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Introduction To Safelists

To start off this course, and before going on to specifics, I will explain exactly what a safelist is. I will also cover the differences between web-based and group-based safelists, and explain the difference between free and pro safelists.

Let's start with what a safelist is.

In the simplest terms, a safelist is a members-only mailing list where all members have agreed to receive emails and ads from everyone else on the list.

Think of a safelist as a giant email marketing co-op. The benefit is that these members who have joined the safelist can then send their emails to other list members. The majority of these emails are promotional or advertisements.

Where does the term "safelist" originate? Well, a safelist is a list where members can safely post ads and messages which are not considered spam. Spam is always unsolicited email. The act of joining a safelist indicates that you are agreeing to receive emails from the other members - and they are willing to receive emails from you.

Spamming doesn't work - it simply ends up in the trash. Safelists have been proven to be effective if you are looking to attract targeted prospects. This is because virtually everyone on a safelist is attempting to make a profit online. This gives you literally thousands of potential prospects receiving your advertisement or promotion.

There are some extraordinary benefits to belonging to a safelist. First of all, you are in direct touch with a targeted list of members who have usually paid to join, which means they are serious about marketing and they are serious about finding out about other services and goods. Another benefit is that all emails are protected from being denounced as spam, as long as the rules of the list are followed.

Some safelists give you unlimited space to send your emails. This gives you a lot of room to explain your business in the kind of detail it deserves. Some safelist even offer you the ability to send graphics and text in HTML format.

Safelist messages are sent quickly, and included links to your websites have the potential to draw quality traffic within minutes - which translates into rapid sales.

As an extra benefit, many safelists offer extra features, such as free software, tips and advice, and other benefits.

Web-based and Group-based Safelists

There are basically two different types of safelists, web-based safe lists and group-based safelists. Remember the basic function of joining a safe list it allows you to send emails to a large database of members who have all agreed to receive your emails, which means your emails are not considered spam.

The difference is that in a web-based safelist, you first log onto their website, and then

you send your email or advertisement directly from their server. Recipients of your emails automatically recognize safelist messages because they are sent from the safelist address.

Group-based safelists work by allowing you to send your emails through a special email address, which then distributes your email to all the members of the group. Again, each of these members have opted-in to the safelist, so your emails will never be accused of being spam.

With web-based safe lists, you post your advertisement on their web page, and then it is distributed to all the members on the list. You can sign up for these lists by following the instructions on their site. Most lists will send you a confirmation email that requires you to either reply or go to a link and validate your address and desire to sign up. This allows the lists to be "opt-in," meaning that everyone has chosen to receive mail from the list and it will not be considered spam.

You can sign up for multiple lists, but if you do, it is a good idea to use the same user ID and password to make it easy to remember. If you are using free email accounts, be aware of the list's rules. Many lists now ban hotmail accounts and other similar accounts.

If you are going to be submitting manually to the lists, set up folders to keep organized. You can create a Daily folder for lists that you can send to every day, and individual folders for each day of the week in which you file the weekly lists that you submit to on separate days.

Group based lists are grouped by web-based safelists with affiliate programs and groups, such as Yahoo. Some group-based lists will offer the option of reading your emails on their site, but many will require that the emails be sent directly to you. In the majority of lists, you can request what is called a "digest" that groups the postings into a few emails.

It's a good idea to set up a few temporary addresses to receive these emails. Choose an account that allows a good amount of space so you don't have to empty your inbox that often. Find out first whether the group list allows free email accounts or not.

After you have your accounts created, you can begin joining groups. You can search for the group from the list's home page and then subscribe. You do not, in this case, have to send an email back to every email you receive. You can simply reply to the group, which will give you an email address to send to when you sign up. Again, follow the rules; many allow only one posting per day.

Going Free Or Pro

What is the Difference Between a Free and Pro Safelist?

Free and Pro safelists are two different types of memberships. Both have different benefits, and which membership is right for you will depend on your needs.

With a free membership you can usually only send your mail once in seven days, and you must receive all daily emails from the other members on the list. If you decide to go with a free membership, make sure your email account allows for plenty of room.

A paid membership is called "Pro," and offers additional benefits. You are allowed to send your emails daily. Some plans require that you receive daily emails but only from other Pro members, and some plans allow you to choose not to receive any member emails at all. Most Pro memberships include a special email account, so you don't have to worry about running out of space.

Now that you have an idea of what a safelist is, we can begin to go into more detail.

