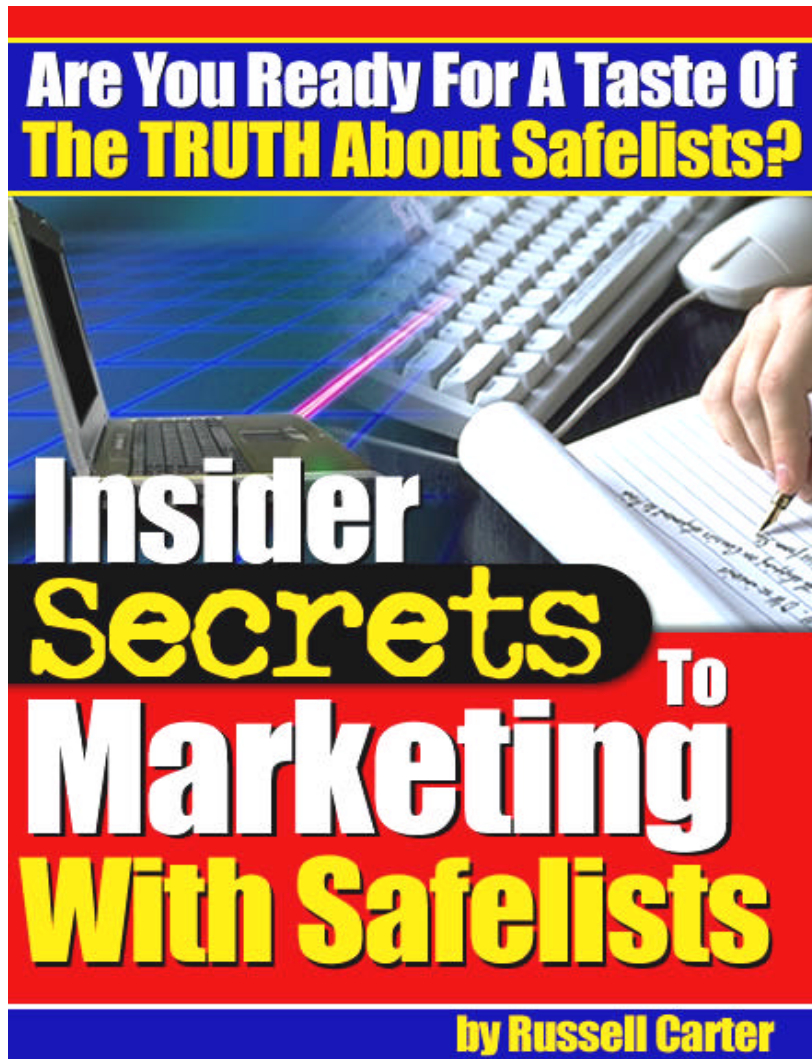


**INSIDER SECRETS TO
MARKETING WITH SAFELISTS**



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Insider Secrets To Marketing With Safelists

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INTRODUCTION

Perhaps the best free advertising medium that was ever created for the internet was the **SAFELIST**.

Safelists work very well mainly because of the ability to send thousands of free emails at the click of a button. You could simply sign up today and within 5 minutes be able to send an ad to 100,000+ members. That is the ultimate form of online advertising!

However, no one can possibly read email from 100,000 other people! So Safelist users end up deleting most of their mail with "junk" email accounts -- like free Hotmail or Yahoo Web-based. Matter of fact, many of us delete or empty our mail boxes without reading the emails as soon as the boxes are full. Most safelist users never see "your" ads that are sent.

No wonder most of you never make any money; because most safelist subscribers are not reading your ads.

As a result of this, many marketers argue that sending ads to safelists are a waste of time. This is no secret, we all have heard the argument that...

Nobody read safelist emails because the same people who post safelist ads and expect you to read their ads are the same ones that are busy deleting ads that are sent to them.

Most people post to safelists to try to "sell" their product. They are not trying to buy "your" product.

Your ad gets stale over a period of time because the same people are reading the ads.

Many marketers are of the opinion that safelists will go the way of the Free For All (FFA) sites. FFAs, at one time were an excellent free tool to get your ads out in front your market.

However, over a period of time FFAs have become practically useless because no one will see your ad. No one visits FFA sites anymore.

There is a lot of talk that safelists are becoming just as obsolete as the FFA.

I agree that safelists are not as effective as they once were. With all the problems with safelists, obsolescence will never be an issue because safelists may be the least expensive form on online advertising.

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Safelists are not useless if used PROPERLY.

Which brings me too the very point of this book...

"MOST OF US ARE SIMPLY USING SAFELISTS THE WRONG WAY"

One mistake most people make is trying to sell directly with safelist ads. This is a big mistake!

It would be a mistake to try to sell products with your safelist ads because the response would be very low. You may get a few sales here and there, but that's about it.

Let's learn this lesson now, "Don't try to "sell" products From your safelist ads". I know this is hard not to do.

I know you are asking? "Then what good are safelists if I can't advertise my goods?" Let me finish before you cry for a refund!!!

I set out to create a BOOK that would address this very question and the many other issues caused by safelist use.

I am tired of seeing people posting ads every day, hoping to make a sale, and then become disappointed when there is no response.

I am tired of seeing people spending hours deleting thousands of emails every day when they should be concentrating on their marketing efforts.

I am tired of seeing people wasting time manually joining hundreds of safelists.

Most of all, I am angry that the safelist "gurus" are not telling the truth about safelist marketing. Safelist owners are not going to tell you because of fear of losing members and heavens forbid, "profits".

However, that fear is baseless, if the truth about safelists is revealed.

This ebook will address these issues.

So, whether you are just starting out with safelists or whether you are a safelist pro, you will find the "Insider Secrets to Marketing With Safelists" ebook to be a breath of fresh air about safelist marketing. The "Insider Secrets to Marketing With Safelists" ebook cuts through the misinformation, hype, and the scandalous untruth that's been spreading around the internet about safelists.

So get ready for "a taste of the truth" about safelists.

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Chapter 1 - SAFELIST BASICS

WHAT IS A SAFELIST?

A safelist is a mailing list where all members can send their message to hundreds or THOUSANDS of like minded entrepreneurs without being accused of spamming because every member has opted in and confirmed their email address.

The term "Safe" List derives from the fact that it is "Safe" from Spam complaints. Safelists are Spam free (generally).

Safelists can be used to advertise affiliate programs, business opportunities, products, free reports, free ebooks and other safelists. A good safelist is probably one of the least expensive ways to advertise your program or product.

TIP

A Safelist works well for people who do not have a website and do not have their own Op-In list.

WHAT IS A WEB-BASED MAILER SAFELIST?

A web-based mailer safelist is hosted on the list owners server, so you do not need to download any software or lists of email addresses in order to send your email ads to members of the safelist.

It is highly recommended to use only web-based mailer safelists as the email ads you send are not delivered through your ISP. Therefore, you will NOT put your business at RISK for having been accused of spamming.

How Do Safelists Work?

As a member of a Safelist, you have the right to periodically send your message to ALL the other members of that particular Safelist.

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On the other hand, EVERY member of the safelist you belong to has the right to send YOU an email.

This means that you will receive “LOTS” of mail.

So, when you join safelists you are asked for TWO email addresses, the contact email address and the list or subscribe email address. You provide a contact email address where you receive communications from the safelist administrator. This must be a valid email address where you receive your main email so that you can be contacted in the event of membership problems or commission questions, etc.

The list or subscribe email address is where you will receive your Safelist messages from other members. This is a mailbox must be large enough to handle quite a bit of traffic. Many safelists will not allow you to send messages if your list or subscribe email box is full. The administrator may even delete your membership if your email messages cannot be delivered. More on this later.

Most safelist users utilize a secondary mailbox at places like Hotmail or Yahoo. If you are a serious online marketer intend to use the safelists for your marketing efforts, use a professional safe mail box like those offered by [Listmail4u](#).

You can get a contact email box and a list email box all on one account for a small monthly fee.

BOUNCING EMAILS

As previously mentioned, the good thing about safelists is that you can send an ad to as many members that belong to the list, but the down side is that the entire list can also send ads to you!

You can get literally thousands of emails per day. You will need to clean out or delete messages in your mailbox frequently or you will "bounce" messages. Bouncing is like the “plague” to safelist administrators. One of the rules that you must remember is not to bounce your messages. Bouncing occurs when your mailbox was too full and the message is returned to the list owner.

When a safelist owner gets huge amounts of bounces, messages back up in a server queue and no messages can move through the server until the queue has been processed. Bounces can shut down a safelist owner's account.

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SAFELIST RULES

Safelist administrators generally have strict rules about bounces. They will warn you to go clean out your mailbox the first time or two it happens, but if you continue to bounce, you will lose your membership.

If it is a PAID safelist, you can lose your commissions and downline as well. To rejoin, you will have to pay again.

So, if you use safelists, keep your mailbox clean. Use several junk eMail accounts so that you don't risk one becoming too full (more on this later).

All safelist have rules which you must follow. Breaking these rules may cause you to lose membership to that list.

So make sure you agree to the safelist owners' rules before you join.

Here are some general rules to follow that most safelist owners want you to follow.

List Rules:

No Autoresponders

No Racial or Hateful Messages

No Adult Oriented Messages

No Answering Member Ads With Your Own Ad

No Duplicate Accounts

No Spamming of Fellow List Members

No Bounced Emails

These Are The Rules For Everyone No Exceptions!! Offenders Will Be Deleted From The List Without Warning

DO SAFELIST WORK

Safelist DO work if used correctly. Many marketers make a very good living advertising only through safelists. The trick is in knowing how to effectively market using safelists and using the correct strategies.

I will talk more about these strategies in later chapters.

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Knowing how to market includes having a GREAT headline. If you have a great headline, you increase the chances of your message getting opened and read.

Another strategy is to join hundreds and possibly thousands of safelists (free!) and increasing your odds of getting your message read by someone.

You also need to automate your safelist posting efforts. It would take you all day to post ads to hundreds of safelists, so you would have to find a program that automatically does it for you.

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Chapter 2 - WHERE DO I START

FREE SAFELISTS

Start with subscribing to free safelists. Join as many free safelists that you can to easily and quickly send your email ad to thousands of prospects weekly! 100% SPAM FREE!

This increases your odds of getting your message read by someone.

Free Safelists usually have a lower response rate than paid safelists. Free lists generally attract marketers looking for something for free.

If people don't pay to join, they may not keep up with their email and they get bounced from the list because of full mailboxes. That means a lot of worthless addresses!

Paid or Pro lists have members who are more serious and are more open to your offer. The email addresses are usually deliverable.

With a free membership you can usually only send your mail once in seven days, and you must receive all daily emails from both the FREE and the PRO Members on the list.

Many safelists will only allow their FREE members to mail to other FREE members and NOT the PRO members!

One rule of thumb when joining free safelists is to look for lists where the list owner will let you sign up as a free PRO. This happens when you join the list for free and the list owner will upgrade your membership to PRO with out cost. And you have PRO benefits.

List owners often have offers where the first 100 or 500 members can sign up as a free Pro. Once the limit is reached, and unless they upgrade, all other members will be free members with free member benefits.

Or they have to pay a fee to become a PRO member.

The number one benefit of joining such safelists is that you do not pay and you receive Pro benefits.

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These safelists are usually advertised in your safelist email box. This is one reason why you should make an attempt to look at your mail instead of simply deleting them.

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Only join free safelists that also offer Pro membership. These safelists tend to be more responsive because of the Pro membership service attached to it.

TIP

Many FREE lists do not get very good results any more. Most of these are being sent to junk email accounts where the recipient deletes it and never sees your ads. Only join free safelists that also offer Pro membership. These safelists tend to be more responsive because of the Pro membership service attached to it.

Only join free safelists that are web based. Therefore the ads will be sent by the host of the safelist owner and not your ISP. This will lessen the chance that you will be accused of spamming.

Never join a safelist where you have to download the email addresses and mail the ads from your ISP or a bulk mailer.

Chances are that these email addresses were harvested from the internet and are not opt-in. You could be accused of SPAM and lose your internet connection, your business, be hit with fines and even imprisoned.

The free safelist should indicate the number of members whom belong to the list. If this information is not available, then email the owner and ask for the number of subscribers.

Do not join this safelist if:

- there is no contact information
- the owner will not provide contact information
- the owner does not contact you within several days

So are free lists a waste of time? Absolutely not! The name of the game is NUMBERS and getting your message out to as many people as possible. The best FREE safelists are those that offer both a paid and a free member option. That way you can try them out for free and pay later if you like them.

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Chapter 3 - SHOULD YOU UPGRADE TO A PRO SAFELIST?

PRO Benefits

Paid or PRO safelists are more responsive than free safelists.

This is a fact....

Paid lists have members that are more open to your offer.

Paid lists have members whom have already proved willingness to buy from the mere fact that they paid to join the list.

Each member of PRO lists are paying customers - there are no freebie seekers here to waste your time with worthless advertisements.

Many paid list will generally let you mail daily versus a free list where you can only mail once to several times a week. Still, some paid lists may not let you mail daily and will only let you mail every 48 hours.

Many safelists will only allow PRO Members to receive mail from other PRO members and not the FREE members!

Generally, PRO Members can send email to ALL free and PRO members.

So, if you are a free member, should you upgrade to a Pro membership that the safelist offers. After all, Pro members do get much more benefits than free members and can mail more often too.

