

REPORT #1:

## **INSIDERS GUIDE TO ADVERTISING ON THE INTERNET FOR FREE**

The purpose of this report is to provide you with valuable information, which will assist you in marketing your Internet E-mail Report Business.

Newsgroups:

Newsgroups can be quite productive. You can be heard instantly by hundreds or thousands of people at virtually no cost. Usenet is the name for the part of the Internet that provides active discussion groups, called "newsgroups" on more than 20,000 different topics. You can use your browser to access Usenet newsgroups and most mail programs also have that feature.

A news group works like a bulletin board: a group member posts a message for the whole group to read, and then anyone can post a follow-up message. A message plus its series of follow-up messages is called a "thread."

Newsgroups can be very specific. For example, there is one devoted solely to discussions about unicycling. Another focuses on Disney's afternoon cartoons. Lurk first: Spend time "lurking" or watching, a newsgroup before you post for the first time. Knowingly posting messages that have nothing to do with the newsgroup is called "spamming." Business Opportunities have nothing to do with Disney's afternoon cartoons.

Most newsgroups are classified into standard sets, which are indicated by the first word (or abbreviation) before the first period in the name. The following are the major newsgroup sets: alt. alternative newsgroups (by far, the largest of newsgroup sets)

comp. computer  
misc. miscellaneous  
rec. recreation  
sci. science  
soc. society and culture

There is one newsgroup category in which blatant advertisement is acceptable. It is called the "BIZ" category. Here you can advertise your product the same way you would advertise it in an opt-in lists, e-mail clubs, etc. It is great! This category is dedicated for commercial posts. To search newsgroups on your browser, search Deja.com, the largest and best Usenet search engines. Use search discussions under the search window. Contact them at: <<<http://www.deja.com/>>> <<http://www.deja.com>>

Mailing Lists (Public email lists)

Another way to get out free advertising is the mailing lists. Mailing lists are a lot like emailed conversations on a specific topic. There are tens of thousands of mailing lists. Some may send out messages once or twice a day others may send dozens of times per day. You can choose to subscribe or unsubscribe. Your message must always be related to the topic in discussion.

Never blatantly advertise on these groups. You can however, make your message look like information that is specific to the topic. To find an index of mailing list, use your favorite search engine and search for "ListServ" (without quotes).

### Signature files

A signature file is text that is part of your outgoing e-mail message every time you send an e-mail to someone. Look up instructions in "help" in your email program if you don't know how to do this. A signature file is much like your signature in a snailmail letter. But a signature file contains all the basic and contact information about your business! It goes directly below your e-mail message. Here is a signature file that you could use:

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The FREE booklet "Make \$50,000 in the next 90 days" will unlock the doors to success and money

<<<mailto:your@email.add>>> [your@email.add](mailto:your@email.add) <<mailto:your@email.add>>

A signature file allows you to advertise your business every time you send an e-mail message. You can market your product in every single mailing list there is on the market! For example, you can subscribe to a list about golf, send a short message related to golf, and automatically send your signature file advertising your product.

Even though your product is not related to the topic, thousands of people will see your "marketing signature" and some of those will have an interest in your product. Your e-mail message always has to be related to the topic of the list.

### **Free Classified Ads:**

There are thousands of free websites where you can place free classified ads. The placing of a classified ad is a great way to get your message out to thousands of people. You will get responses from people who are interested in your ad and responses from people that want to tell you about their business, keep their address, you can always email them back with

another offer (save their message and reply to it) you can't be guilty of spamming.

When you look at the enormous amount of ads where you are submitting, don't let that bother you, just go ahead and post your ad. Don't get discouraged if your ad doesn't pull responses right away, it takes time for the ads to get set up and for people to respond. If your ad doesn't bring in responses, don't get discouraged at the website, it could be your ad. For information on how to write an ad that brings in responses: WEBONOMICS, sign up for their news letter, It is free.