Free and Pro Safelists are two different types of safelist subscriptions.

Free safelists are a good way to test your product before assigning a budget to your marketing campaign. All you have to do is create an effective ad, sign-up for a free subscription, insert your ad where directed, and with one click, your message will be sent to thousands of other free members on the safelist.

You can usually only send your ad once a week with a free membership, and you will receive emails from all members on the free safelist. But it couldn't be easier to update your ad weekly, and you will reach thousands of potential prospects with the ease of a single click.

Because of the amount of email you will receive with a Free membership, you must be sure that your email account has sufficient space, or your mail will be bounced back, effectively closing you out of the safelist until you clear your inbox. Some free safelists will remove you from the list entirely if you bounce mail more than a certain number of times.

Also, be aware that many free safelists do not allow hotmail and other free email accounts. It's important to understand and follow the rules of any safelist. But remember, Free subscriptions means free advertising, with the guarantee of safe mailing because your mail will never be viewed as spam.

Pro membership is a paid subscription and offers additional benefits. You are allowed to send your ads more frequently, usually around three or four times per week. Some Pro memberships allow you to update your mail daily, which also means you can change the product or service you are promoting regularly. Additionally, you will only receive mail from other paid members, substantially reducing the amount of ads in your inbox.

Some safelists let you personalize your messages by adding headers and footers, and the character count of your email is usually substantially greater with a Pro membership than with a free membership.

Some additional benefits with a Pro subscription include:

- Free link tracking which includes hits, browser type, operating systems, etc.
- One-click submission of ads
- Virus protection
- Banner advertising
- Activate or deactivate vacation mode
- Affiliate programs
- Ads saved in list's database
- Greatly reduce the number of emails you receive daily
- Extra bonus downloads
- Send ads in text or html format
- Auto email cleaners
- URL trackers

It is sometimes a good idea to test your ad out in a free membership. Try out different headlines, copy, graphics, and text, and then when you have discovered what works for your product or service, upgrade to a Pro membership.

Try out a few different Free safelists first, and track your responses. You will find that some lists work better for your needs than others. Keep track for the first few weeks, and upgrade only to those lists that you have received a good response from.

Different safelists have different benefits and extras, so check out dozens before you begin signing up. Once you do, you'll be on your way to an extremely effective marketing campaign as long as you monitor your safelists accounts carefully.

Why Do Safelists Work?

Safelists are an extremely effective tool to get your ad out to thousands of prospects on a regular basis. There are a number of reasons why safelist advertising works, and one of them is that it's a low cost way to reach a huge number of targeted prospects.

Think of the difference between advertising in an ezine or on a safelist. In ezine advertising, you place a single ad for around a hundred dollars a month and the space must be reserved months in advance.

In a safelist, you can update your ad daily, and send it out to thousands of targeted prospects that are looking for your services or products. You can change your ad daily, or even advertise multiple products and services.

A safelist is extremely targeted, since the members pay to be on it. The members are only going to pay for a list that works, with other members who have similar needs.

Your mail will always be considered spam free, as long as you follow the rules. This ensures that your ad will be read by a large number of targeted potentials, and that you will also receive ads from services that you may need yourself.

Many safelists offer you a lot of room, sometimes even unlimited space. This means you can go into depth about your product or service. You can sometimes include graphics, text in HTML format, and other proven marketing tools.

Your promotional message will be delivered immediately. Often, you may include a link in your ad that will bring targeted traffic directly to your website.

On top of all this, many paid subscriptions offer extra features, including free software, free marketing tips, courses in how to manage your safelists, and additional lists that have been graded and recommended.

One of the most important features of a safelist is that it is easy to use. With a single click, you can send your ad out to thousands of potential customers. Lists are often updated daily, expanding the base of consumers that you are able to reach.

You often earn money by promoting the safelist, receiving a commission for every person who joins the list on your recommendation.

Safelists are a proven way to effectively market your product or service for minimal cost.

Of course, in order for you to get the most out of joining a safelist, you must have an effective ad.

We will now cover the essentials of writing headlines and ad copy.

How To Write Effective Safelist Headlines

Your headline is the gateway to your advertisement. It will either entice your reader to continue reading, or turn them off before they've read a single word about your product. A good headline translates into leads.

Headlines are the first thing the eye falls on. If it loses your reader's attention, you automatically lose a potential lead. This translates into a single fact: your headline is what sells your product. An effective headline will be impossible to resist, and it will force the reader to learn more about your product or service.