For example, lets look at some benefits a PRO upgrade to one of the premier safelists, [Business World List](#), has to offer:

- Mail to 43,725 members every other day
- Send Professional HTML Email Ads To The Entire List
- Optional Receive Emails From Other BWL Members
- No Sponsor ads on email going out
- "Auto Reminder" reminds you when your next posting time is up.
- Track unlimited Ads and banners with your own tracking device

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- Personalize your sales letter and grab attention by calling list members by their name
- Earn 50% monthly residual commissions from your referrals
- Auto-submit to thousands of websites & search engines
- Track your hits and commission 24/7
- Promote your URL 24/7 by placing it on thousands of Member Pages.
- As a free member to [Business World List](#), you only have the following limited benefits:
 - Mail to 200 members every other day
 - “MUST” Receive Emails From Other BWL Members
 - Sponsor ads on email going out
 - Track unlimited Ads and banners with your own tracking device
 - Earn 25% monthly residual commissions from your referrals
 - Track your hits and commission 24/7
 - Promote your URL 24/7 by placing it on thousands of Member Pages.

So, the benefits between “Paid” and “Free” membership for [Business World List](#) are significant.

Benefits are fine, but the bottom line is to get responses from your ads. Obviously, if you are sending your ads to 43,725 vice 200 members, your response rate will be higher.

FEES

PRO fees could cost as little as \$1.00 per month or could cost as much as \$26.00 per month. I would not recommend paying for a Pro safelist with less than 10,000 members. Further, I would not recommend paying a monthly fee over \$10.00 per month, unless that safelist is a very responsive list. [Business World List](#) and [Herculist](#) are a few safelists that I recommend for a Pro upgrade.

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Many safelists will let you upgrade for a yearly fee. This results in significant cost savings. I recommend this approach if you can afford to. Joining the **Herculist** with the yearly membership fee instead of the monthly payments saved me almost \$100 per year.

Some safelist will let you join by paying a one time fee for lifetime membership to that list. However, this does not allow you to test the safelist before you pay.

Don't let cost prevent you from joining the more responsive paid lists. One strategy to overcome cost is to get other paid members to join under you.

Advertise the "Paid" safelist using your "Free" safelists (another reason to join as many free lists that you can). You will be paid a monthly fee for other members that you bring in to the "Paid" list.

If enough members sign up, "your" membership to the paid safelist would be free and you could make a profit.

TRACK AND TEST YOUR SAFELIST ADS

The one thing that you should do to check the safelist response is to track your ads with a program like Adminder. There are other programs that can be used.

Some of the better safelists allow you to track the ads that you post. So, don't overlook the tools that are included with some of the Safelists that you join.

CUSTOMIZING YOUR SUBJECT

It is a fact that if the member's name is in the subject line, the chance of them opening your email is far better.

Join PRO safelist that allow you to customize your subject with the member's name. Never pay for a safelist that does not offer this feature.

TIP

Many of the PRO safelists allow you to place the "Firstname" and the "Lastname" on your subject. If this feature is available, use it and your response rate will increase.

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CUSTOMER SUPPORT

Customer support from PRO safelists is generally better than free safelists. You will generally get your questions answered in a timely manner. Do not join any safelist, PRO or Free, that do not respond in a timely manner to your questions or requests.

Also, make sure that the safelist sends you a copy of every email you post to the list. This is important so you know your offer has been sent. Do not join any PRO list that does not do this.

AFFILIATE PROGRAM

Pro or paid safelists generally offers an affiliate program where you can earn money by getting signups. When you join, you will be given an affiliate link and promotional materials.

PAID OR FREE?

So should you join paid safelists?

The short answer is **yes**, but do take your time and think about it before you do.

Always join the safelist as a free member first and take a test drive. You don't want to upgrade and then regret it.

If you are happy with the response you are getting from your ads, it is definitely worth upgrading.

However, do not overlook safelists that only offer free membership. You may need these to advertise your "Paid" lists.

So to summarize, yes, upgrade to Pro if the free safelist meets the following criteria:

- The safelist is web based
- The safelist proved (through testing your ads) to be responsive.
- The safelist is affordable, you can afford to pay the upfront cost or monthly fee
- The safelist allows you to **customizing your subject** with the **members name**

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- The safelist provides access to customer support that can answer your request for help
- The safelist sends a courtesy copy of every email you send to your mailbox, so you know your offer has been sent.

The bottom line is that Pro members have many more benefits than free members and you can mail more often too.

Benefits are fine, but the bottom line is to get responses to your ads... and Paid safelists have proven time after time to be more responsive.

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Chapter 4 - HOW TO DEAL WITH ALL THAT EMAIL

The most critical resource for your safelist marketing is your email accounts.

One of the biggest challenges we face as safelist marketers is having a reliable email account to deal with all that email!

You need a contact email address to receive administration messages from the safelist owners.

You need a subscribe or list email address to receive emails from other members of the list. In addition, you will receive a confirmation email from each safelist to your subscribe address requiring that you verify your new membership.

So, make sure that you log into your subscribe email address and click the verification link. This has to be done for each safelist.

You can literally get thousands of emails per day in your subscribe email address. Again, this is where all the safelist mail from the other members will be sent to.

DO NOT USE AN IMPORTANT E-MAIL ACCOUNT FOR THIS!!

You will need to clean out your mailbox frequently or you will start "bouncing" messages, which is a big NO-NO! You can't afford to spend money to join safelists and submitters only to have your account deleted because your email bounces or even get banned.

Bouncing simply means your mailbox was too full, so the message was sent back to where it started - to the list owner. Many safelists have a bounce script or they will manually put your account on vacation if there is a problem with delivering the safelist email to your email box. Many owners will eventually delete your account. So, if you use safelists, keep your mailbox clean.

It is also recommend having at least two large email addresses for your subscribe email account. Backup is important in case the server for one of the email accounts goes down. This is especially vital if you are using safelist submitters, where you may be posting to 500 or more safelists.

If your main email account goes down for any reason, your email for all 500+ safelists will bounce and you may loose all your safelist accounts. So backup is important for you safelist email.

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Since you will get thousands of emails, you want to be able to log-in, select all the messages, and delete them all at once. You have 2 options here.

OPTION 1

Use several junk eMail accounts for your subscribe email account so that you don't risk becoming too full.

The problem with using many junk email accounts is that you now have more email accounts to manually clean out.

Imagine if you belong to hundreds of safelists and have 10 junk email accounts. As a result, you will spend hours cleaning the junk accounts and no safelist marketing will get done.

This defeats our purpose of marketing on the internet.

Still, one of your goals should be to join as many safelists as possible. You want to get on as many safelists as possible without the headache of joining numerous junk email accounts. The solution is to use one large subscriber or list email account to manage all of your incoming email.

Research has shown that 25MB of storage is a minimum requirement for most serious safelist marketers. Just to be safe, you may go with 50MB or even 100MB. Having a large email box solves two important problems: You avoid bouncing and you don't have to check your email everyday.

OPTION 2

This brings us to Option 2: get a PAID account. This might seem unreasonable at first since you can get many free accounts.

However, when you start getting tons of email, it's easier to have it all go into one LARGE email account. This is especially important if you are using safelist submitters

Anyone who markets on the internet using Safelists **NEEDS** a **LARGE** mailbox! They need one that **WON'T GET FULL** with all those return mails & **BOUNCE** as a result. Large paid accounts are reliable and are generally bounce free.

When looking for a "paid email account", look for the following features: automatic email deletion, email filtering, Web Based Email and FREE affiliate programs.

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With auto delete features, you can set your email address/box to auto delete your emails immediately, 1 hour, 24 hours or whenever you want. This is a powerful feature to have so that you do not have to spend hours deleting mail, 50 at a time, or even having to run a special program...its automatic!

An email box with superb filters allows you to move incoming mail into various folders. This allows incoming mail to automatically go to folders you designate such as "validation mails", "new safelists", "new programs" so the mail will be easy to find.

Look for email accounts with POP3 or Web Based Email Access. Web Based Email is an advanced and richly featured internet based email program that allows you to check and manage your email from ANYWHERE in the world.

Also, look for email boxes with FREE affiliate programs. That way your account is free once you sign up a few referrals. With enough referrals, you can make a profit.

RECOMMENDATIONS

What are some of the paid email accounts that I recommend?

[ListMail4u](#) is at the top of my list. [ListMail4u](#) is a complex web based mail application that allows me to check my e-mail daily from any computer. Posting to thousands of safelist daily would be impossible without the powerful automated processing capabilities built into [ListMail4u](#).

Look for a paid email account that has superior online support. The online support at [ListMail4u](#) is second to none. The owner will personally set up your folders at "no charge".

I was attempting to organize my mail one Sunday morning and the owner called me and said "Russell, I see that you are not using your filtering system, let me help you set up your folders".

He then spent the next 10 minutes setting up my email folders. Folks, this is the kind of service safelist users need! Check [ListMail4u](#) out for yourself.

[YuhKnow](#) is a reliable email account whether you use it for strictly personal use or for your Safelist accounts.

[YuhKnow](#) email boxes have the following features:

- POP3 Access - Download your [YuhKnow](#) email to your Outlook Express (or whatever you use)

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- One Click Delete - A separate login URL where you can delete all emails with ONE CLICK!
- Email Potty - Set up your Pop3 account to be automatically dumped at Midnight each night
- Message Filters - You can set up message filters, so each time you log in, the message filter system will run and filter all emails accordingly to the rules you have set

HOW TO USE FOLDERS

I wanted to briefly discuss folders and how they can benefit you in your safelist marketing efforts.

You are going to receive huge amounts of emails in your subscriber of list email box. It is going to be a difficult task just sorting through all this mail.

Folders may be one solution...

Folders are a very useful tool in safelist marketing for keeping your e-mail organized. A good email account has preset folders such as "save", "sent", "draft", or "trash".

Also, the reliable email account should allow you to create your own folders.

Once you have finished reading your e-mail, and no longer need it, you have three choices: 1) delete it 2) move it to the trash, or 3) move it to a folder.

If you have no use for the message, and won't need it in the future, simply move it to the trash.

However, if you need this e-mail later on, simply create folders to store these messages in. For example if you get e-mail for safelists, create a folder named "safelists" to store all of the e-mails concerning safelists.

Now, when you receive several e-mails all with the same or similar subject, you can move those messages to that folder.

TIP

Create a FOLDER for junk mail. Send all your junk mail into that particular folder. Then once a day, go to your "junk mail" folder and delete them all.

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However, folders do not need to be arranged by subject. You can organize them however you like, by sender, by general address, or any other criteria you wish to use. It's your choice as to how you want to organize your e-mail.

Using folders to automate your efforts are necessary. This prevents you from spending hours going through your email.

Go to the [ListMail4u](#) for an excellent report on how to use folders.

WRAP UP

One of the major reasons most safelist users give up on marketing with safelists is due to the fact that they don't have the tools to deal with the large volume of emails received.

Again, if using Safelists is one of your marketing tools, then you NEED a LARGE mailbox to handle the volume of email received.

You can use several free junk email accounts to handle the many emails that you will receive, and hope that your account does not BOUNCE.

Or you can automate your email efforts and get a paid email account that has the tools that will save hours of your valuable time and remove the head aches that inconsistent email providers cause.

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Chapter 5 - **AUTOMATE YOUR SAFELIST MARKETING EFFORTS**

Posting to safelist manually, one safelist at a time simply is a waste of valuable time. If you are only posting to several safelists, then manually is okay.

However, to effectively market with safelists, you need to post to hundreds of safelists. This is a numbers game, the more safelist that you post to, the better your results you will see.

Safelist users should automate posting ads to safelists as soon as possible. The resource that you need is a safelist submitter.

Instead of having to log into each safelist individually, log in once with the auto submitter, submit your ads and send to hundreds of safelists with one click.

It would take hours to manually post to 100 safelists on a daily basis. Manually posting to 1000 safelists daily would be out of the questions.

However, it only takes several minutes to post to thousands of safelists using a safelist auto submitter.

TIP

I recommend using a web-based safelist submitter. A web-based safelist submitter is hosted on the submitter owners server, so you do not need to download any software. As a result, email ads you send are not delivered through your ISP and you will NOT put your business at RISK for having been accused of spamming.

WHAT ARE THE BENEFITS OF USING AN AUTO SUBMITTER?

First of all, the one-click Auto-Join feature will save you hours and hours from manually joining safelists. Simply join the lists with a click of a button and you are joined.

The Auto validate feature that many of the newer submitters have will save you hours and in some cases days manually validating all your safelists.

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The safelist submitter service finds new safelists for you. New safelists pop up all the time. However, if you're not actively reading your safelist inbox messages, looking for announcements about new safelists, then you don't have a reliable way of finding out about them.

Also, many safelist owners will join safelist submitters to get new members. You can get into new lists while they're still free and as soon as the list opens.

The window to join a safelist for free is generally small. Once a certain number of members join, the safelist owners will start charging a fee. For example, how many times have you seen an ad that reads "the First 100 Members Free". Well, after that particular safelist reaches 100 members, you will have to pay a fee.

The Safelist submitter service will get you in free while that safelist is still growing. However, if you were not aware that these safelists are available, you could end up spending hundreds of dollars in annual payments for joining these lists later on.

Here is another good reason for joining a safelist submitter. Large safelists generally have poor response rates. However, the new smaller lists are more responsive because members will read other members ads in the beginning. Its to your advantage to get into that safelist while its still small enough to have your ad read by many members.

SO, HOW DO YOU USE AN AUTO SUBMITTER?

Most submitters will allow you to join all lists at once with the one-click Auto-Join feature that will save you hours and hours of manually joining safelists. Simply join the lists with a click of a button and you are joined. This is one option to look for when purchasing an auto submitter.

Imagine all the time that could be saved by not having to join each safelist individually. But, you still have to verify your new membership for each safelist..

Once you have joined a list, the submitter will automatically place that list in a "Lists Joined" page. Most submitters will allow you to see the lists you've joined!

If you already belong to a number of safelists, no problem, many of the newer submitters will let you enter your username and password for safelists that you already belong to.

Next you would verify that your user ID, password, contact address, and subscribed address are correct. Keep in mind that you will receive a confirmation email from each safelist to your subscribe address requiring that you verify or validate your new

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membership. This can become very time consuming. Several of the newer submitters will even validate your lists for you, thus, saving you more time.

