address looks temporary and unprofessional, especially on invoices and proposals.
- **Trust & brand:** *name@yourcompany.com* reinforces your brand every time you hit send.
- **Deliverability:** Custom domains can be authenticated (SPF, DKIM, DMARC). That helps email reach inboxes instead of spam.
- **Ownership:** You control accounts, aliases, and archives—critical for employee onboarding/offboarding and legal records.

What to Use Instead

Set up mail on your own domain and create role-based addresses that scale:

- *firstname@yourcompany.com* (personal)
- *info@*, *support@*, *sales@*, *billing@* (roles)
- Use aliases so one person can receive multiple roles without sharing passwords.

And, guess what? You can still use Gmail with your business domain name. We do it at my company. It's great.

Deliverability & Security Basics

- **Authenticate:** Publish SPF and DKIM; add DMARC to protect your domain from spoofing.
- **Secure access:** Enforce 2FA and use a password manager. Limit admin rights.
- **Retention:** Keep business email in company-controlled inboxes, not personal accounts.

How to Set it Up (fast)

Pick a hosted business email provider (Google Workspace, Microsoft 365, or reliable email hosting from your web host). Verify your domain, add users, then set SPF/DKIM/DMARC. Avoid "forward-only" setups to a personal Gmail—send through your domain's authenticated SMTP so the *From* line matches the domain you own.

And do what my company does – use Google Workspace. You get the Google interface (website) and it's with your domain name – simple.

Mistakes to Avoid

- Using *yourcompany@gmail.com* on quotes or receipts.
- Mixing personal and business mailboxes.
- Changing addresses often (customers won't keep up).
- Skipping a proper signature with full contact info.

The bottom line: own your identity. Email on your domain is a small step that pays off every single day in trust, deliverability, and control.

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