You only have a few seconds to seize your reader's attention. That being said, it is imperative that you learn how to write good, if not brilliant headlines. Let's start by examining what the function of a headline is.

A headline should grab the reader's attention, communicate potential benefits to that reader, and set-up an expectation of what will follow in the body of the ad-and the headline must do this all at once, instantaneously! Additionally, an effective headline is a filter that attracts your target audience.

Your headline should be educational rather than overly commercial. The best headlines declare an issue or a problem faced by marketing professionals, and they contain the subtle promise of your product or service being able to solve that problem.

For example, "How to" headlines work well because they appeal to the need for information. Headlines written as a question appeal to the reader's emotions because they will automatically want that question answered and be moved to read on. Headlines written as commands, such as "Double your traffic" focusing on the most vital benefit of your product or service literally demands your reader's attention.

Another strategy is using a news item as headline copy, such as announcing your new breakthrough service. Finally, consider using the best sentence, subtly rewritten, from a testimonial: My traffic has increased by 50% and sales are at an all time high! Testimonials, which must always be reliable and true to their source, inspire your potential customer's trust and peak their interest.

Obviously, learning how to write effective headlines is essential. But to do that, you must first understand what the qualities of effective headlines are.

An effective headline must be immediately credible. You have to make a claim, but it must not sound impossible or miraculous. If it sounds too amazing, the reader will not believe you, and you will lose them before you get the chance to explain your product or service.

Following this line of reasoning, effective headlines must also be short because the average reader's attention span is short. For the same reason that sound bites work, headlines must be brief and notable. They must be easy to remember, and even better, impossible to forget. Quotation marks work well in headlines, for example, because they both grab the eye and the reader's attention. This is most likely due to the conditioning people receive from reading books. A reader tends to focus more on what's being said within the quotation marks.

Use no more than fifteen words at the most. The shorter the better, so eliminate all extraneous words, such as adjectives and adverbs. These words can make a headline sound unbelievable or like hype, so only use these modifiers in your ad copy.

Headlines should appeal to the reader's emotions rather than their intellect. Generally, strong emotions motivate people to take action, and the more powerful the emotion, the faster the action. So aim to write headlines that inspire awe, excitement, curiosity, even fear, and you will have solidly caught your reader's attention.

Write in the active voice, using the first or second person. Keep all your verbs in the present tense, as it makes the headline more immediate. Aim to write a headline that is in the imperative tense in order to motivate your reader to take some kind of action. In this case, reading on to the rest of the ad.

Think of how you grab someone's attention verbally in your life. You use strong, direct, imperative language. You use strong action verbs and direct nouns and phrases. The same method should be applied to your headline. You want to stop the reader in their tracks, but then be sure to hold onto their attention.

After you have their focus, aim to entice them by hinting at what your product may do for them. You must accomplish this in as little words as possible.

The best way to figure out how to entice your audience is to have a clear sense of exactly who your target audience is. Understand what motivates them, what their interests, passions, and priorities are, and what they are looking for.

What is it that causes this target audience to take some kind of action? Once you answer these questions, choose words that will arouse this audience's interest.

However, make sure that your headlines are 100% truthful, accurate, and above all, credible-and your advertising copy must support the claim your headline makes.

It's a good idea to test market different headlines. Once you get the hang of writing them, try out a different headline as you update your ads, and keep track of what ads received the most responses. These are the two or three headlines that you should build your marketing campaign around.

The content of your message in a safelist ad should be educational. Include case studies, research results, testimonials, anecdotes, and the relevant benefits of your product or service.

Focus on the most important benefits your customers will receive from your product. Be specific and stick to facts, don't use hyperbole. Be as down-to-earth as possible or you will sound unbelievable. You want to keep the focus on your product, not on yourself, and you want to appeal to a wide range of different types of people.

It's a good idea to include a compelling story. Focus on what makes your product or service unique, and then find a story that illustrates how a customer was able to effectively make use of this uniqueness. This story should lead the reader to an offer that will compel some form of action.

Offer something upfront, such as a free article, a discount, a free trial offer, or even a free ebook. Then immediately follow it with a link to that offer that declares: **CLICK HERE FOR FREE OFFER**. This will automatically bring the reader to your website where they can learn more about your product.

Keep your message within 3 screens of text. You want it to be long enough to contain all the relevant information and benefits, but not so long that it will become a chore to read.