There are even software programs, such as the Safelist Autovalidator that will validate your lists. So if your submitter does not validate your lists that you have joined, make sure that you log into your subscribe email address (that is where the ads will be sent) and click the verification/validation link. This has to be done for each safelist. For this reason, it is a good idea to set up a folder for all validation emails so that you can easily validate each safelist..

TIP

You will receive tons of email using safelist submitters. For this reason you **MUST** use a reliable list email address and keep your email box **CLEAN**. I highly recommend using [ListMail4u](#) or [YuhKnow](#) email boxes simply because they are reliable and won't bounce on their end.

Before submitting your ad to the safelists, you must first create at least ONE new ad. Then type in your ad and click "Save". Most submitters will allow you to create several ads and save them for latter. You can also go back latter and edit your ads.

You are now ready to submit your ads! Choose your ad; click "Submit" and your saved ad will begin submission to all of your available safelists.

You can post ads to your daily safelists on a daily basis. However, since you are not allowed send to some lists every day, your ad will not go out to all the safelists everyday.

Some safelist auto submitters allow you set up your own, customized mailing schedules. This is called "Auto Posting".

Simply choose your desired letter and -- that's it. Your ads will go out automatically according to a schedule that you choose. You can set up multiple schedules, with different lists, and even pick and choose which letter goes to which list.

This allows you to be away from your computer and your ads will go out automatically.

Now that's what I call "**automation**"!

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How do you know that your ads are actually being sent out?

The submitter admin will generally send an email once the ads go out. The email will let you know if the ad was successful or not for each safelist.

Some submitters will actually let you view this info online. The bottom line is, you will know if you ad for each safelist was actually posted.

FEATURES TO LOOK FOR IN A SAFELIST SUBMITTER

- **Web Based.** Submitter should post your ads from their server ad not your server
- **Hundreds of available safelists.** Submitter should have several hundred available safelists.
- **Auto Join Feature.** This feature will save you hours
- **Auto Validate Feature.** This feature will save you hours and in some cases days manually validating all your safelists
- **Auto Post Feature.** Allows you to on ALL lists with ONE click of a button
- **Safe Feature.** Saves your ads so there's no need to keep adding ads each time you want to post your message
- **Vacation Status Feature.** Ability to change your Vacation status on ALL lists with ONE click of a button
- **Subscribed Address.** Ability to change your Subscribed Address on ALL lists with ONE click of a button!
- **Profile Edit.** Ability to edit your profile in ALL lists with ONE click of a button!
- **Affiliate program.** Free Affiliate program allows you to make money when you recruit other members

Insider Secrets To Marketing With Safelists

RECOMMENDED SAFELIST SUBMITTERS

[SafelistBoys](#) (SLB)

Background. SafelistBoys (SLB) offers three different posting options that you can switch between at any time. These options are AutoPosting, QuickSend, and ManualPost.

AutoPosting is the primary reason users use SafelistBoys. You don't need to physically go to your computer to send out ads. Your ads will go out automatically according to your (pre) chosen schedule.

FEATURES

- **Auto Join.** Simply select the new list, click join and the Autojoin wizard walks you through the simple steps to join each list.
- **AutoPost.** Select the letter that you want to send to each list, set the mailing schedule and the AutoPost wizard will send your ad according to your schedule
- **Auto Connect.** Your PC will be automatically connected to the Internet, when a scheduled event fires, if you use a Dial-up, Cable or DSL connection.
- **Auto Find.** Safelistboys regularly add brand-new lists that are free to join. You never have to look for safelists again

[iPostAd](#)

Background. The [iPostAd](#) submitter is a unique submitter that ROTATES 5 ADS with EACH send. [iPostAd](#) can also rotate 5 SUBJECT LINES with EACH ad. This gives you 25 DIFFERENT Ad combinations for each send. [iPostAd](#) may be the most powerful safelist submitter to date.

FEATURES

- Posts to OVER **900 safelists, 800,000** emails per day, 10 Million emails per MONTH - that's OVER 120 MILLION per YEAR.

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- **AUTO-JOIN** button! Click it and the system joins you to ALL the 900+ lists!
- **Auto-Validates** all your Safelist Validation emails. No more Manual validation .
- One Click List/Contact Email Address UPDATE Feature. No MORE manual updating for your safelists.
- **25 DIFFERENT AD** combinations on EACH send
- ROTATES 5 Different Subject Lines and 5 Different Ads with EACH SEND. You have up to 25 different ads rotating throughout the lists with each daily send you make!
- NO WAITING PERIOD when you Post to the safelists.
- One Click VACATION STATUS UPDATE Feature. Returning from vacation? Log into your iPostAd account, change your vacation status to here and iPostAd will update each safelist for you!!
- Submitter will works on **PC** and **Mac platforms**.

THE SUBBER

Background. Another submitter on the market is the [Subber](#). The [Subber](#) is very easy to use and also allows you to auto join all of its safelists at once. Click ONCE and you're a member of ALL LISTS! [Subber](#) will also change your "Vacation" status for you in ALL of your lists with ONE CLICK!!!

FEATURES

- Posts to OVER **672+ Safelists**.
- **Auto Join** - one click and you are a member of ALL lists!
- **Auto-Validates** all your Safelist Validation emails. No more Manual validation .
- **Auto Submit** to all lists with one click! No need to watch the [Subber](#) work. If a list is down, Subber moves to the next.

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- Edit your details on ALL lists with **ONE click** - no need to log in to all your lists to do this manually - ever again! One Click and the [Subber](#) changes your Vacation status on ALL lists!
- **One Click** and the [Subber](#) changes your Subscribed Address on ALL lists!
- Edit your profile in **ALL** lists with **ONE** click of a button!
- Can be used on the PC or the Mac
- **Email Box Cleaners**
- Post **HTML** or **text** ads to your lists

Majestic Submit

Background. [Majestic Submit](#) has created a web based Safelist Submitter where you can automatically Join **1883 SafeLists**, with a total member count of **1,282,369**. This safelist submitter offers REAL TIME VIEW POSTING and a SET AND FORGET method of posting. This submitter will soon break the 2000 safelist mark. Currently,

FEATURES

- **Auto join** all the safelists in our database applying your choice of username and password.
- **Auto-Validates** all your Safelist Validation emails.
- **SET** and **FORGET** posting.
- Unlimited ads will be saved no need to keep adding them each time you want to send your message.
- **Rotates up to 10 ads** or a single ad can be posted.
- Post your ads from Majestic Submit server. No Downloads
- Unlimited **Tracking URL's** are available.
- **POP3 Email Cleaner** for paid members to clean up to 3 email boxes.

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Adbuilder

Background. The [Adbuilder](#) makes it possible for you to auto join over **400 safelists** at once and then submit different adverts to each and every list or select 1 advert to post to all lists. It will also post your ads automatically using set and forget technology so there is no need manually post daily.

FEATURES

- **Auto-Joins** and **Auto Confirm** OVER **400+ Safelists**.
- **Auto-Validates** all your Safelist Validation emails. No more Manual validation .
- Stores **Unlimited Ads** in your members area.
- Manage and Section your lists into **manageable groups**. Sections are unlimited!
- Choose how to group your lists in groups of 100 or in groups of 10. The choice is yours.
- Use the easy **Campaign Editor** to “**Set**” which lists get what message.
- Adbuilder Campaigns will **rotate your Ads Automatically** to your designated Lists.
- Campaigns are automatically sent for you so there is no need to manually post daily, EVER.
- Sends your ads in either **Text** or **HTML** format!
- **Members Forum** where you can asks questions and meet other members

LeadsMagic

Background. [LeadsMagic](#) allows you to post to OVER **1050+ Safelists Daily** with over **One Million+ Members** with Just ONE CLICK or Choose to Let Our Software Send for You Automatically. This submitter has a host of other marketing tools such as Pro FFA and autoresponders.

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FEATURES

- Post to **Over 1050+ Safelists** .
- **Auto joins** all the safelists in the database
- **Unlimited ads** will be saved
- **Rotates up to 10 ads** or a single ad can be posted!
- Post your ads from the [LeadsMagic](#) server. No downloads!
- Send your ads in either **Text** or **HTML** format!
- View Your Ads ACTUALLY being sent. No more sending on blind faith.
- **Monitor** your promotions with Tracking URL's in your member's area!
- **Email Box Cleaners**
- Search engine submitter
- **Pro FFA Membership** with **Autoresponders**
- **Set it and forget it system** BUT still have the option to manually send too!

[Snazzy](#)

[Snazzy](#) has an excellent **free** safelist submitter as well as a **PRO version**. The features on the free version are very limited, but allows you to "get your feet wet" before you upgrade. With the free version, you have to manually put the safelists and adverts then click Start!

FEATURES (Free Version)

- **Automatic safe list submitter** that will blast your adverts to hundreds of safe lists automatically
- Set in your safe lists and ads; then click Start!
- **Advert Manager**

FEATURES (Pro Version)

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- Will blast your adverts to **hundreds** of safe lists automatically
- Set in your safe lists and ads; then click Start!
- Stores **HTML & Text** Adverts
- Import Safe Lists from previous versions
- **Advert Manager**
- Select different ads for different lists
- **Timeout Settings**
- **Submission Reports**

Because of the many benefits of Pro safelist submitters, I would recommend using the [Snazzy](#) free submitter for only a short period before upgrading to one of the above Pro submitters.

SAFELISTROBOT

[SAFELISTROBOT](#) is a web-hosted application for submitting your ads to **668 safelists** everyday without you doing anything. It is 100% automatic Join, automatic Validating and automatic Posting.

FEATURES

- Reach **500,000+ targeted** recipients every week.
- **Auto Join**. Click once and automatically join all 668 safelists
- **Auto Validate**. All safelists are validated with the click of a button
- **Auto Post**. One click posting to all 668 safelists
- Your Ad submitted to safelist **daily automatically**. You don't even need to login to send once you are setup
- **Web-based application**. No download required. No installation required.

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- Affiliate program pays **\$6 per sign-up**

SAFELISTJUNCTION

SAFELISTJUNCTION has over **1100 SafeLists** to mail to. Over **1.091,327** people are waiting to receive your email!

There are **2 membership packages** to choose from. You can try the **Basic** package first with 300 lists at a reduced cost **or** go for the best and become a **Premium** Member with all features

FEATURES

- **Auto click join** to over 1100 Safe lists in one easy step. (with more being added regularly)
- **One click submit** to all SafeLists
- **Set it and forget it.** It will automatically submit for you
- **SafeList Auto Validator** and **Pop3 Email Cleaner software** included FREE!
- Save up to 10 Ads to rotate to all SafeLists
- Affiliate and earn a whopping **\$8.00** for each Premium Membership you sell each month for as long as the person is a member.
- **Url Tracking**
- Banner rotation for members. Pop3 Email Cleaner
- **Search Engine Submitter**
- Send in **Html** or **Text**

TRAFFIC TOOLBOX

TRAFFIC TOOLBOX. Email **3,000,000+** Safelist Subscribers With One Single Click! Our Software Does The Rest. Put your website promotion on autopilot, have your ad sent out to **3,000,000** safelist subscribers automatically. Just enter your ad,

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hit "Submit" and the traffic-toolbox software submits you to thousands of safelists and ffas.

FEATURES

- **Auto click join** to over **3,000,000+** Safelist Subscribers in one easy step.
- **One click submit** to all SafeLists
- **Set it and forget it.** It will automatically submit for you
- **Auto Post.** One click posting to all 668 safelists
- **Web-based application.** No download required. No installation required.
- Submission to **thousands** of FFA sites.
- **One-time payment.** Pay once and promote your website whenever and as often as you want. **No additional costs, no monthly fees.**
- **Affiliate program pays 50%.**

SMASS

SMASS. This Safelist Software Submitter is NOT server dependent - **SMass™** Safelist Software Submitter does not require you to login to another server on the Internet in order to allow it to work removing the problem of **SMass™** not working as may happen to other software that is dependent on logging into a server on the Internet for it to work, So if the server is down or even worse it disappears from the net the software can be rendered useless resulting in good money spent going down the drain.

FEATURES

- **Add an UNLIMITED Amount of Ads** -You can enter an unlimited amount of ads into the **SMass™** database so you always have them right at your finger tips.
- **Automatic Safelist Joiner** - Automatically join the lists that are Auto-join compatible by using this newly added feature! This will save you hours or even days from manually subscribing to safelists.

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- **Auto POP3 Email Box Cleaner** - Allows you to remove all of your emails that are in a POP 3 email account with out having to download them to your PC. Works with all POP3 email accounts.
- Add your own safelist to the SMass™ database - SMass
- **Date Posting Interval Setting** - This feature let's you tell the submitter how often you can post to a certain safelist as some safelists let you post as a free member only once per week or every second or third day so with this new feature you will only be posting to safelists you can post to on any given day .
- **Safelist Popup Blocker** -With this feature you can turn ON/OFF all those annoying popups that a lot of safelists have on their website when you first visit or leave their safelist so when you use SMass™ and you post to 100 or more safelists your PC screen will not be over run by new windows popping up all over the place.
- **Easy to install / un-install - SMass™** is easy to install and un-install from any computer system running Microsoft Windows 95, 98, ME, XP, NT, 2000.
- Powerful and Easy User-Friendly Interface
- **No Monthly Fees!** - By purchasing our **SMass™** Safelist Software Submitter you will have no monthly fees in order to send your emails because the software will be yours to keep. You simply buy the software once, set up your safelists, and you can use it every day to promote all of your products and services, forever!

LIST SOURCE SUBMITTER

LIST SOURCE SUBMITTER. AutoSend to 1,700 Real Safelists & Growing! PLUS Send to 2,000 More Real Safelists Through EMass Blast Safelist Submitter! (FREE with your membership).