Contact them at: <<<http://adv-marketing.com/business/frtest.htm>>>  
<<http://adv-marketing.com/business/frtest.htm>>

One of the biggest secrets to success in internet marketing on the Internet is activity. Your success will be based primarily on your level of activity. The more activity you have, the more prospects you have, the more prospects you have, the larger your downline becomes, the larger your downline becomes, the more money you earn.

In the past, internet marketing was done person-to-person, this greatly limited your potential for obtaining new prospects. You were limited by the number of people you could personally meet. Also, this method of prospecting gave a distinct advantage to the INTERNET marketers who were charismatic and had excellent sales and people skills.

Direct mail, national advertising, the fax machine and telephone enabled internet marketers to market their products on a national and global level. Although the above mentioned methods of marketing were effective, the cost of utilizing these methods would often prevent INTERNET marketers from realizing their goals.

The Internet has provided a new array of methods to recruit new prospects for marketers. Not only is marketing on the Internet global, it is the most cost efficient method of marketing on EARTH.

For a list of ISPs, many are free, with many more being added every day check this site for free ISPs in your area. Contact them at:  
<<<http://www.thelist.com/>>> <<http://www.thelist.com>>

### **E-Mail addresses:**

You will need more than one e-mail address, you don't want your primary e-mail address filled with orders when you just want to read mail from friends.

Free e-mail addresses can be obtained from:

<<<http://mail.yahoo.com/>>> <<http://mail.yahoo.com>>  
<<<http://www.traveltales.com/>>> <<http://www.traveltales.com>>  
<<<http://www.supernews.com/>>> <<http://www.supernews.com>>  
<<<http://www.myownemail.com/>>> <<http://www.myownemail.com>>  
<<<http://www.softhome.net/>>> <<http://www.softhome.net>>  
<<<http://www.onlymail.com/>>> <<http://www.onlymail.com>>  
<<<http://www.pconnections.net/>>> <<http://www.pconnections.net>>  
<<<http://www.netaddress.com/>>> <<http://www.netaddress.com>>  
<<<http://www.mrpost.com/>>> <<http://www.mrpost.com>>  
<<<http://www.mailexcite.com/>>> <<http://www.mailexcite.com>>  
<<<http://www.mailcity.com/>>> <<http://www.mailcity.com>>  
<<<http://www.lycosemail.com/>>> <<http://www.lycosemail.com>>  
<<<http://www.letterbox.com/>>> <<http://www.letterbox.com>>  
<<<http://www.latinmail.com/>>> <<http://www.latinmail.com>>  
<<<http://www.indomail.com/>>> <<http://www.indomail.com>>  
<<<http://www.indocities.com/>>> <<http://www.indocities.com>>  
<<<http://www.hotmail.com/>>> <<http://www.hotmail.com>>  
<<<http://www.goplay.com/>>> <<http://www.goplay.com>>  
<<<http://www.geocities.com/>>> <<http://www.geocities.com>>  
<<<http://www.thedorm.com/>>> <<http://www.thedorm.com>>  
<<<http://www.focus-asia.com/>>> <<http://www.focus-asia.com>>  
<<<http://www.flashemail.com/>>> <<http://www.flashemail.com>>  
<<<http://www.eudoramail.com/>>> <<http://www.eudoramail.com>>  
<<<http://www.cyberspace-asia.com/>>> <<http://www.cyberspace-asia.com>>  
<<<http://www.crosswinds.net/>>> <<http://www.crosswinds.net>>  
<<<http://www.busymail.com/>>> <<http://www.busymail.com>>  
<<<http://www.angelfire.com/>>> <<http://www.angelfire.com>>  
<<<http://www.amexmail.com/>>> <<http://www.amexmail.com>>  
<<<http://www.beer.com/>>> <<http://www.beer.com>>  
<<<http://www.juno.com/>>> <<http://www.juno.com>>  
<<<http://www.netforward.com/>>> <<http://www.netforward.com>>  
<<<http://www.bigfoot.com/>>> <<http://www.bigfoot.com>>  
<<<http://www.mypad.com/>>> <<http://www.mypad.com>>  
<<<http://www.starmail.com/>>> <<http://www.starmail.com>>  
<<<http://www.callsign.net/>>> <<http://www.callsign.net>>  
<<<http://www.netby.nerdscan.dk/>>> <<http://www.netby.nerdscan.dk>>  
<<<http://www.extenda.net/>>> <<http://www.extenda.net>>  
<<<http://www.fcbn.com/email>>> <<http://www.fcbn.com/email>>  
<<<http://www.mail.org.uk/>>> <<http://www.mail.org.uk>>  
<<<http://www.naz.com/personal.html>>> <<http://www.naz.com/personal.html>>  
<<<http://www.wwdg.com/email>>> <<http://www.wwdg.com/email>>