Make sure your copy is fluent, flowing, and easy to read. Eliminate all spelling and grammatical mistakes. If you're giving out a lot of information, break up the space using bulleted lists to give the reader's eye a rest. A list should summarize the key benefits in an immediately accessible form.

Make sure the text is easy to read, in a readable font, with enough space between the lines. Use color only to emphasize points, and don't use too much of it or it will become distracting. Avoid colored backgrounds, as they are hard on the eyes. Use upper and lower case text. If you want to use caps, save it for your headlines.

Use a blank line between paragraphs instead of an indent to increase the white space on the page.

Keep your ad copy as brief as a single page if possible. The more emphatic and condensed, the greater the possibility of maintaining reader attention.

Using Free safelists is a great way to try out different ad headlines and copy. Monitor the results carefully until you've honed in on the most defective emails. Then go on to subscribe to the Pro lists using your most effective ad copy.

Using Safelist Ads

The most effective ads to use on a safelist are brief, targeted ones. The ad should be a teaser rather than a selling tool. The intent is to get the receiver to click on the link to your URL in order to access your opt-in form.

It's not a good idea to put everything in one ad. Most people that read safelist ads do not have the time or patience to read long, wordy ads. You will lose your reader's attention. Short, clever ads are the most effective when marketing using a safelist.

Keep your copy short and pointed. The point of the ad is to get people interested, not to sell the product or service. The subject line is the most crucial because it will determine if they read your email or not. Consider what subject lines have caught your attention and then determine what about it was effective.

Good subject lines include ones that pose a question or indicate that the email will answer a question. Make your subject lines no more than 5 or 6 words, and avoid overused words such as "**Free**," "**Amazing**," "**Remarkable**," and "**Opportunity**." Make sure to use different subject lines on different days, or people will just tend to delete your email.

One last point - your subject line must be relevant to your ad. If you use misleading subject lines, you are liable to get banned from the safelist

Using Safelists Ads as a Lead Generator

The key to a successful online marketing campaign is email advertising. And these emails should all be aimed at generating targeted mailing lists. The more lists you have, and the more diversity among your lists, the greater your marketing potential.

The best way to use safelists is not to actually sell your product or goods, but to generate leads. Include a link to your website in your safelist ad, and be sure the ad is enticing enough to make the recipient want to click on your link.

Your link should lead to an opt-in form on your website, which is then linked to an auto responder. The autoresponder should be set up to generate more information about your product or services that you are attempting to sell.

Make sure the information supplied by the auto responder focuses on the benefits of your product or service. Figure out what problems your product solves, and use that information as your selling handle. The goal is to get your leads to join your opt-in mailing list.

To make the prospect even more enticing, consider offering a free bonus if they join your opt-in mailing list. Your bonus could be a number of different things, including a link to download a free ebook, an article, report, free ebook library, free ezine, free ecourse, etc.

Once you get people to join your mailing list, your goal is to repeatedly contact them with more and more information about your product or your series of products. Eventually, they will either make a purchase or opt out of the auto responder.

Since the majority of people who read safelist emails do not have a lot of time, the shorter and more targeted the ad, the more effective it will be. Remember, the ad should be directed to making the recipient curious enough to click on your URL link with the intention of getting them to opt-in to your mailing list.

Once they opt-in to your mailing list, you want to keep giving them incentives to stay with you. More bonus offers and the promise of more information about products and/or services is highly effective.

For example, you can offer them a free ebook along with the right to reproduce it or with resale rights. In addition, include more links inside this ebook to other products and services on your website. This is a very effective way to keep building up your mailing list, since every person who is then given or sold this ebook will be able to click on a link that takes them to your website and opt-in list.

Once you have built up opt-in mailing lists, you must learn how to effectively use them in order to change those potential leads into actual customers. The best way to make this happen is to offer them some kind of knowledge that is useful to them and contains quality information. Once you give your prospects something they can actually use, the possibility of them returning the favor and purchasing your product and service grows exponentially.

Another important factor is consistency. Make sure you maintain continual contact with the members on your opt-in list. Keep sending them valuable offers with links to

your website. The more aggressive you are, the greater your possible sales.

Make every offer work for you as a sales tool. For example, when you send out a free article, include an offer for the second part available through an auto responder.

Keep giving your prospects quality information and bonus offers that lead them back to your website over and over and you will garner loyal customers who generate steady profits.

Continue reading and I will explore how to find quality safelists and what the process is for becoming a member.