FEATURES

- **Auto click join** to over **1,700+** Safelist Subscribers in one easy step.
- **One click submit** to all SafeLists
- **Set it and forget it.** It will automatically submit for you

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- **Auto Post.** One click posting to all **1,700+** safelists
- **SafeList Auto Validation**
- **Web-based application.** No download required. No installation required.
- **FREE Banner Advertising** on all of the submitter pages.
- **Rotate 10 Ads** with every send.
- Blast your ads to **1 Million FFA's**.
- Blast your website to **30 of the best Search Engines** with 1 click.
- **FREE WITH YOUR MEMBERSHIP -- Blast ads to an additional 119,000 Pro opt-in Lists --** 100% FREE Lifetime Membership. Pro Mega Mailer Ad Blaster & Zapper Blaster.
- **FREE WITH YOUR MEMBERSHIP -- EMass Blast Safelist Submitter to 2,005 REAL Safelists**

VIRTUAL SAFELIST SUBMITTER

VIRTUAL SAFELIST SUBMITTER. Submitter has **1509** Safelists for you to post your messages to over **1393231** Members .

FEATURES

- **Auto join** all the safelists in our database
- **Set and Forget** Posting.
- **SafeList Auto Validation**
- Save Unlimited ads.
- Up to 10 ads can be **rotated** or a single ad can be posted.
- Post your ads from our server.
- Unlimited Tracking URL's are available.

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- Add banners for other programs that members are promoting.
- Post **HTML** or text ads to your lists.
- Change your vacation mode with one click.
- No software to download.
- Your reseller URL is added to all out going messages you post.
- **POP3 Email Cleaner for paid members to clean up to 3 email boxes**

CONTACT ADS SUBMITTER

CONTACT ADS SUBMITTER. The NEW Wave of safelist marketing has BEGUN!! Revolutionary new "contact ads" submitter blasts your ad directly to over **1,000,000+ safelist users** inboxes via a single click of a button!! Your solo ad is sent to each safelist users contact address not to "throw away" subscription email addresses like with the conventional safelist submitter!!

FEATURES

- Blast to **1,000,000+** safelist users.
- No more joining and validating safelists ever again.
- No software to download, everything is completely **web-based!**
- No monthly fees to pay
- You never receive return email so your **inbox never needs cleaning**

SIDEBAR: HOW TO GET SAFELIST SUBMITTER SIGNUPS

Once you have joined several of the submitters, one way to profit is to use the submitters to send your ads out.

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Another way to profit is to get safelist submitter signups via the submitter's affiliate program. This is a great way to earn monthly income. Your submitter becomes free once you sign up several paid members.

The easiest way to grow your safelist submitter downline is to give away something for free of value. Give away a free book, report, software or course of value to potential subscribers and in return you get their email address.

Then follow up with your potential customers with a series of well written messages since most people will not buy from the initial email.

Here is a simple email that I used to get safelist submitter signups. This email works because it helps your prospects get signups once they join your submitter as a paid member. I used this particular ad for the Subber, but you can use it to get sign-ups for any submitter:

Step 1: (Ad Sent To Your Opt-in List)

Subject: Discover How To Get Safelist Submitter Signups

Russell Carter here and I have great news for my SUBBER downline!!

Are you getting signups! This letter and report will help.

Then go and build your SUBBER downline and make some money.

Use the letter below and send to your downline, subscriber lists and safelists.

My only request is that you do not delete or change my report, my copyright info, my resource box. You are only to add your SUBBER affiliate links and bonuses.

Good luck,

Russell Carter

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Step 2:

Cut and paste the email below and Send to your downline, subscriber lists and safelists. Remember to substitute your autoresponder address.

<START CUTTING AND PATSE BELOW>

Great news!!

The SUBBER Safelist submitter has an unbelievable sale.

The Next 300 Members to upgrade will lock in their low monthly rate of only \$9.99 Per month for a LIMITED TIME! Click here:

<YOUR AFFILIATE LINK>

Then go and build your downline and make some money.

BETTER STILL...

Join the SUBBER for FREE, build your downline and make some money because there will be a bunch of signups coming in to grab this free offer.

Join the SUBBER submitter for FREE and I will show you howto get signups.

Here's how...

Just go to the following link and get the free report:

<mailto:YOUR AUTORESPONDER EMAIL ADDRESS>

or simply send a blank email to

<YOUR AUTORESPONDER EMAIL ADDRESS>

In this report you will discover:

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- how to get subscribers in you Safelistrobot downline
- how to use an autoresponder to send out you messages

Best wishes,

<YOUR NAME>
<YOUR EMAL ADDRESS>
<YOUR PHONE NUMBER>

--- STOP HERE---

Step 3:

Next, Load the email below in your autoresponder. The above letter will take your signups to this email. This email, which will be in your autoreponder will have the report.

My only request is that you do not delete or change my report, copyright info my resource box. You are only to add your SUBBER affiliate links and bonuses.

Subject: Here's The Report Your Requested

Hi ~~NAME~~,

Thanks for requesting this free report by Russell Carter:

"HOW TO GET SIGNUPS FOR THE SUBBER"

As a way of saying thanks, here is a free gift. GO TO

==> <mailto:safelistsubmitters@kioskcities.com>

Enjoy!

<YOUR NAME>

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******Special Report******

"HOW TO GET SIGNUPS FOR THE SUBBER"

(c) Russell Carter- All Rights reserved
<http://marketingwithsafelists.com>

"HOW TO GET SIGNUPS FOR THE SUBBER"

One of the best ways to build your Safelist submitter downline is to offer something for free. Free bonuses gives your potential downline an incentive to join your program.

This can be a free eBook, free software, free eCourse, free report, etc...

TRY THIS!!

Step 1. First, join the FREE SUBBER safelist submitter. Go To:

<YOUR SUBBER AFFILIATE LINK>

Step 2. To get subscribers to your SUBBER account, offer a free ebook, report, ecourse, software or any free resources that you already have. You could also write your own reports, articles or eCourses.

Those of you who own safelists can offer free PRO memberships.

Remember, whatever you offer has to have value or you will not get any signups.

Step 3. Develop your autoresponder message. The first

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message in the autoresponder will contain the URL of the safelist submitter as well as the email addresses for the bonuses.

This is the message that says "Thank you for requesting this info. Click URL to get info for the Safelistrobot. And here are the URLs for your bonuses".

If you need an autoresponder, Aweber offers an EXCELLENT Autoresponder! And its FREE for 30 Days.

<http://www.adminder.com/c.cgi?affbiz&aweber>

Step 4. Now you need an ad to send to your safelists. Develop a good headline and then develop your ad. In your ad, offer the FREE bonus(s) to your safelist members in exchange for subscribe for more info on the SUBBER submitter.

If you need free bonuses, use these:

*-Safelist Marketers Survival Guide ==> ==>
<mailto:safelistguide@freesupersponder.com>*

*- Safelist Email ECourse ==>
<mailto:mailbox@kioskcities.ws>*

*-F.R.E.E surprise bonus ==>
<http://marketingwithsafelists.com>*

Remember, do not include the email address of the bonuses in this ad. Include the email address of each bonus in the first message of the autoresponder.

Step 5. Next send your ad to all the safelists that you are a member of. Since this is a numbers game, the more safelists that send to, the better your response.

Remember, when sending the ad to your safelists, don't use the URL for the submitter in the body of your ad. Use an autoresponder email address to collect the email addresses (which you can use to build your Opt-in list for follow on messages).

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Initially, you are trying to get the potential customers to join your downline, free if necessary. Your autoresponder follow up messages is how you will convince the lead to pay for the submitter on a monthly basis.

You should see your number of SUBBER signups increase. Additionally, you will be adding members to your downline. If you are not getting responses, change your subject to your ads.

So there you are, I have just shown you how to get subscribers for your FREE SUBBER submitter account.

6. If you need a letter for your autoresponder, copy my letter and free report. Change the SUBBER links to your own. I only ask that you leave my signature box intact in the report intact. Of course, use your own reports if you like. Be creative.

7. If you need a letter to send to your lists, use mine. Just change your info for your autoresponder and of course your name.

So join the SUBBER TODAY! Go to:

<YOUR SUBBER AFFILIATE LINK>

Please feel free to email me if you have any questions.

*Russell Carter
(c) Russell Carter- All Rights reserved
rcarter@russellcarter.com
301 567-5605*

Russell Carter is the editor of the "Marketing With Safelists Newsletter" ==>>
<http://marketingwithsafelists.com> <<== and owner
of the "Marketing With Safelists" safelist ==>>
<http://safelist.marketingwithsafelists.com> <<==

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There, I have showed you how to get signups for your safelist submitter. The above works because you are offering your prospects a system for getting signups. They are more likely to sign-up because they do not have to do any work. The system is already in place.

In addition, your offer is sweetened by giving away bonuses that your subscribers can use.

CONCLUSION

As members of any safelist submitter, it is your responsibility to maintain your account with them. You need to ensure that your vacation status, membership status (free, Pro etc...) is up to date. The submitter will not do this for you. The submitter has no responsibility with the safelists other than sending your ad to the lists that you belong to.

Still the million dollar question is will you get responses and increased sales from using safelist submitters. This still depends on your ad copy, subject line and your product. However, since you are posting to hundreds of safelists, submitters give your ads maximum exposure.

Are you starting to see the beauty of using a safelist auto submitter? It saves time. This is time that you could use to write an ad or eBook; designing a website or play golf.

Still, I have read about marketers complaining that nobody opens their ads because of safelist submitters. The argument is that Safelists are unresponsive given the number of ads one has to post just to get a minimal amount of clicks.

Or I have heard the argument that safelist submitters have hastened the decline of safelist responsiveness because no one can possibly read all the safelist ads that are being sent by submitters.

Many have the opinion that people are using submitters to send their email to hundreds of thousands of members, however, are receiving hundreds of thousands of emails which they can't possibly read. As a result, safelist users are deleting the ads without reading them.

Are there reasons to be concerned with submitters?

Are all these complaints valid? Are they true?

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I think not...

My tests have concluded that my response from ads have increased since I began using submitters.

Since using submitters, I have tripled the rate that people subscribe to my newsletter, [Marketing With Safelists](#), and to my opt-in list.

While it may be true that I cannot read all the email that I receive. However, I do browse my inbox and look for subject lines that get my attention. So the key is to write subject lines that stand out. And you still need to test your safelist subject to see which ones are working.

The fact is, safelists are still the LEAST EXPENSIVE method of advertising on the internet.

Secondly, safelist submitters are the perfect vehicles for using safelists. Submitters are useful because:

- saves hours by allowing you to auto join hundreds of submitters with the click of the button
- allows you to post to hundreds of lists with the click of the button
- gets your ad seen by hundreds of thousands of potential buyers with little cost

So, it may or may not be true that more safelist users are deleting more emails than ever, however, lets not blame that that problem on the use of safelist submitters.

Safelist users were deleting safelist ads long before the invention of safelist submitters.

The bottom line is posting to safelists is time-consuming -- not to mention boring -- if you attempt to do it manually. It is NOT an effective use of your time, because you will NEVER get enough responses to justify the time spent.

If you learn nothing else about online marketing, remember this and you will be successful, "Automation is one of the main keys to online success". And safelist auto submitters are one of the most effective time saving automation tools available if you are marketing with safelists.

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Chapter 6 - ARE YOU TRACKING YOUR SAFELIST ADS?

Are you tracking the effectiveness of your ad campaigns for the safelists you use? Or are you blindly sending ads to safelists, hoping that someone will read one of them.

If you're not for tracking the effectiveness of your ad campaigns for your safelists, you are wasting your time with safelists. Tracking your ads will show which safelists are effective and which ones are totally ineffective. There are those that do work, however, there are those that are unresponsive.

If you are getting hits, are you able to determine how many hits and from which safelists? However, if you are tracking your ads, you can determine which safelists are getting the hits.

You MUST be able to track EVERY aspect of your safelist advertising campaign to determine what's working and what's not. You can't leave anything to "chance."

What are some of the user information that would be valuable? The following are a list of user and campaign information that can be track:

Total Clicks: Track the total clicks to your safelist

Unique Clicks: Track how many unique visitors are visiting your safelist.

Cost per Click (CPC) - Average amount that you have paid for 1 click.

Clicks to Sales (CTS) - Percentage of Clicks resulting in a Sale.

Return on Investment (ROI) - The return on your investment for the ad.

Sales (S) - Number of sales that the ad has generated.

Cost per Sale (CPS) - Average amount that you have paid for 1 sale.

Referral URL: Track the referring URL for every user that clicks on your safelist link. This will tell you which site your visitors were at when they selected your link.

Browser: Ad Trackers can tell you the specific browser used by every visitor that clicks your safelist link.

Operating System: The operating system that every visitor is running can also be tracked.

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IP Address: Track the IP addresses of your visitors.

For example ... let's say you are advertising in 10 different paid safelists. You want to know which ads are getting read, so that you can drop the safelists that are not performing.

Now, what if you run the same ad in 10 different safelists. Then you NEED to know which ads are getting clicks.

Tracking will allow you to know exactly how many visitors were generated by each of your ads in any of the particular safelists.

Tracking will reveal which safelists generated the most visitors, subscribers, downloads, sales, etc.

Then you keep the safelists that gets the most clicks/subscribers/sales and throw away the ones that are not performing.

In turn, you will know which safelists are performing and which are not.

TIP

Not tracking your safelist ads yet! Many safelists have built in tracking tools. Use these tools to track your ads and to experiment with the concept of tracking your ads. You can later upgrade to a PRO tracking system once you understand the concept.

Many of the better safelists come with tracking tools. One example is the [MarketingWithSafelists](#) safelist. It will track your ads and has a host of other tools as well.

[CASH-BLAST](#) and [Cash4uSafeList](#) safelists have an Ad Tracker will automatically record Total hits, Unique Hits, Browser, Operating system info and the IP addresses of your visitors.