All of the links below also offer free e-mail addresses. The Bulk E-Mail Center has Free e-mail address lists, 30,000 every Sunday. Free trial

software, along with various paid programs. Contact them at:

<<<http://209.145.48.118/software/index.html>>>

<<http://209.145.48.118/software/index.html>>

Classifieds Yahoo Classifieds is the first choice for free ads. Ensure that you update or change your ads every couple of days to keep them near the top of the listings. Contact them at:

<<<http://classifieds.yahoo.com/>>> <<http://classifieds.yahoo.com>>

The Grandfather Of All Links FREE Advertising Directory which has over 10,000 + places to advertise for free. Contact them at:

<<<http://www.ecki.com/links>>> <<http://www.ecki.com/links>>

JAYDE.COM has a free list of classified and news group links, along with free websites. Contact them at:

<<<http://www.jayde.com/webprm.html>>> <<http://www.jayde.com/webprm.html>>

Mother of all classified Links has hundreds of free classified links along with Free For All links. Contact them at:

<<<http://www.uran.net/imall/mother.html>>>

<<http://www.uran.net/imall/mother.html>>

EVIELU"S FREE INTERNET ADVERTISING there are many freebies here you must visit this site. Contact them at:

<<<http://evielu.com/>>> <<http://evielu.com>>

#1Directory of Free Advertising and Internet Marketing Resources this directory is full of freebies and paid. Free autoresponders e-mail addresses etc. If you only make one stop make this it. Contact them at:

<<<http://ad2go.com/>>> <<http://ad2go.com>>

More Free Classified sites

<<<http://www.inetexchange.com/inet.htm>>> <<http://www.inetexchange.com/inet.htm>>

<<<http://www.dnaco.net/~debi/commerce.html>>>

<<http://www.dnaco.net/~debi/commerce.html>>

<<<http://www.1mall.com/classified>>> <<http://www.1mall.com/classified>>

<<<http://www.fy.com/wc/misc.html>>> <<http://www.fy.com/wc/misc.html>>

<<<http://www.wheels.com/>>> <<http://www.wheels.com>>

<<<http://www.homebusiness.com/>>> <<http://www.homebusiness.com/>>

<<<http://www.u-net.com/tka/magic/>>> <<http://www.u-net.com/tka/magic/>>

<<<http://www.vidya.com/add-lib/listings/free-listing>>>

<<http://www.vidya.com/add-lib/listings/free-listing>>

<<<http://www.submit-it.com/>>> <<http://www.submit-it.com>>

<<<http://ep.com/>>> <<http://ep.com/>>

<<<http://mexplaza.udg.mx/ingles/avisos/forma.html>>>

<<http://mexplaza.udg.mx/ingles/avisos/forma.html>>  
<<<http://valleynet.net/~gateads/freads.htm>>>  
<<http://valleynet.net/~gateads/freads.htm>>  
<<<http://www.freeclassifieds.com/>>> <<http://www.freeclassifieds.com/>>  
<<<http://www.netdoor.com/classifieds/form.html>>>  
<<http://www.netdoor.com/classifieds/form.html>>  
<<<http://www.networldmkt.com/networld/ads.htm>>>  
<<http://www.networldmkt.com/networld/ads.htm>>  
<<<http://www.imall.com/ads/ads.html>>> <<http://www.imall.com/ads/ads.html>>  
<<<http://193.118.187.113/help/users/start>>>  
<<http://193.118.187.113/help/users/start>>  
<<<http://www.netimages.com/classifieds>>> <<http://www.netimages.com/classifieds>>  
  