Joining and Finding Safelists

There are literally thousands of safelists to choose from. How do you know which ones to join?

If you follow a few guidelines, you will be able to whittle down the overwhelming numbers into likely prospects. The first thing you should do is go online and enter "safelists" in a search engine. The second thing you must do is try not to freak out when page after page of safelists appears in the results.

Go to some of these websites and evaluate them. There are some immediate warning signs that indicate poor quality.

These include:

- Unprofessional site design
- Poor functionality at site
- Tons of banners and advertisements
- Tons of cheesy animated gifs, such as dollar signs, bills, stacks of coins, etc
- Lack of an affiliate program
- Lack of a support link
- Lack of any contact information
- Lack of information about the safelist
- Lack of information about the list members

Now for some of the positive signs that the safelist may be responsive and worth checking out:

- Professional site design
- Accessible and visible support information
- Accessible and visible contact information
- Multiple membership options
- An affiliate program with a visible link
- Information about the membership benefits
- The number of members that belong to the safelist

The next factor you should look into is what database is used and which script powers the safelist. You need a safelist with a reliable web host that can handle a lot of traffic. Avoid safelists powered by cgi scripts, as they tend to be unreliable. A dedicated server is always a good sign, as is MYSQL powered scripts, which are more stable and can handle a larger load.

MYSQL is a relational database management system, which stores data in separate tables rather than putting all the data in one big storeroom. This adds speed and flexibility. Member's information is stored in MYSQL database in separate records instead of putting them all together. This adds significant speed to the website.

Other factors to look for include:

- Full control of an Administrative area
- A safelist that you can customize from the Administrative Control Panel
- A page where the members are listed
- An affiliates page that lists the members names
- Link tracking
- Ads status Page - Shows what has been sent and what has not been sent
- A easily accessible user's guide
- Data backup and Data restore

How do you subscribe? If you are subscribing to non-web based safelists, first you must do your research and find lists that you think will work for you.

The main non-web based safelists are Yahoo Groups and Topica. To join lists from these host companies, you either send a specific subscribe email to the list moderator or you can subscribe directly through the website.

If the list is unmoderated, just enter your email address into the group mailing software, and then you can send your ad.

Yahoo Groups, which is currently the largest free non-web based safelist server, has installed a digest feature. A digest is one large email that contains all the emails sent to you in any specific week, which decreases the amount of messages that members of the list receive. However, the response rate for this type of feature is usually fairly low.

To join a web-based safelist, first log onto their website, and follow the instructions to join. Usually, you must fill out sign-up forms. Decide whether you want to try a Free subscription first to test your ads, or go directly to a Pro membership. Once you sign-up, you can send your email directly from their server.

Most lists will send you a confirmation email that requires you to either reply or go to a link and validate your address and confirm your intention to sign up. This allows the lists to be "opt-in," meaning that everyone has chosen to receive mail from the list and your email will never be considered spam.

Group-based safelists work by allowing you to send your emails through a special email address, which then distributes your email to all the members of the group. Again, each of these members have opted-in to the safelist, so your emails will never be accused of being spam.

The hardest element of joining a safelist is figuring out which ones are reliable, and which ones will be right for your product or service. It is definitely worth it to put your time in on research before joining any, or you will be overwhelmed with irrelevant emails and find little response to your own advertisements.

Safelist Directories

You can literally spend weeks trying to find the right safelists for your needs. There are thousands and thousands of safelists available, and you can make a career out of figuring out which ones are most effective for your product or service.

Or you can buy a safelist directory. This is a software package that has done the research for you. The package will list thousands of safelists that have been approved for quality and responsiveness, and for each one, the software contains both the sign-up and the login URL. It will also indicate the number of members in each safelist, and the type of membership subscriptions available.

Buying a good safelist directory will save you an enormous amount of time and effort. One of the best ones on the market is The Safelist Directory ebook, available at

SafelistDirectoryEbook.com

Also all paid members of SafelistSubmittingSoftware.com get the **Safelist Directory eBook v3.0** for free with full resale rights

We have searched the Internet for thousands of new web-based safelists, and then compiled them into a user-friendly eBook.

A large percentage of the safelists listed in this directory offer Free memberships, so you can start emailing your ads to thousands of potential leads weekly.

The eBook recommends using only web-based safelists because your emails will not be delivered through your own ISP. This avoids any possibility of your business being accused of spamming.