An excellent tracking system is [Adminder](#). [Adminder](#) is a tracking system that can accurately track and manage all of your safelist ads. [Adminder](#) will show you exactly how many visitors were generated by each of your ads, reveal which ads generate the most visitors, subscribers, downloads, sales, etc. It will show you how

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many Clicks, Sales, etc. an ad generated for any date range. It even calculates Calculate cost-per-click, cost-per-sale, and click-to-sale ratios for each ad

If you do not have the time to track your safelists response, a valuable resource for your safelist tracking efforts is [TrafficHoopla](#). [TrafficHoopla](#) is a service that tests and ranks safelists for responses from their members. This resource is a must have if you are not testing your safelists.

Track your safelist ads daily and don't even think of promoting any safelists without tracking.

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Chapter 7 - HOW TO USE SAFELISTS TO TEST YOUR ADS

Many marketers are of the opinion that safelists are a waste of time.

Safelists are not as effective as they once were. However, if used properly, safelists can be very effective.

Safelists can be very effective for testing your ad before you embark on a large email marketing campaign.

Safelists are the PERFECT testing vehicle for testing your ads. You can easily send ads to literally 1000s of safelists for free.

Testing your safelist ads is critical to your success. If you fail to do this, you will never succeed in marketing with safelists or any type of online marketing for that matter.

Safelist are an excellent tool for testing your product and to find out if your ads are getting any response.

Suppose that you had a product that does not traditionally sell well with safelists. For example, you may want to sell an ebook.

So instead of using the safelist to directly sell your ebook, use the safelist to test your ad.

Choose several good subject lines. Change the subject of the ads until you find one that is getting clicks. Write down your results for each subject line. Fine tune the subject line until you find one that really “pulls”.

Another way to test your ad would be to change the body of the ad and not the subject. Post your ads to your safelists. Write down your results for each different ad. Fine tune the message until you find one that really pulls.

Then track your ads using a program such as [Adminder](#) and analyze your results. Determine which ad was the most responsive. Write down your results for each ad.

Let's use this example...

I want to advertise my ebook and decide to test an ad using 5 different subjects with the same message. I name each ad as follows: ad#1, ad#2, ad#3, ad#4 and ad#5. I then set up my [Adminder](#) URLs to reflect the names of the ads.

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Next, I send the ads out using [iPostAd](#) since this safelist submitter has the ability to rotate 5 different subject lines. I then open the Adminder screen and record the clicks. The results could be as follows:

| | | | | |
|----|----|---|----|--------|
| Ad | #1 | - | 19 | clicks |
| Ad | #2 | - | 32 | clicks |
| Ad | #3 | - | 26 | clicks |
| Ad | #4 | - | 11 | clicks |
| Ad | #5 | - | 22 | clicks |

As you can see, Ad #2 is clearly the best performing ad.

Once you find the ad that is getting the hits, simply send the ad to your Opt-in list.

Or, purchase a solo ad in a targeted ezine since ezine ads are more responsive than safelist ads.

Another alternative would be to find JV partners and send your ad to their Opt-in lists.

The goal is to not try to sell directly using safelists, but to use safelists to test the response of the ad until you find one that "pulls". At this point you can start your "real" email campaign to sell your product.

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Chapter 8 - MAKE YOUR SUBJECT STAND OUT

If your headlines are bad, no one will even read your offer.

Safelist users are in a hurry. You have only seconds to get their attention while they search their safelist inboxes.

Safelist users are bombarded with hundreds of ads, letters, postcards, and commercials every day. They tend to skip or tune out any marketing message that looks like it will take too much time or be too much trouble to figure out.

Headlines simplify the learning curve. A reader can scan down your page, quickly digest your headlines, and figure out what you're offering. Once the prospect knows you have something she is interested in, she will take more time to read your safelist ad.

Statistics in direct marketing show that five times as many people read the headline than read the ad or letter.

Changes in headlines have produced documented increases in sales of 200%, 500%. This means more sales.

John Gordecki does an excellent job in describing "good" and "bad" subject lines in his book "[Safelist Secrets Revealed](#)".

HEADLINES FORMULAS

Over the years copy writing pros have found several headline formulas that almost always work well. Try these headlines, putting your product, service, or benefit in place of mine.

1. **Ask a Question.** "Are your Safelist efforts working?" A question headline gets the reader to answer in their mind. You automatically get the prospect involved in your message. Many people will read further into your letter, ad, or web site copy just to find out what answer or solution you provide.
2. **Start your headline with "How to" or "Discover".** "How to make money using safelists." Or "Discover how to make money using safelists." "How to" and

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“Discover” headlines work like magic. People love information that shows them how to do something valuable or where they will discover something new. It works for reports or letters that provide helpful information.

3. **Issue a command**. Some headlines command readers to "Read This Now". Turn your most important benefit into a commanding headline. "Stop Making Mistakes with your Safelist Marketing."

4. **Important news makes a good headline**. This particularly works well for affiliate pre-launches of hot new products. "Brand New State-of-the-Art Safe-List Submitter....pre-launch June 15"!

5. **FREE offers always pull the best response**. Offering a free product is a great way to get your ads opened. "FREE Report on Safelist Marketing" will generate interest.

6. **Increase your safelist responses by customizing your subject**. If you use subject lines with member's name, the chance of them opening your email is far better. For example, the following subject line:

"John, Join the Most Responsive Safelist on the Market"

...will get open more times than the same subject without the member's name. Many of the "better" safelists allow you to place the "Firstname", "Lastname" or "email address" on your subject. If this feature is available, use it and your response rate will increase. Do not pay for a safelist that does not have this feature.

7. **Point out a problem**. Use your headline to point out a problem the reader has or something you know the reader feels strongly about. Your safelist headline gets attention when it appeals to the reader's interests. Subject lines aren't a good place to list the features of your product or service. However you could highlight the benefit the feature provides.

"Unlimited Autoresponders, Follow Ups,
Broadcasts, Toll-Free Customer Service"

8. **Use action words in your headline**. Use action words like save, act, run, feel, and do. Cut out unnecessary words. Put subheadings in your copy to break up stretches of text.

9. **Don't use misleading subject lines**. Avoid subjects like "Make \$500,000 in 6 months"; or "Make \$10,000 in 2 Days". Be honest, but be creative.

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10. **Provide a benefit in you subject.** Let the reader know what's in it for them. Use words like: "Reveal", "Discover", "Learn", "Opportunity", "Amazing", "Breakthrough" and "New".

11. **Use quotation marks around your headline.** Studies show that headlines increase your response rate by 5 to 20% if the subject is enclosed in quotations.

Now you have 11 headline formulas that you can apply when you when you are writing safelist ads. Good headlines make your sales materials stand out, easy to use, and motivating.

The art of writing headlines is a special skill well worth the time and effort it takes to develop.

It's a good idea to write 15 or 20 headlines for your ad, and use the "leftover" headlines as part of the selling copy itself.

Keep your subject lines to your safelist ads concise and to the point. Anything longer than 50 characters may get chopped off and no one will see it. Leave out all unnecessary words, spaces & punctuation. Eliminate words such as "a" "an" "the" and abbreviate where possible.

TIP

Repeat your email subject as the first line in the body of your email. Frequently safelist owners add advertisements to your email before your ad.

As a result, sometimes the reader may not see your ad or may read the first ad that appears. So repeating your subject line at the beginning of your message makes it easier for the reader to find your ad.

Become a student of headlines and a connoisseur of great subject lines. **COLLECT** them, think about them, **PRACTICE** writing them. The reward for your efforts will show up every time you get another order or inquiry that you never would have gotten if you didn't make the effort!

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Try studying as many headlines as possible. Instead of deleting the mail in your email inboxes, look at all the subject lines. Look at the ones that catch your eye. Study what made that headline interesting. These are the type of headlines that you should use.

If you don't have time to create great headlines, try [Headline Creator Pro](#), a software tool that can give you 100 killer headlines in 17 seconds with the push of a button.

RECOMMENDED HEADLINE FORMULAS

Below are several headline formulas that I use to get over 2000 sign-ups for my "Safelist Markets' Users Guide" and my "Marketing With Safelist Newsletter".

Do You Use Safelists <Then Read This>

Copy What The Safelist Gurus Do To Sell On The Net

Don't Join Another Safelis Before You Read This!

Safelist Users==> Read This By Friday!

Learn Low Risk High Reward Safelist Strategies

FR^E^E Report: How To Profit With Safelist Submitters

Are Your Safelist Ads Getting Opened?

Safelist Users, are you getting sales?

Learn How To Effectively Use Safelists!

Shocking! You Will Never Create Wealth Using Safelists

Safelist Users! This Will Change The Way You Use Safelists!

Amazing Formula for Using Safelists

Here is EXACTLY how you SUCCEED with Safelists!

Shocking Report: Most People Use Safelists (((Incorrectly)))!

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These headlines below will get your ads read if you need sign-ups for your safelist submitters:

Safelist Users==>>Try The Easy To Use Submitter

DON'T Join any Safelist Submitters Until You ==>READ THIS!!

==>FR^E^E Report: How To Profit With Safelist Submitters<==

Need SUBBER Signups <TRY THIS>

SHOCKING! An Inexpensive Safelist Submitter!

--All New F/R/E/E Version of the Subber Submitter Has Arrived!—

SHOCKING! Finally a Fre^ Safelist Submitter!

Safelist Users! Earn Extra Commissions With This

The following ad is my all-time favorite in getting submitter sign-ups:

Join F/r/e/e Submitter and I Will Show How To Get Signups!

That headline work because of the word “free” and also I promised to show how to get sign-ups once they joined. Take a look at the headline and the corresponding letter.

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Subj: Join F/r/e/e Submitter and I Will Show How To Get Signups!

One of the best ways to build your Safelist submitter downline is to offer something for fr^e^e. Free bonuses gives your potential downline an incentive to join your program.

This can be a fr^e^e eBook, free software, fr^e^e eCourse, fr^e^e report, etc...

For example, when the SUBBER submitter offered their FR^E^E version, I decided that I would sweeten the deal by offering my fr^e^e reports.

Guess what, IT WORK! I got 8 new signups in the last 2 weeks with little effort.

You can do the same...again, I will show you how!

TRY THIS!!

Step 1. First, join the FREE Subber safelist submitter. Go To:

<http://www.adminder.com/c.cgi?affbiz&thesubber>

Step 2. To get subscribers to your Subber account, offer a free ebook, report, ecourse, software or any fr^e^e resources that you already have. You could also write your own reports, articles or eCourses.

Those of you who own safelists can offer free PRO memberships.

Remember, whatever you offer has to have value or you will not get any signups.

Step 3. Load the bonus(s) to your autoresponder. Each bonus should have a seperate autoresponder email address. Include the autoresponder email address of each bonus in the first message of the autoresponder.

If you need an autoresponder, Aweber offers an EXCELLENT Autoresponder! And its FREE for 30 Days.

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<http://www.adminder.com/c.cgi?affbiz&aweber>

Step 4. Develop a good headline and develop your ad. In your ad, offer the FREE bonus(s) to your Opt-in lists if they subscribe to "your submitter downline".

Remember, do not include the autoresponder email address of the bonuses in this ad. Include the autoresponder email address of each bonus in the first message of the autoresponder.

Step 5. Next send your ad to all the safelists that you are a member of. Since this is a numbers game, the more safelists that send to, the better your response.

Remember, when sending the ad to your safelists, don't use the URL for the submitter in the body of your ad. Use an autoresponder email address to collect the email addresses (which you can use to build your Opt-in list for follow on messages).

Initially, you are trying to get the potential customers to join your downline, free if necessary. Your autoresponder follow up messages is how you will convince the lead to pay for the submitter on a monthly basis.

Your first message in the autoresponder will contain the URL of the safelist submitter as well as the autoresponder address for the bonuses.

You should see your number of signups increase. Additionally, you will be adding members to your downline. If you are not getting responses, change your subject to your ads.

So there you are, I have just shown you how to get subscribers for your FREE Subber submitter account.

Please feel free to email me if you have any questions.

To your marketing with safelist success,

Russell Carter

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rcarter@russellcarter.com

*9203 Sandy Creek Road
Ft Washington, Md 20744
301 567-5605*

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Chapter 9 - HEADLINES THAT WILL GET YOUR SAFELIST AD SENT TO THE TRASH BEND

Did you know that a recent study showed that over 37% of all legitimate email is blocked by the spam blockers? So 37% of your safelist ads may not be reaching their destination.

You may be losing subscribers to Opt-in lists or even sales!

Spam blockers read your messages and then determine what Spam is. The problem is that legitimate messages and spam may carry some of the same sales languages and ends up being filtered.

Safelist users need to figure out how to write our headlines and messages to avoid the spam filters.

You must check your headlines to determine if they will be classified as SPAM. Too many characteristics of spam (i.e. certain keywords, CAPITALIZED SENTENCES, etc., numbers) will get your e-mails filtered, put in the Junk Mail Folder or simply deleted altogether. You need to Spamcheck your e-mails.

Why? Because your safelist ad will not even reach your readers! Spam filters will filter it!

Words in you subject that gets attention of the SPAM filters include:

- **MILLIONS**
- **THOUSANDS**
- **HUNDREDS**
- **DOLLARS**
- **Paid**
- **Money**
- **Free**
- **Pay**
- **Price**

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- Earn
- Deal
- Cash

There are many more.

Here is a list of recent subject lines that were filtered by Yahoo's SPAM filters:

- Unbelievable Once in a Lifetime Opportunity

-Turn \$25 a month to \$46,600

-Need to make a quick \$100

-44 chances of winning in the UK Lotto draw every

-FREE

-INTERACTIVE SALES LETTER PRO

-Free valuable downloads available

-Webmasters Free Downloads-Secrets-Gambling School-Free - Vegas Trip&\$500

-Send BULK EMAIL to MILLIONS!!