<<<http://www.2020tech.com/submit.html>>> <<http://www.2020tech.com/submit.html>>  
<<<http://www.wilsonweb.com/rfwilson/webmarket/>>>  
<<http://www.wilsonweb.com/rfwilson/webmarket/>>  
<<<http://www.motormall.com/>>> <<http://www.motormall.com/>>  
<<<http://pages.prodigy.com/UT/smurph/ads.html>>>  
<<http://pages.prodigy.com/UT/smurph/ads.html>>  
<<<http://rwsa.com/market/market..html>>> <<http://rwsa.com/market/market..html>>  
<<<http://sellit.buyit.com/>>> <<http://sellit.buyit.com/>>  
<<<http://www.bekkoame.or.jp/~tomatell/xx.htm>>>  
<<http://www.bekkoame.or.jp/~tomatell/xx.htm>>  
<<<http://www.cfm.com/>>> <<http://www.cfm.com/>>  
<<<http://www.comcorner.com/>>> <<http://www.comcorner.com/>>  
<<<http://www.adage.com/>>> <<http://www.adage.com/>>  
<<<http://www.classifieds2000.com/>>> <<http://www.classifieds2000.com/>>  
<<<http://www.cyberpages.com/classifieds>>>  
<<http://www.cyberpages.com/classifieds>>  
<<<http://www.gold.net/gold/gold2.html>>> <<http://www.gold.net/gold/gold2.html>>  
<<<http://www.dollarads.com/>>> <<http://www.dollarads.com/>>  
<<<http://www.e-mart.co.uk/>>> <<http://www.e-mart.co.uk/>>  
<<<http://www.ebicom.net/pbi/webads.html>>>  
<<http://www.ebicom.net/pbi/webads.html>>  
<<<http://www.erinet.com/ctrubee/index.htm>>>  
<<http://www.erinet.com/ctrubee/index.htm>>  
<<<http://www.floathe.com/>>> <<http://www.floathe.com/>>  
<<<http://www.forman.com/v20>>> <<http://www.forman.com/v20>>  
<<<http://www.gate.net/~tradex/vacation.htm>>>  
<<http://www.gate.net/~tradex/vacation.htm>>  
<<<http://www.glsales.com/>>> <<http://www.glsales.com/>>  
<<<http://www.god.co.uk/text/addnad.html>>>  
<<http://www.god.co.uk/text/addnad.html>>  
<<<http://www.groc.com/>>> <<http://www.groc.com/>>  
<<<http://www.he.net/~image/nwm>>> <<http://www.he.net/~image/nwm>>  
<<<http://www.homefair.com./class/adform.html>>>