The Safelist Directory eBook v3.0 lists over 2,500 web-based safelists that will make the process of selecting and joining high quality lists easy and quick.

This eBook will give you these tools and resources:

- Email thousands of prospects weekly.
- Join Pro Lists as your budget grows and your ads have been tested.
- Save you hours and hours of time by doing the research for you.
- Provide thousands of safelists in a directory that will continue to grow.
- Organizes your postings.
- Import fresh lists of safelists provided at minimal cost.
- Export safelists to the safelist database into .csv format.
- Automatically check safelists with 1-click to see active or inactive status.
- Add your own favorite safelists into the directory.
- Edit your safelists by deleting old, inactive lists from the directory.
- Receive lifetime updates to the safelist directory software.
- FULL RESALE RIGHTS - You can resell the directory and keep all the profits.

With a safelist directory, all you have to do is open the software and select. Your safelist sign-up URL. This will instantly load in the software that is built into the web browser. Then all that remains is for you to fill out an online form with your information, and you're on your way to reaching thousands of potential leads.

Once you have joined your chosen safelists, how do you handle submitting your ads to perhaps hundreds of different safelists, each with their own rules and allowable days you can send your emails?

Continue reading and we will cover how to submit your ads using safelist submitters.

Submitting to Safelists

If you are serious about using safelists, you should sign up for multiple lists. The more lists, the more likely you will attract targeted leads. But how can you possibly manage submitting your ads to hundreds of different lists every day?

First of all, when you sign up for these lists, it's a good idea to use the same user ID and password to make it easy to remember. If you are using free email accounts, be aware of the list's rules. Many lists now ban hotmail accounts and other similar accounts.

If you are going to be submitting manually to the lists, set up folders to keep organized. You can create a Daily folder for lists that you can send to everyday, and individual folders for each day of the week in which you file the weekly lists that you submit to on separate days.

Consider the time of day you post your emails. You want to figure out what times to post when you will have the most chance of having your emails read. Since many people check their email first thing in the morning, your message may get lost in the crowd. Try waiting until later in the day, and you may have a greater chance of your email actually being read.

The other time people download their email is when they get home from work or before dinner. Try sending your email a bit later in the evening. The best idea, since you will be dealing with different time zones, is to try sending your ads at different times, and keep track of your responses to see what is most efficient for your needs.

Try to post ads every day. If you are a member of too many lists to post daily, group them and do as many as you can each day. You must post at least once a week per list for your efforts to be effective. Because a lot of people will probably delete your ad before even reading it, the more you send out, the greater your chances of receiving responses.

Safelist Submitters

The best way to submit ads without spending hours and hours on your computer is to use online web based safelist submitters or windows desktop submitter.

A safelist submitter is a program that will automatically post to hundreds of safelists at the same time. One of the best safelist submitters is **Auto Safelist Submitter**, available at SafelistSubmittingSoftware.com

When you use a safelist submitter such as **Auto Safelist Submitter**, you can advertise your products, services, or affiliate programs without ever being accused of spamming. Your email will only be sent to people who have subscribed to double opt-in safelists. This insures that you are reaching the most targeted market of potential leads available online.

The software makes it remarkably easy to send your ad to thousands of safelist members. All you have to do is open the submitter, join the safelists, type in your ad or message, and simply click a button. Your email will automatically be sent to thousands of opt-in members

Auto Safelist Submitter supplies you with lists double opt-in safelists that are compatible with the software, so you can start your email campaign immediately.

A double opt-in safelist is a list of email addresses of people who join and agree to receive email messages from other members on the safelist. You're able to send your message in return for accepting other member's messages. Using this software is the easiest and safest way to advertise your products and services by email.

Using safelists submitters gives you access to online business owners, business opportunity seekers, and other online marketers. If you are looking to promote a product or service on the Internet by email, a safelist submitter will deliver your email messages to a targeted audience of thousands. These people are interested and aggressively seeking new products and opportunities - and they have money to spend!

By using safelists for your email marketing campaigns, you will have an on-going source of fresh leads since so many people are joining safelists, and new ones are opening weekly. With **Auto Safelist Submitter**, you will be able to add an unlimited number of safelists into the software.

Many safelists have from 500 up to 3000 members each. Every email you send to a safelist goes to the mailbox of every subscriber in that safelist. Multiply the number of safelists by the average number of prospects and it is many thousands of prospects per day!