-Would You Like A 1.5% Return PER DAY???

-Earn \$400 Monthly, Simply, Easily!

-YOU WILL MAKE MONEY! GET IN NOW!!

-Debt problems? WE pay YOUR debts!!

-Re-occurring Monthly Income...as much as you want

-Musical Instruments at LOWEST PRICES

-\$EVERYONE IS PAID!!: QUALITY COMMISSION POOLS!!

-* YOUR PC needs JUVIO !!! and YOU will RELAX !!!**

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-Uncle Sam Will PAY You To Lose-Weight

-Show me the money !!!

-Your Success Starts Here. Learn To Earn

-An Incredible Deal

-E@SY List Cleaner - Full Resale Rights

-IT'S A MIRACLE

-Auto join THOUSANDS of Safe Lists !! **AWESOME**

-\$\$\$\$\$Earn Extra Income

-Product Assembly at Home. Earn Cash.

-Can You Really Afford NOT to Read This?

Also, using all caps in your headlines will get your ad filtered. Subject lines such as "MARKETING YOUR WAY TO MILLIONS" should be avoided at all cost.

Symbols such as "\$\$\$\$" and in your subject will get your ad filtered. A good example of this is:

\$\$\$\$\$Earn Extra Income

Using consecutive quotation marks in your subject lines will get you ad trashed. An example of this is:

Earn Cash Now!!!!!!

Avoid using numbers in your safelist subjects. Can you tell why the following headline was filtered?

Earn \$400 Monthly, Simply, Easily!

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The above subject could just as easily been filtered by the word "Earn", the symbol "\$" as well as the number "400". This ad had little chance of getting pass the SPAM filters.

The bottom line is that you must check your e-mails to determine if they will be classified as SPAM.

Remember, too many characteristics of SPAM. Remember, certain keywords, CAPITALIZED SENTENCES, certain symbols, numbers, etc., will get your e-mails filtered, put in the Junk Mail Folder or simply deleted altogether. You need to Spamcheck your e-mails.

TIP

One of the best ways to get your safelist ads opened is to use the "FREE" in the subject. However, that word is pick up by the SPAM filters and will send your email to the trash bend in the wink of an eye. However, you can still use the word "FREE" by disguising it. Instead of using "FREE", use "FR^E^E", "F.R.E.E", "FR@@", FR^E, "F/R/E/E" or "FR##".

There are arguments that the above "TIP", using the word, "free" in the subject does not work. I personally would not use the words "FR^E^E", "F.R.E.E", "FR@@", FR^E, "F/R/E/E" or "FR##" in the subject using ezine ads, google ads etc...

This concept works better with safelist ads. However, the best way to find out if it works for your product is to test your ad and then determine if you are getting responses. If you are getting responses, then continue to use the words "FR@@", FR^E, "F/R/E/E" or "FR##" in your subject.

If you do not get responses, then discontinue using words "FR^E^E", "F.R.E.E", "FR@@", FR^E, "F/R/E/E" or "FR##" in your subject. The key here is to **test** your safelist ads.

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Chapter 10 - HOW TO USE SAFELISTS TO BUILD YOUR LIST

As you have probably already heard, internet marketing is run by Opt-in Lists!

You must have your own list! You will not make money on the internet if you do not have your own Opt-in list.

WHAT IS AN OPT-IN EMAIL LIST?

It's your exclusive list of email addresses for people who have asked you to send them your information or have joined a program from one of your websites and are likely interested in your information.

You subscribers understand that you will continue to send them information and offers unless they decide to opt out.

To get a better understanding of what an Opt-in list is, let's understand what an Opt-In List is NOT.

An Opt-in email list is NOT the email addresses that you gathered from websites, classifieds, newsgroups, FFA sites, safelists or any other source. The people whose addresses that were gather in this manner never requested information from you. Email addresses gather in this manner will be considered SPAM.

An Opt-in list is NOT the addresses of advertisers who sent you their offers at YOUR request. These advertisers did not ask to see your offer.

An Opt-in list is not a list that you purchased. The people on the purchased list did not subscribe to your list. If you purchase leads and the people do not subscribe to what you have to offer, you can be accused of SPAM.

GETTING STARTED WITH LIST BUILDING

List Building is the "One Thing" you must do if you expect to make money on-line.

And you definitely will not make very much money advertising your products by sending ads directly to safelists.

However, you can use safelists to help build your Opt-in list and then sell to that list.

Now, you may be thinking this does not make very much sense, "I can't make money from safelists, but I can develop a list from those very same safelists to make money

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from. Why would anyone want to use safelists to build their Opt-in list?" After all, there are certainly better list building methods than safelists.

Let me further explain.

Advertising can get pretty expensive. But free Safelists can be used by those who have plenty of time and don't want to spend a lot of money on advertising.

The easiest way to grow your list via your safelists is to give away something for free of value. Give away a free book, report, software or course of value to potential subscribers and in return you get their email address.

Then follow up with your potential customers with a series of well written messages since most people will not buy from the initial email.

Here is a simple way to Build your own Opt-in List using safelists. First join as many Free Safelists that you can manage.

Use the [Safelist Directory eBook™ v3.0](#) to find thousands of FREE web-based mailer safelists to email your ads to.

Next you will need an autoresponder or a sign up form on your web site.

WHAT IS AN AUTORESPONDER?

An AutoResponder is basically the e-mail version of a fax on demand but will automatically store the person's information and send a series of emails that are stored in the system. These letters can be set to go out at select intervals.

The AutoResponder is the most important tool in building your list. Most people will not buy on the first contact. It generally takes 7 or more contacts by you to the potential customer before they will buy your product

The AutoResponder will deliver your message, free book, report or course. This way, your messages your product, service or program are keep in front of the potential customer so they will remember you.

The AutoResponder messages build up trust with your prospect and then they are more willing to consider your offer/product/program.

When you or someone sends an email to your autoresponder address or you enter a name into the system, the following will happen:

- Your first message will be sent

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- You will receive a notice that some one sent a message to your autoresponder
- The person's name and email address are captured and added to your Opt-in autoresponder list
- The other messages will be sent out at the intervals that were previously selected by you

Once it is set-up all you have to do is add names and email addresses and load it with 7 or more letters in your system, then you will be able to concentrate on building your list.

Make sure that you enter your email address in order to test your emails. This will also ensure that the messages are formatted correctly etc.

Because AutoResponders are so important, you need to have a good reliable AutoResponder system.

[Sendfree](#) offers a free autoresponder. However, each message you send out will have a classified ad on top of it. Personally, I'd rather not have other ads competing with my advertisement.

This means that you would have to use a paid autoresponder service vice a free autoresponder. I use several different autoresponders. I use [wwKiosk](#) because of the use of unlimited autoresponders (wwKiosk refers to them as supersponders) as well as other tools such as their safelist franchise, free Leads, free hosting, safelist script and FFA.

[Profitautomation](#) autoresponders are excellent and offers free autoresponders for 30 days. These [Autoresponders](#) effortlessly follow up sales and leads, manage your mailing lists, and build repeat customers.

Another excellent autoresponder that I use is [Aweber](#), one of the best autoresponders on the market.

BUILD YOUR OWN OPT-IN LIST USING SAFELISTS

Here is a simple way to Build your own Opt-in List using safelists. First join as many Free Safelists that you can manage – some responsive ones are listed in appendix A.

Next point all inquiries and offers from your ad to your autoresponder address.

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In other words, do not use the URL of the product or service that you are trying to promote, use a separate autoresponder email address for each product or service.

Remember the goal is to use your autoresponder to collect the email address of your potential customer.

Let's look at the following free video giveaway example for "[Headline Creator Pro](#)", a software tool that creates headlines. Since giving away free information is the easiest way to build your Opt-in list, I wrote the following ad to give away the free video:

"Free Online Video Shows You How to Create Great Headlines. What if you answer 4 simple questions and push 1 button to get 100 killer headlines in 17 seconds? Thanks to our amazing software, you now can get 100 top notch headlines in record time say goodbye to mediocre ad results forever. To get the free video, Go To: <mailto:freevideo@kioskcities.ws>"

The above ad is sent to all of my safelists. Note how the autoresponder email address, <mailto:freevideo@kioskcities.ws>, is used vice the product URL (the customer will click on the product URL once he/she has read the first autoresponder message).

When a potential customer responds, my autoresponder collects the person's name and email address and adds it to the Opt-in autoresponder list; and then immediately sends out info about the free video.

This next step is important. Always send them a confirmation letter immediately. The confirmation letter should always include an opt-out or "remove me" link.

If your subscriber did not want to be on the list for some reason, they can opt out by clicking the opt-out link. Most good autoresponders have opt-out features included. Just make sure that feature is turned on when you send you confirmation message.

The other previously stored messages will be sent out at the intervals that were selected.

Lets go over the steps for using safelists to build your lists:

- Join lots of Safelists
- Get an autoresponder
- Have a Free book, report, course, CD etc... to give away
- Write an ad for your Free product

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- Write 7 or more follow up messages
- Point all inquiries and offers from your ad to your autoresponder address.
- Use Safelist Submitters to post the ad to all of your safelists

Here is an example of an email ad that I used to get subscribers to for my 5 day eCourse on safelist submitters:

Subject: Don't Join any Safelist Submitters Until You ==>READ THIS!!

*Don't know much about safelist submitters.
Don't know how they work or the best one to sign up for.
Then you need the "Automate Your Safelist Marketing"
eCourse.*

*Sign up for the free "Automate Your Safelist Marketing"
eCourse and receive three days of high quality info
on safelist submitters.*

*Send blank email TO:
==> <mailto:safelistsubmitters@kioskcities.ws>*

All the best,

*Russell Carter
rcarter@russellcarter.com
---*

*9203 Sandy Creek Road
Ft Washington, MD 20744
3015675605*

This is a commercial email

This email built me a targeted list of over 250 subscribers who were interested in safelist submitters in no time. Then my seven follow letters were use to provide informative information about safelist submitters.

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FOLLOW UP

So now you have started inquiries to your autoresponder and you are starting to develop the opt-in list. But, after you've delivered that free book, report or eCourse to your subscriber, you need to send him/her further follow-up information to make the sale.

When you don't follow that first message with additional messages, you may lose a potential customer. So, do not lose profits due to inconsistent and ineffective follow up?

In order to be effective, you need to design an autoresponder follow up method, and stick to it. If you don't follow up with your prospects consistently, INDIVIDUALLY, and in a timely fashion, you will lose them.

WHAT FOLLOW UP METHOD REALLY WORKS?

Following up with each lead individually, multiple times, but at set intervals, and with pre-written messages, will dramatically increase sales! Marketers who use this same technique confirm that they have increased the sales of various products or services!

First, develop your follow up messages. You should already have a first informative letter loaded into the autoresponder.

Your next letter marks the beginning of the follow up process, and should go into more detail than the first letter. Stress the BENEFITS of your products or services!

Your next 2-3 follow up letters should be shorter than the first two letters. This message should list benefits and potential uses of your product.

The next couple of follow up messages should create a sense of urgency in your prospect's mind. Make a special offer, giving her a reason to order NOW instead of waiting any longer. After reading these follow up messages, your prospect should want to order immediately!

Write each of your final 1 or 2 follow up messages in the form of a question. Ask your potential customer why he or she hasn't yet ordered? Try to get them to respond about the price or feature.

Even if they do not order, the feedback can help you modify your follow up letters or products, so that other potential customers will order from you.

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The timing of your follow up letters is just as important as their content. You don't want one prospect to receive a follow up the day after he gets your initial informative letter, while another prospect waits weeks for a follow up!

Always send an initial, informative letter as soon as it is requested, and send the first follow up 24 hours afterwards. You want your hot leads to have information quickly, so that they can make informed buying decisions!

Send the next 2-3 follow up messages between 1 and 3 days apart. Your prospect is still hot, and is probably still shopping around! Tell him about the benefits of your products and services, as opposed to your competitors'. You will make the sale!

Send the next final follow up messages later on. You certainly don't want to annoy your prospect! Make sure that these last letters are a couple of days apart.

Following up effectively seems complicated, but it doesn't have to be! So many potential customers are lost because of poor follow up - don't you want to be one of the few to get it right?

TIP

You should always send your sign-up a "thank you for joining my safelist" email and start your follow up process. In this case it is recommended that you send a series of informative emails or free offers before you try to sell your product. Build trust with your potential customer before you start to bombard them with offers.

Give this Method a Try - there is no faster way of increasing your online income than building your OWN Opt-in List. Use safelists to build your own large network of contacts and the possibilities will be endless.

[Autoresponder Magic](#) by Yanik Silver is an excellent ebook on autoresponders and developing follow-up messages. Download this free book and discover the magic of autoresponders.

Also, as an example of how I use autoresponders, I wrote a 5 day email course on Safelist submitters. Below is the first message that my autoresponder sends out when you click on the link in my ad:

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Subject: Automate Your Safelist Marketing Efforts, Part 1

Hi ~~NAME~~,

Welcome to the "Automate Your Safelist Marketing" eCourse. This course was developed as an introduction to automating posting ads to safelists using safelist submitters.

Today and for the next 4 days you will receive parts 1 - 5 of the course.

Lets start with Part 1. I hope you enjoy it,

*Russell Carter
rcarter@russellcarter.com*

*Automate Your Safelist Marketing Efforts, Part 1
By Russell Carter*

Automation is one of the main keys to online success. And safelist auto submitters are one of the most effective time saving automation tools available if you are marketing with safelists.

Posting to safelist manually, one safelist at a time, can be time consuming and boring. If you are only posting to several safelists, then manually is okay.

However, to effectively market with safelists, you need to post to hundreds of safelists. This is a numbers game, the more safelist that you post to, the more results you will see.

Safelist users should automate posting ads to safelists as soon as possible. The tool that you need in your arsenal is a safelist auto submitter.