<<http://www.homefair.com./class/adform.html>>  
<<<http://www.imall.com/ads/maj-business.html>>>  
<<http://www.imall.com/ads/maj-business.html>>  
<<<http://www.indy.net/~bbrat/global.html>>>  
<<http://www.indy.net/~bbrat/global.html>>  
<<<http://www.infinityweb.com/classifieds>>>  
<<http://www.infinityweb.com/classifieds>>  
<<<http://www.ingress.com/~johannie>>> <<http://www.ingress.com/~johannie>>  
<<<http://www.innerweb.net/>>> <<http://www.innerweb.net>>  
<<<http://www.insist.com/trade>>> <<http://www.insist.com/trade>>  
<<<http://www.interpreneur.com/classified>>>  
<<http://www.interpreneur.com/classified>>  
<<<http://www.iquest.net/giin/classify.htm>>>  
<<http://www.iquest.net/giin/classify.htm>>  
<<<http://www.shore.net/olm>>> <<http://www.shore.net/olm>>  
<<<http://www.shore.net/class/classified.html>>>  
<<http://www.shore.net/class/classified.html>>  
<<<http://www.softaid.net/webmap/classified>>>  
<<http://www.softaid.net/webmap/classified>>  
<<[http://www.soos.com/\\$tree](http://www.soos.com/$tree)>> <[http://www.soos.com/\\$tree](http://www.soos.com/$tree)>  
<<<http://www.surplusrecord.com/>>> <<http://www.surplusrecord.com>>  
<<<http://www.systemv.com/kissware>>> <<http://www.systemv.com/kissware>>  
<<<http://www.tcel.com/orb/class>>> <<http://www.tcel.com/orb/class>>  
<<<http://www.tecnet/>>> <<http://www.tecnet>>  
<<<http://www.teleport.com/~softedge>>> <<http://www.teleport.com/~softedge>>  
<<<http://www.tiac.net/users/near>>> <<http://www.tiac.net/users/near>>  
<<<http://www.traders.co.uk/traders>>> <<http://www.traders.co.uk/traders>>  
<<<http://www.tradingpost.com/>>> <<http://www.tradingpost.com>>  
<<<http://www.tristarmedia.com/>>> <<http://www.tristarmedia.com>>  
<<<http://www.valueline.com/vl/vc/>>> <<http://www.valueline.com/vl/vc/>>  
<<<http://www.vegas.com/vegascom/casclass.html>>>  
<<http://www.vegas.com/vegascom/casclass.html>>  
<<<http://www.vidya.com/add-lib/listings/freelisting>>>  
<<http://www.vidya.com/add-lib/listings/freelisting>>  
<<<http://www.virtualplex.com/vplex/wwclass>>>  
<<http://www.virtualplex.com/vplex/wwclass>>  
<<<http://www.wantabe.com/ccmall/ccmall6.htm>>>  
<<http://www.wantabe.com/ccmall/ccmall6.htm>>  
<<<http://www.web-ads.com/>>> <<http://www.web-ads.com>>  
<<<http://www.web-unltd.com/class/indx.html>>>  
<<http://www.web-unltd.com/class/indx.html>>  
<<<http://www.webwiz.com/freeweb/a-adpage>>>  
<<http://www.webwiz.com/freeweb/a-adpage>>  
<<<http://www.webzone1.co.uk/www/ebird/>>> <<http://www.webzone1.co.uk/www/ebird/>>

<<<http://www.webcom.com/~abc/abchome.html>>>  
<<http://www.webcom.com/~abc/abchome.html>>  
<<<http://www.americanet.com/classified.html>>>  
<<http://www.americanet.com/classified.html>>  
<<<http://www.netimages.com/classifieds.html>>>  
<<http://www.netimages.com/classifieds.html>>  
<<<http://www.adxis.com/>>> <<http://www.adxis.com>>  
<<<http://www.vrx.net/showarama/ads.html>>>  
<<http://www.vrx.net/showarama/ads.html>>  
<<<http://asiabiz.com/addclass.html>>> <<http://asiabiz.com/addclass.html>>  
<<<http://www.cyserv.com/cdrome/clas.htm>>>  
<<http://www.cyserv.com/cdrome/clas.htm>>  
<<<http://www.autoseller.com/>>> <<http://www.autoseller.com>>  
<<<http://www.autoweb.com/byowner.htm>>> <<http://www.autoweb.com/byowner.htm>>  
<<<http://www.ebp.com/html/classenter.html>>>  
<<http://www.ebp.com/html/classenter.html>>  
<<<http://www.bizcafe.com/classifd.html>>> <<http://www.bizcafe.com/classifd.html>>  
  
<<<http://www.bizmag.com/orderclass.html>>>  
<<http://www.bizmag.com/orderclass.html>>  
<<<http://www.bizpro.com/business/bizpro>>>  
<<http://www.bizpro.com/business/bizpro>>  
<<<http://www.suzton..iserver.com/opportunity.html>>>  
<<http://www.suzton..iserver.com/opportunity.html>>  
<<<http://www.wirkd-wide.com/wwa>>> <<http://www.wirkd-wide.com/wwa>>  
<<<http://www.worldport.com/classified>>> <<http://www.worldport.com/classified>>  
<<<http://www.worldwide-classifieds.com/classifieds>>>  
<<http://www.worldwide-classifieds.com/classifieds>>  
<<<http://www.wp.com/globaltrading/home.html>>>  
<<http://www.wp.com/globaltrading/home.html>>  
<<<http://www.yahoo.com/bin/add>>> <<http://www.yahoo.com/bin/add>>  
<<<http://www.opentext.com:8080/omw/f-omw-submit.html>>>  
<<http://www.opentext.com:8080/omw/f-omw-submit.html>>  
<<<http://www.webcrawler.com/webcrawler/submiturls.htm>>>  
<<http://www.webcrawler.com/webcrawler/submiturls.htm>>  
<<<http://www.apollo.co.uk/>>> <<http://www.apollo.co.uk>>  
<<<http://www.stpt.com/util/submit.html>>> <<http://www.stpt.com/util/submit.html>>  
  