Auto Safelist Submitter allows you to automatically email thousands of prospects every day. You can enter an unlimited amount of ads into the **Auto Safelist Submitter** database so you always have them right at your fingertips.

Other features include:

Automatic Safelist Joiner - Automatically join safelists by using the Auto-joiner within the software. This will save you hours or even days from manually subscribing to safelists.

Auto POP3 Email Box Cleaner - Allows you to remove all of your emails that are in a POP3 email account without having to download them to your PC. Works with all POP3 email accounts.

Add Your Own Safelist To The Auto Safelist Submitter Database Auto Safelist Submitter has been programmed so that it is compatible with a lot of one click web based mailer safelists out there today on the Internet. You can do a test on any safelist you belong to and add it to the **Auto Safelist Submitter** safelist database if **Auto Safelist Submitter** can successfully post your ad to it. You simply join the safelists you wish to blast your ads to and then add them into our software and blast away!

Send **Auto Safelist Submitter** to your System Tray - When you are not using **Auto Safelist Submitter** you can send **Auto Safelist Submitter** to your system tray, saving you room on your desktop.

Date Posting Interval Setting - This feature lets you tell the submitter how often you can post to a certain safelist. Some safelists let you post as a free member only once per week or every second or third day, so with this feature you will only be posting to safelists you can post to on any given day.

Safelist Pop up Blocker - With this feature you can turn ON/OFF all those annoying pop ups that a lot of safelists have on their website when you first visit or leave their safelist. When you use **Auto Safelist Submitter** and you post to 100 or more safelists, your PC screen will not be overrun by new windows popping up all over the place.

Easy to install / un-install - **Auto Safelist Submitter** 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 - The **Auto Safelist Submitter** is very easy to use and comes loaded with Video & Audio tutorials for each step so anyone can learn how to use it. It's so simple that even a newcomer to Internet Marketing can easily begin promoting their opportunities, products, or services, and do very well.

Auto Safelist Submitter is NOT server dependent - **Auto Safelist Submitter** does not require you to login to another server on the Internet in order to allow it to work. This eliminates the problem of **Auto Safelist Submitter** not working, unlike other software that is dependent on logging into a server on the Internet for it to work. In that case, if the server is down, the software can be rendered useless, resulting in good money spent going down the drain. This will never happen using a safelist submitter such as **Auto Safelist Submitter**.

No Monthly Fees! - Some other safelist submitting services will charge you a monthly membership fee to send your email ads. **Auto Safelist Submitter** has no monthly fees in order to send your emails because the software will be yours to keep. All the opt-in email safelists that you are supplied with have a FREE membership option, so you can send your email ads at no extra cost. 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!

Auto Safelist Submitter Will Save You Time - This software gives you access to a growing list of 100% compatible safelists that are released every month! You can save hours of your time from posting to safelists manually and begin focusing on doing some other more important things.

Lifetime Free Upgrades - You will get unlimited free updates of any new versions of **Auto Safelist Submitter** that are released in the future.

Unlimited Customer Support - Unlimited customer support is provided, 24 hours a day, 7 days a week! The members area includes comprehensive help video tutorials and more. There is a message forum where you can discuss the development of the **Auto Safelist Submitter** with other Internet Marketers.

Handling the Emails

Email Boxes and Allowed Space

The more safelists you join, the more email you will receive. If you join hundreds of lists, and you are receiving emails from all FREE or Pro members, just imagine the amount of daily email you will be receiving.

For each 1,000 members of a safelist, you can expect to receive from 100 to 300 emails every single day! That translates into around 1,000 to 3,000 emails for every 10 safelists you join. How in the world can you handle this mountain of electronic mail?

The first thing you must do is make sure your email account has enough space allowed to receive all these emails. Figure on 4 megs of space for every 1,000 emails. If you don't have enough space, the emails will begin to bounce back. This will set your account to vacation mode, or you may even be removed from the safelist!

When your account is set to vacation mode, you cannot send any of your own emails. If you are removed from the list, you will have to go through the whole sign-up process again. This means that if you had a paid membership, you will have to pay again. And if you are continually bouncing emails, you may be banned from that safelist forever. In other words, **AVOID BOUNCING THOSE THOUSANDS OF EMAILS!** Clean out your inbox every day.

One of the biggest **pitfalls** of posting to Safelist is having your account disabled because your List email account is full and results in **bounced messages** back to the Safelist provider. This is the number one cause of Safelist Advertisers giving up on online marketing so what is the answer - Yuhknow.com

We highly recommend you join Yuhknow.com if you are serious about marketing via Safelist.