Auto submitters are also known as safelist auto posters, safelist auto submitters, safelist submitters,

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safelist bulk posters, safelist bulk mailers, and safelist blasters. All of these names refer to applications that can post ads automatically to hundreds of safelists.

Instead of having to log into each safelist individually, log in once with the auto submitter, submit your ads and send to hundreds of safelists with one click. It would take hours to manually post to 100 safelists. It only takes several minutes using a safelist auto submitter.

Well, thats it for today, but stay tune for Part 2 where I will talk about how to use a safelist auto submitter.

Part 2 of "Automate Your Safelist Marketing eCourse" will be in your box tomorrow.

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*SafelistBoys...exactly what you hope it is
Inexpensive...GO To
<http://www.adminder.com/c.cgi?affbiz&safelstboy>*

The above was the first of five messages sent to the subscribers who signed up for the ecourse. I gave the subscribers 5 days of free useful information on a subject that interested them. The five emails were spaced 2 – 3 days apart. Note at the end of the first course, I included an ad for the SafelistBoys Safelist Submitter. Prospects don't mind looking at your offer if you give them useful information.

You can download the 5 day course by going to the following autoresponder link:
<mailto:safelistsubmitters@kioskcities.ws>

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TIP

Some safelists will actually help you build your list. Many will send you the email address of members who sign up under you. For example, [Business World List](#), [Cashblaster](#), [Herculist](#), [wwKiosk](#) and [Promoneymail](#) will send you an email stating that you have the new member. In this email, included is the name, date and email address of the person who signed up under you. Then go to your members section of the safelists and go to stats. There you will find your downline with their email address.

Now my friend, you are on your way to building your list using safelists. It doesn't happen overnight! The number of subscribers you get will depend on how hard you work your safelists - 5 to 10 sign-ups each day will be a good starting point.

And that's using the free safelists. Upgrade to PRO or EXE membership in these safelists and you will receive more subscribers to your opt-in list every day.

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Chapter 11 - ARE YOU SELLING PRODUCTS THAT **NOBODY WANTS?**

STOP trying to sell products via safelists that nobody will buy.

I go through my safelist email box and see a lot of junk being advertised. Nobody is going to buy 99 percent of this stuff.

Look, the main reason that I submit my ads to safelists is to get someone to subscribe to my opt-in list. From there, I can market a variety of internet related products and services.

That said...

My secondary reason is to sell products and services that marketers **want**. .. in particular, marketing products and services that "safelist" users use for their marketing efforts.

It is safe to say that you can market almost any internet related product or service using safelists.

However, your main customers are other safelist users. Let me repeat that...

"YOUR MAIN CUSTOMERS ARE OTHER SAFELIST USER'S".

I see hundreds of products and "get rich schemes", but I am not buying any of this. And 99% of safelist users are not buying those products either.

But when I see an ad that will help with my safelist marketing efforts, I click on the ad and sometimes will join the program or make the purchase.

So what are safelist users looking for? They are looking for products and services that will make them more money; save them money; save them time and help them avoid a lot of effort.

They are looking for products and services such as other safelists (make them more money), email boxes, safelist submitters (save them time and help them avoid a lot of effort), ad trackers, autoresponders, web hosting, free products (save them money), advertising services etc... products or services that will help safelist users with their marketing efforts.

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Safelist users are also looking for internet related marketing products or services (make more money) such as ebooks, software, affiliate products/programs or services.

However, keep in mind that most safelist users are trying to sell their product and may not be interested in what you are selling. This is why I recommend to initially offer products that will help safelist users with their marketing efforts.

TIP

Consider this, what is better - advertise your safelist ads to prospects who don't care... or offer them the "picks and shovels" they require to succeed with safelist marketing.

For example, I joined the [SUBBER](#) Submitter because it makes my job of submitting to hundreds of safelists easier; it allows me to test my ads since I can rotate 5 different subjects; and I can make money with the affiliate program.

I searched my list mail inbox specifically to find a dependable email service and found [YuhKnow](#) or [ListMail4u](#).

I joined [Business World List](#) safelist because I knew that it was one of the most responsive safelists on the net and has over 40,000+ responsive members.

I joined [wwKiosk](#) because I was looking for a web host that also offered a variety of other products such as autoresponders, safelist franchise, safelist software and free leads.

I joined [YOURFREEWORLD](#) affiliate program because it offers a wide array of safelist products to market such as safelist validators, safelist scripts, safelist hosting, safelist mailbox cleaners and more.

The point is, I search safelists ads to find products that will help me with my marketing efforts. This is what many safelist users do. They will buy products that will help them sell their products.

So, target your ad for your target audience, "safelist users", and give them useful products they can use.

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However, in selling any products or services using safelist, make sure that you have a system in place to obtain the email address of your potential customers. That way, you can follow up with your other or “non safelist related offers” time and time again.

AFFILIATE PROGRAMS

Safelists can be used to market non safelist related affiliate programs as long as you concentrate on getting the email address of your prospect rather than attempting to make the sale with your ad.

The following are a list of non safelist related affiliate programs that I recommend you to market with your safelist ads. I have found these programs to be supportive, honest, responsive and all have excellent products.

The [Internet Marketing Center](#), run by Cory Rudl, has a wide range of excellent products. I have purchased many of these products myself. I attract many subscribers to my optin list through a simple autoresponder series on several Internet Marketing Products.

Ken Envoy's "[Make Your Site Sell](#)" products over deliver and are excellent for getting responses for you safelist ads.

Marlon Sander's is best known for his "[Amazing Formula](#)". However, his affiliate program has a wide range of products that would be useful to safelist users.

Neil Shearing's popular site, the [Scamfreezone](#), offers products that will attract safelist traffic. One product that I market, the Internet Success Blueprint, is great at attracting safelist subscribers to my optin list.

Jimmy Brown's popular affiliate program, [Profit Vault](#), even has several autoreponder courses to help you market his products. Just send your safelists subscribers to one of these autoresponder courses, sit back and let the course sell the products.

[wwKiosk](#) is easy to market via my safelist ads because their affiliate programs offers free leads, unlimited autoresponders, web hosting, safelist franchise and much more. This program offers several free autoresponder courses to help sell its product.

The key here is to concentrate on getting the email address of your prospect rather than attempting to make the sale with your ad. Then you can use your follow-up methods to offer your prospects free information and eventually your sales offers.

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Chapter 12 - THE BEST TIME TO SEND YOUR SAFLIST ADS

When is the best time to send your safelist ads?

Which day of the week better than other days?

Is AM or PM better to post your ads?

Or, how often should you rotate your ad?

Imagine this...

You have a great offer and have spent hours writing a killer ad. You have a subject line that really pulls. You also check to see that formatting for your ad is correct.

Everything is in place. You post your ad to all of your safelists and send them off. You just know you will receive many responses/subscribers/sales.

You check your email a couple of hours later. Nothing! You check your email again a couple of hours later and still nothing.

You check the next day and you have only 2 subscribers and no sales. Now you are concerned! What went wrong? You back track and go over everything that could have gone wrong.

Then it hits you like a ton of bricks! Its Christmas Holiday and people are out shopping or spending time with family!

When you send your ads is almost as important as your subject line or the content of your ad. Because no matter how good your subject or the content of your ad, no one will see it if you send at a time when people are less likely to open their mail.

Both the frequency and timing of your safelist marketing campaigns can have an effect on the response of your safelist ad. You can increase the response of your ads by adjusting the times when you send your safelist ads to your lists.

HOW MUCH COMMUNICATION IS TOO MUCH?

Due to the nature of safelists, there is no such thing as too much communication because you need to get you ads in front of as many people as possible. With

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safelist marketing, you can send as often as necessary and will not be accused of SPAM because these are opt-in lists.

Generally, with safelists, the more often you send your ads, the better the response. Safelists are different from your own personal opt-in list where very frequent mailings will cause people to unsubscribe from your list.

However, it is advised that you rotate your ads daily. Your ads will become stall if you are sending the same ad every day. People will simply delete your ad.

All audiences and businesses are different. Think about your product or service you are trying to target with your safelist ads and how often your customers use it or buy. This, as well as testing, will help you determine how often to communicate.

HOW MUCH COMMUNICATION IS NOT ENOUGH?

Again, due to the nature of safelists, communicating too infrequently is "bad". I hate to repeat myself, but safelist users need to send out as many ads as possible "everyday". If you do not expose your ad enough, no one will see it due mainly to safelist users deleting your mail.

There is no such thing as NOT enough communicating in safelist marketing. This is different from your opt-in list where communicating too little will cause your list to forget about your or forget that they subscribe to your list.

BEST TIME OF DAY TO SEND MAIL

What's the best time to hit "send?"

A very famous internet marketer said his test has proven that most emails sent mid-day (11am-2pm) will get better responses. Sending during this time gets better open and click-through rates than send email in the evenings.

However, safelists marketing is unique in that many safelist users with POP 3 email boxes are now using mailbox cleaners to delete email at set intervals.

Generally, most servers are set to empty your mailbox every 12 hrs automatically at 12 Noon and at 12 Midnight.

In this case, you want to send your ads right after midnight or after 12 noon. That way, your ad has the possibility of staying on the list for 12 hours before it is automatically deleted.

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Again, safelists are unique because some ads are sent out immediately while others ads are not. Your best bet would be to use safelists that send out your ads immediately, and then you can send the ads between the times that the mailbox cleaners are deleting your email. You would not want you ads sent out on the same intervals that the mailbox cleaners operate... would you?

BEST DAY OF WEEK TO SEND MAIL

Now, what are the best days of the week to send out safelist ads? Tuesdays, Wednesdays and Thursdays have been proven to be better days for sending emails for both consumer and business audiences.

However, I have received very good responses from my safelist ads on Fridays as well as weekends. My goal was to get subscribers to my list. So, it is possible that people will opt onto your list quicker than they will open their wallets and depart with money.

Again, the bottom line is to test which days are better for your particular ad. It depends on what service or product you are marketing to your target audience. And it depends on if you are trying to get subscribers or trying to sell with your safelists.

ARE HOLIDAYS A GOOD TIME TO SEND EMAIL?

What about Holidays? It is hard enough as is to get safelist users to open your ads on non holidays. Holidays in general are bad for sending safelist ads because people are out of town or spending time with friends and family members. Marketers are less inclined to open your emails. This is especially true around Thanksgiving and Christmas. These are two of the busiest holidays of the year.

TESTING AND ANALYZING YOUR FEEDBACK

The best way to determine the best day of the week or the best time of day to send your safelist ads is by testing and then monitoring your feedback (e.g. email replies, survey responses, and unsubscribes).

I recommend sending the same ad to your safelists on different days of the week and write down your results. Then test sending your ad at different times during the day and again write down your results.

Be sure to record your results from your tests. You can then establish a schedule that is ideal for your safelist audience. Here are some of the things that you should record:

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- Number of Sales
- Number of New Subscribers to your List
- Number of email replies

Depending on the results of your test, use the day of the week and the time of day that gives you the optimum responses from your ad.

My number one criteria for determining whether my safelist ads are working is the “***number of New Subscribers to my list***”. I am less concerned with making sales directly from safelist ads than getting new subscribers whom I can email my ads to after I have established contact with them.

It is also a good sign if you are getting email replies after sending out safelist ads. This means that people are reading your ads.

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Chapter 13 - THE VALUE OF OWNING YOUR OWN SAFELISTS

Some marketers will argue that the value of posting to safelists is now non-existent and the only way to make money is to OWN the safelist.

First of all, I believe that safelists are still a viable marketing tool if used correctly.

However, the value of owning a safelist cannot be overlooked.

What is the value of owning a safelist?

First of all, with safelist ownership, you instantly have your very own opt-in list to offer YOUR products and services that you are trying to sell.

Folks, this is free advertising for your business. All the members are yours to advertise to when you want to.

Safelist ownership gets your email ads read. You are in control of the admin area where you can send email to members when you want to. However, I would not abuse this privilege. The quickest way to have members unsubscribe is to constantly send offers to their contact email address.

Secondly, your safelist will pay for itself and bring in residual income, month after month if you charge for membership. Then as your list size grows, you may even charge more for PRO membership. It's totally up to you.

Remember, you are in control of your list and its management. You could adopt any payment/reward structure you want.

Everything else is up to you. For example, you could offer to upgrade the first 500 Free members to PRO. It's your call.

Even offering a safelist with all free membership, you still can also profit from:

- selling solo email advertising
- selling text ads on your safelist site
- selling outgoing header ads

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- selling outgoing footer ads
- selling banner space
- selling button links
- selling credits points

You can even swap advertising space with other website owners.

Or...

You can sell your safelist for a profit and then start another list.

Marketers who use safelists are always looking for more lists to join. As an owner of your very own safelist, you will be providing a service to the thousands of people who still use safelists.

So for those of you who feel that you cannot profit from posting ads to safelists, then why not own your safelist and profit from monthly income from membership, advertisement, banner space and link sales.

Most important, since these are your members, you will profit from the sales of products and services that you are trying to sell.

Safelists are easy to operate and own even if it is a lot of work....even a novice can do it!

If, you are interested in owning you own safelist, [YOURFREEWORLD](#) has excellent safelist scripts. [wwKiosk](#) also offers a safelist script as well as unlimited autoresponders as well as other tools such as their safelist franchise, free Leads, free hosting, and FFA.

Chapter 14 - **OWN A SAFELIST SUBMITTER BUSINESS**

OWN A SAFELIST SUBMITTER BUSINESS

Some marketers will argue that the value of posting to safelists is now non-existent and the only way to make money is to OWN the safelist.

Now lets take this one step further. The real way to make money with safelists is to OWN a safelist submitter.

Safelists are still a viable marketing tool if used correctly. However, the value of owning a safelist submitter cannot be overlooked. What is the value of owning a safelist submitter?