<<<http://www.comfind.com/intro.html>>> <<http://www.comfind.com/intro.html>>  
<<<http://www.bizwiz.com/bizwiz>>> <<http://www.bizwiz.com/bizwiz>>  
<<<http://www.galaxy.einet.net/cgi-bin/annotate?other>>>  
<<http://www.galaxy.einet.net/cgi-bin/annotate?other>>  
<<<http://www.newtoo.mainfest.com/submit.html>>>  
<<http://www.newtoo.mainfest.com/submit.html>>  
<<<http://www.isotropic..com/metro/addsite.html>>>  
<<http://www.isotropic..com/metro/addsite.html>>

<<<http://www.lycos.com/register..html>>> <<http://www.lycos.com/register..html>>  
<<<http://www.linkstar.com/linstar/bin/doform?formiecard>>>  
<<http://www.linkstar.com/linstar/bin/doform?formiecard>>  
<<<http://www.mep.com/newriders/wwwyp/submit.html>>>  
<<http://www.mep.com/newriders/wwwyp/submit.html>>  
<<<http://www.altavista.digital.com/cgi-bin/query?pg=addurl>>>  
<<http://www.altavista.digital.com/cgi-bin/query?pg=addurl>>  
<<<http://www.netogether.com/places1.html>>>  
<<http://www.netogether.com/places1.html>>  
<<<http://www.hetm.com/class/classwan.htm>>>  
<<http://www.hetm.com/class/classwan.htm>>  
<<<http://www.web.idirect.com/~mbsprog.mem-a.html>>>  
<<http://www.web.idirect.com/~mbsprog.mem-a.html>>  
<<<http://www.uran.net/aprc/cindex.html>>> <<http://www.uran.net/aprc/cindex.html>>  
  
<<<http://www.ahoy.net/~eruck/links/newlinks.html>>>  
<<http://www.ahoy.net/~eruck/links/newlinks.html>>  
<<<http://www.freeclassifieds.com/>>> <<http://www.freeclassifieds.com/>>  
<<<http://www.onlineads.com/>>> <<http://www.onlineads.com/>>  
<<<http://www.magnet.mwci.net/mall/cna/index.html>>>  
<<http://www.magnet.mwci.net/mall/cna/index.html>>  
<<<http://www.freeweb.com/freeweb/a-adpage>>>  
<<http://www.freeweb.com/freeweb/a-adpage>>  
<<<http://www.webwiz.com/freeweb/>>> <<http://www.webwiz.com/freeweb/>>  
<<<http://www.oznet~/empower/linkups18.htm>>>  
<<http://www.oznet~/empower/linkups18.htm>>  
<<<http://www.netuser.pair.com/index/freeclas.html>>>  
<<http://www.netuser.pair.com/index/freeclas.html>>  
<<<http://www.worldport.com/classified/>>> <<http://www.worldport.com/classified/>>  
  