Answering Emails

You can't possibly expect to answer thousands of emails every day. However, if you delete all of the emails, you can expect to have all your own emails that you have sent out through the safelist deleted too. So what is the answer?

AUTORESPONDERS!

Autoresponders are software programs that act like your own personal electronic secretary, reading and answering those thousands of emails.

A good autoresponder will provide you with customized auto-responses that will improve your own prospects and your customer service.

A good autoresponder will:

- Read and answer your incoming email 24 hours a day.
- Add and remove contacts from your database.
- Extract any needed data from incoming email to add to your database.
- Give you unlimited categories of follow-up messages.
- Handle all your contacts and database management.
- Have the ability to send messages in either HTML or TEXT.
- Clean out your email that was un-deliverable with a single click.
- Track all your advertising campaigns.
- Boost your potential leads and your business growth.
- Boost your ability to send follow-up emails.
- Cut down on thousands of hours of manual work.
- Eliminate repetitious email marketing tasks
- Attract leads and entice them into profitable action.

The benefits of a good autoresponder are enormous. Whether you are selling a product or service, promoting an affiliate program, launching an online business, or responding to requests for more information, following up with your prospects and customers in a consistent and personalized manner will boost your possible sales dramatically.

In order to draw in serious leads, you need to contact them more than once. Remember, just like you, these prospects are also swamped by email, or they may have misplaced your offer. The fact is that hardly any prospect will buy your product or service the first time you contact them. Not only that, but you only have a few seconds to capture their attention. That all adds up to the need for lightning fast service. If you want to attract real leads, you must show that you can meet their needs instantaneously.

When you are using safelists for a marketing campaign, you are sending emails to thousands of prospects that have no idea who you are. Coming off as credible is absolutely crucial. One way to do this is to make sure the emails you receive are answered in a timely manner. Another way is to make sure your autoresponder follows up on all requests for further information, and stays in touch with all leads that are interested in your product or service. A good autoresponder will follow up more than once with all potential leads.

Autoresponders will reply to a request for further information immediately. The good ones will offer you unlimited message length. Look for one that is easy to set up, has a password-protected online control panel, and is customizable. Look for one that has tracking features that give you statistics on which messages are receiving the most responses. Database management is essential. Get an autoresponder that can access and manage your database of prospects' email addresses round the clock. It should be able to add subscribers, update messages, view removals, etc. The autoresponder should also automatically clean out your mailing list, removing hard bounces automatically. It should also have a built in anti-spam feature.

There are free autoresponders and Pro versions, which you pay for. Usually, the Pro versions offer more options.

These may include:

- Unlimited follow-ups.
- Import and export features, allowing you to import your list from different.
- Formats and export it in the same way.
- Backup and restore your lists.
- Send personalized email to your entire list with a single step.
- Attach files to your autoresponses, like ebooks, software, graphics, etc
- Choose from numerous domains addresses.
- Send HTML enhanced messages.
- Block unwanted emails.
- And many other features.

There are a large number of good autoresponders available. SmartResponder and Postmaster Express are two that have excellent features and excellent reviews. Go online and check out the features of a number of different autoresponders. Choose one that offers the most relevant options and is user-friendly. With autoresponders, you will not only be able to handle the thousands of emails coming into your inbox

every day, but you will increase your potential leads tremendously! That's it! I hope all this information has been helpful, and you are now well on your way to a successful email marketing campaign using safelists. Good luck!

Conclusion

We hope you have enjoyed this special safelist report and that it also helps you become more successful when marketing via safelists

One thing we want you to remember is to use safelists as a lead generating tool rather than a direct selling tool, if you target marketing with safelist this way you will get much better results in the long run.

Build your own mailing list is one of the most important things you can do when marketing online.

Also remember to join and post to as many safelists as you can handle and always test, track and test some more so you can work out what works best for you.

And never give up, if something does not work for you then try changing a headline, or your ad copy, etc

Brand This Report With Your Information

To brand this report with your custom ad and clickable web address at the top, visit www.SafelistMarketingRevealed.com

Here what you get with your branded report

- The Report Branded With Your Information
- This Flash Audio Button and Recording
- Capture Page
- Thank You Page
- Cover Graphic
- Animated Banner
- Newsletter/Ezine Ad Copy
- Copy-and-Paste Forum Signature Text