First of all, with safelist submitter ownership, you instantly have your very own opt-in list to offer YOUR products and services that you are trying to sell. Folks, this is free advertising for your business. All the members are yours to advertise to when you want to.

Safelist submitter ownership gets your email ads read. You are in control of the admin area where you can send email to members when you want to. You control members accounts, renewing memberships, affiliates pay plan,

pricing per month, adding lists to the submitter, deleting members and much more.

Secondly, your safelist submitter will pay for itself and bring in residual income, month after month when you charge for submitter membership. Imagine charging \$10 membership per month with only 10 members. Thats \$100 per month.

What you earn if you had 30 members. Do the math, that \$300 per month.

Remember, you are in control of your safelist submitter list and its management. You could adopt any payment/reward structure you want.

Even offering a safelist submitter with all free membership, you still can also profit from:

- selling solo email advertising
- selling text ads on your safelist submitter site

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- selling banner space
- selling button links

Safelists owners are always looking for more safelist submitters lists to join. As an owner of your very own safelist submitter, you will be providing a service to the thousands of safelist owners who have safelists.

So, for those of you who feel that you cannot profit from posting ads to safelists or even owning a safelist, then why not get your own safelist submitter and profit from monthly income from membership, advertisement, banner space and link sales.

Most important, since these are your members, you will profit from the sales of products and services that you are trying to sell also.

Lets not forget that you can send your ads to all of the safelists also. You have the ability to reach hundreds of thousands of safelist members.

Remember, safelist marketing is a numbers game, the more people you reach, the better your chance of having your ads read. This means more members to your opt-in list and more product or service sales.

What better way to reach your target market than from owning the safelist submitter.

Check out [Safelist Submitter Services](#) if you are interested in owing your own safelist submitter business.

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Chapter 15 - HOW THE NEW EMAIL REQUIREMENTS OF THE U.S. CAN-SPAM LAW APPLY TO YOUR SAFELIST MARKETING

If you send email for any business purpose, you must know how the new email requirements of the U.S. CAN-SPAM law apply to your safelist marketing efforts.

The new law states that all promotional email (all means all...solo ads, newsletters, autoresponder messages and everything except personal email) to any U.S. resident must comply with new regulations.

Failure to comply puts you at risk of potential civil fines of \$250 per violation (each email is a separate violation) up to \$6,000,000, criminal penalties that include a felony conviction, jail time and fines, and the seizure of all your business and personal assets.

Every single safelist message you've been using may fail to meet these regulations. You must immediately update your safelist message contents to comply with the CAN-SPAM law or stop sending email.

In summary, you need to do the following if you are sending out emails to safelists even though your subscribers opt-in and give you permission, you still have to put these items in each email:

1. A valid physical address in you emails.
2. An opt out link at the bottom of your emails.

You must unsubscribe someone within 10 days of their request to unsubscribe them.

Also, your subscribers must be able to email you back for any reason. This means that you should have a valid email address.

It is illegal to use deceptive subject lines in your safelist ads to get your emails opened. Examples of deceptive emails that I found in my inbox recently are:

- You have a made a sale
- You have a check waiting

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- \$500 per day \$\$ GUARANTEED \$\$ within days !!!
- Turn \$25 a month to \$46,600-Claim YOUR FREE Top Position
- Earn \$1275-\$4700/Month or 100% Money Back Guarant'eed
- Turn \$25 a month to \$46,600-Claim YOUR FREE Top Position
- \$1020 per Month With No Sponsoring
- Could you use an extra \$500, \$1,000, or even \$5,000 a month ?
- Invest \$1 to Make \$5000
- You Will Get \$1200 Back If Join GSI/TELECOM by 12/31
- Enlarge Your Penis by 3 Inches

I recommend looking at John Gordecki's book "[Safelist Secrets Revealed](#)" for examples of "good" and "bad" subject lines.

The bottom line is to not use deceptive subject lines in your safelist ads to get your emails opened. Learn how to write good headlines and there is no need to use deceptive subject lines.

This law is actually fair to legitimate internet businesses and if followed should cut down on SPAM.

If you would like to review the law, [CLICK HERE](#).

Jim Edward's offers a guide, [THE ONLINE MARKETER'S & WEBSITE OWNER'S LEGAL INFORMATION CLINIC](#), to the Practical steps to minimize your risk of making yourself a target for the Federal Trade Commission (FTC) or other law enforcement agencies!

I also recommend reading Shawn Casey's [INTERNET LAW COMPLIANCE SYSTEM](#) gives you a basic explanation of the steps you must take to structure your website to comply with the law.

Our job as safelist marketers is to comply with the law in our opt-in emails.

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Answer the following Can Spam Compliance questions before you send out your safelist ads:

- Does your email include a way for recipients to unsubscribe, e.g. an unsubscribe/opt-out link and/or instructions?
- Are you prepared to handle all unsubscribe requests within 10 days of the request?
- If you use multiple email products, or have multiple databases from which you send emails, are you prepared to process all unsubscribe requests across all lists?
- Are you using good mailing practices? Have you been honest and truthful?
- Have you used a legitimate header?
- Have you used a valid "From" address?
- Is your "Subject" line straightforward, vs. misleading?
- Is your physical address included in your email campaign?

The ad below is a good example of an ad that complies with the Can SPAM Laws.

Subj: Create Safelist Headlines That Sell Like Crazy

Have you ever struggled to create safelist ads?

Have you ever wondered why your safelist ads are not performing well...

Here's the answer: It's your safelist headline!

Your headline makes or breaks your ad. A great headline can increase your response by 700% to 800%. If your headline sucks, you should just save yourself the money and never run the ad.

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*And the headline is the toughest part to write...
Until now, that is.*

*Thanks to amazing new software called "Headline Creator Pro",
all you have to do is answer 4 simple questions and click on
1 button. Within 17 seconds, you have 100 killer headlines
presented to you ready to make your sales soar.*

Get the secret here:

<http://www.adminder.com/c.cgi?affbiz&headlines>

*Remember, if you can't get them to open the email,
or you can't get them to read the body of the ad,
you're just spinning your wheels.*

*Yours in success,
Russell Carter*

*This email contains an advertisement, solicitation
or promotion.*

*rcarter@russellcarter.com
9203 Sandy Creek Road
Fort Washington, MD 20744
301 567-5605*

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Insider Secrets To Marketing With Safelists

Chapter 16 - CLOSING REMARKS

What is the future of safelists?

Is sending ads to safelists a waste of time?

Will safelists be obsolete in a few years?

Should marketers even use safelists in their marketing efforts?

I agree that safelists are not as effective as they once were. With all the problems with safelists, obsolescence will never be an issue because safelists may be the least expensive form on online advertising.

Safelists are here to stay for the mere fact that it is free or very inexpensive advertising. Where else can send hundreds of thousands of opt-in email ads for free or very little cost.

For example, you can send 100,000 free safelist ads using submitters. That number of ads could cost you \$100.00 or more.

Since so many people are joining safelists on a daily basis, you will have an on-going source of fresh leads. Safelists are excellent for making contacts and for getting subscribers to your programs.

Safelists are excellent vehicles for newbies who are just starting out with marketing on the internet. Newbies have the opportunity to learn about internet advertising through safelists without putting out a lot of money.

Safelists are also an excellent vehicle for testing your ads prior to starting a large advertising campaign. This is something many of the “gurus” do all the time.

So, I believe it is “safe” to say that safelists are here to stay.

Many people are still critical of safelists because of the issues of receiving tons of email; using throw away email accounts and receiving little or no response from safelist ads due to people not reading their mail.

However, safelists can be a very viable marketing tool if used correctly. Just follow these **12 Simple Steps** to marketing with safelists and you will see results from your safelist efforts.

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12 SIMPLE STEPS TO MARKETING WITH SAFELISTS

Step 1 - Join as many free safelists that you can. This is a numbers game; you need to get your message out to as many folks as possible. **Join the free list where you have the option of upgrading to "Paid" or Pro.** Free safelists that offers a Pro upgrade are more responsive (See Chapter 1 for more details).

Step 2 - Join several "PAID" lists. Paid lists have members who are more serious and are more open to your offer. Also, the eMail addresses are usually deliverable. Paid list will let you mail daily or several times a week versus a free list where you may only be able to mail once per week (See Chapter 2 for more details).

Step 3. - **Get two (2) professional** email accounts other than your main account to receive emails. These are your **contact** and your **list or subscribe** email accounts. You need a contact email address to receive administration messages from the safelist owners. You need a subscribe or list email address to receive emails from other members of the list. In addition, you will receive a confirmation email from each safelist to your subscribe address requiring that you verify your new membership. (See Chapter 3 for more details).

Step 4 - Get a **Safelist submitter** so that you can email to hundreds of lists with one click! Posting to safelist manually, one safelist at a time simply is a waste of valuable time. If you are only posting to several safelists, then manually is okay.

However, to effectively market with safelists, you need to post to hundreds of safelists. This is a numbers game, the more safelist that you post to, the better your results you will see.

Safelist users should automate posting ads to safelists as soon as possible. The resource that you need is a safelist submitter. Make sure that the submitter you choose has **auto join as well as autovalidate** capabilities. (See Chapter 5 for more details)

Step 5 - Learn the **secrets of writing good subject lines** for your ads. Otherwise, no matter how good your offer is, no one will see you ad. Your headline is the single most important part of your safelist ad. The headline will make - or break - your safelist ad or salesletter. If your headline is boring, dull, or - worse - non-existent, you won't make the sale or even get a sign-up to your list. (See Chapter 8 and 9 for more details).

Step 6 - Learn How to **write effective ad copy** so that customers will visit your site or autoresponder.

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Step 7 - Track your safelists and test your ads to see which ones are responsive. Throw out the ads that are not responsive. **Throw out the safelists that are not responsive.** (See Chapters 6 and 7 for more details)

Step 8 - Choose **an in-demand** product to market. This can be an affiliate program, info product free ebook, free report or course etc.... This can also be another safelist or safelist related products. (See Chapter 11 for more details)

Step 9 – **Do not attempt to make sales directly through your safelist ads.** Instead, concentrate on obtaining an email address from every customer and potential customer and **build your Opt-in list.** To do this you need an autoreponder or a sign up page on your site. (See Chapter 10 for more details).

Step 10 - **Obtain permission to send periodic, value-added mailings to your Opt-in list because this is where you will make you sales.** (See Chapter 10 for more details).

Step 11 - Use a list server to organize and maintain your mailing list.

Step 12 - Become educated and stay current in the world of online marketing.

Learn the marketing and sales techniques of the online world, and apply them to safelist. Several excellent resources are:

“The [Amazing Formula](#)” by Marlon Sanders

“[The Insider Secrets to Marketing Your Business on the Internet](#)” course By Cory Rudl.

“[Mining Gold On The Internet](#)” by Shane Casey

“[Internet Success Blueprint](#)” by Neil Shearing

“[Make Your Site Sell](#)” by Ken Envoy

“[33 Days To Online Profits](#)” by Yanik Silver and Jim Edwards.

I hope you have a better understanding of how to effectively market with safelists. Please re-read this book and put some of the strategies into action. Nothing will ever happen if you don't follow-up with action.


The key is **to test, test and test again until you find a strategy that works.** Good luck with your marketing with safelists efforts.

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APPENDEX A - FREE SAFELISTS

All of these lists below have free membership options. Some may still offer Free PRO Upgrades. Use the [Safelist Directory eBook™ v3.0](#) to find thousands of FREE web-based mailer safelists to email your ads to.

1. [Business World List](#) 46,380+ Members 
2. [Herculist](#) 31,200+ MEMBERS! JOIN FREE
3. [Traffic Attractor](#) 2270+ MEMBERS! JOIN FREE!
4. [TheMadVlad](#) 2421+ MEMBERS! JOIN FREE!
5. [Gotsafelist](#) 3009+ MEMBERS JOIN FREE!
6. [Traffic Racer](#) 2520+ MEMBERS! JOIN FREE!
7. [Ad Gliders](#) 55 MEMBERS! JOIN FREE!
8. [Safelist Addicts](#) 5437+ MEMBERS JOIN FREE!
9. [Viral Profits](#) JOIN FREE!
10. [Guaranteed Results](#) 1320+ MEMBERS! JOIN FREE!
11. [Big Ant](#) 6553 MEMBERS - JOIN FREE
12. [Cash4u Safelist](#) 19,893+ MEMBERS! JOIN FREE!
13. [Cashblaster](#) 10241+ MEMBERS! JOIN FREE!
14. [Promoneymail](#) 118,759+ MEMBERS! JOIN FREE!
15. [Ad Solution Line](#) - 5871+ MEMBERS! JOIN FREE!

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16. [wwKiosk](#) 11,542+ MEMBERS! JOIN FREE!
17. [Mail For Profits](#) JOIN FREE!
18. [Adtactics](#) 13,925+ MEMBERS! JOIN FREE!
19. [The Safelister](#) 17,460 MEMBERS! JOIN FREE!
20. [American Pride](#) 3181+ MEMBERS! JOIN FREE!
21. [Traffic2you](#) Safelist 4,400+! JOIN FREE!
22. [EPowerList](#) 1000+! JOIN FREE!
23. [Pearls Of Wealth Passionate](#) - 2,613+ MEMBERS!
24. [Newage Marketing Supreme Safelist](#) - 6369 MEMBERS
JOIN FREE
25. [Safeoptin Safelist](#) - 2000+ MEMBERS - JOIN FREE
26. [Oneclick Safelist](#) 12,275+ MEMBERS! JOIN FREE
27. [Big Bananza Safelist](#) 4436+ MEMBERS! JOIN FREE
28. [Ace Safelist](#) 2,340+ MEMBERS - JOIN FREE
29. [Crystal Clear Solutions](#) 1084 MEMBERS - JOIN FREE
30. [All Downline](#) - 11,003+ MEMBERS - JOIN FREE

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NOTES:

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