<<<http://www.webcom.com/>>> <<http://www.webcom.com/>>  
<<<http://www.americanet..com/~abcclassifieds/>>>  
<<http://www.americanet..com/~abcclassifieds/>>  
<<<http://www.fy.com/wc/>>> <<http://www.fy.com/wc/>>  
<<<http://www.mgroup.com/freelinks/>>> <<http://www.mgroup.com/freelinks/>>  
<<<http://www.serve.com/texas/links>>> <<http://www.serve.com/texas/links>>  
<<<http://www.stjjob.com/submit.html>>> <<http://www.stjjob.com/submit.html>>  
<<<http://www.uran.net/pq/links.html>>> <<http://www.uran.net/pq/links.html>>  
<<<http://www.westweb.com/street/>>> <<http://www.westweb.com/street/>>  
<<<http://www.netdoor.com/classifieds>>> <<http://www.netdoor.com/classifieds>>  
<<<http://www.web.idirect.com/~tormall>>> <<http://www.web.idirect.com/~tormall>>  
<<<http://www.freeadz.com/classifieds>>> <<http://www.freeadz.com/classifieds>>  
<<<http://www.hway.net/aa/>>> <<http://www.hway.net/aa/>>  
<<<http://www.westweb.com/street/>>> <<http://www.westweb.com/street/>>  
<<[http://www.online\\_biz.com/links/freelinks.htm](http://www.online_biz.com/links/freelinks.htm)>>  
<[http://www.online\\_biz.com/links/freelinks.htm](http://www.online_biz.com/links/freelinks.htm)>

There are more classified sites added every day keep searching on your browser for " free classifieds." Join some of the classified clubs.

<<<http://www.classifiedclub.com/>>> <<http://www.classifiedclub.com>>  
Ultimate Advertising Club

## ""THE INSIDER'S GUIDE TO SENDING BULK E-MAIL ON THE INTERNET""

The purpose of this report is to provide you with valuable information, which will assist you in marketing your Internet E-mail Report Business utilizing the benefits of Bulk E-mail. Bulk E-mailing is without question the most powerful method of distributing information on earth. Many individuals have made millions of dollars sending bulk e-mail. Bulk e-mail is an almost free form of advertising which allows a person to sell products or services to over 50 million people worldwide from their home computer. There is no comparison between bulk e-mail and U.S. mail. With bulk e-mail, for a few hundred dollars you could send mailings to 1 million people. To send a mailing to 1 million people by U.S. mail would cost you a minimum of 300 hundred thousand dollars and this only includes postage.

There are 2 ways to market your products by bulk e-mail: 1. Sending your own bulk e-mail. 2. Paying a bulk e-mail company to send your bulk e-mails. Before deciding whether to pay a bulk e-mail company to send your bulk e-mail or send your own bulk e-mail, there are many important issues to consider. Sending a high volume of bulk e-mail can be a very time consuming process. There is much more involved than pressing the send button on your Internet browser. The easiest way to learn the ins and outs of how to send bulk e-mail is to join an Internet Marketing Club.

**THE E-MAIL LIST CLUB:** This is one the premiere Internet marketing clubs on the INTERNET. This club provides a forum where Internet marketers from all over the world can exchange ideas and secrets on Internet Marketing. In addition, the E-Mail List Club provides a very high standard of membership benefits.

They provide members with instant access to over 2 MILLION High Quality, Targeted E-Mail Addresses which DO NOT include any AOL, CIS or MCI and have been purged through their 72Mb Removes and 600 Filter Lists providing a deliverability rate of between 83% and 93%. They add over 25 Brand New Targeted Addresses each week, which amounts to over 200,000 e-mail addresses, which are, clean and ready to mail (subject to following their Code of Ethics and Rules of Membership).

They also provide some of the best products and services available for the direct e-mailer. As a member you will gain access to their members' forum where you can discuss, with experienced direct e-mailers, any problems or solutions you have found. You will also gain access to their extensive list of Direct E-Mail Software, Direct E-Mail ISP's, Direct E-Mail Sending Services, E-Mail List Cleaning Services and E-Mail Address Extraction Services.

They also provide FREE FULL VERSION SOFTWARE (not stolen or cracked software) which can extract addresses, manage and send e-mails to your potential customers. This software would be worth hundreds of dollars if retailed! Their regular membership price is usually \$25 per month. THE E-MAIL LIST CLUB's web address is:

<http://www.4userservers.com/listclub/index.cgi?ELC-789>

#### 8 POINTS TO CONSIDER WHEN SENDING YOUR OWN BULK E-MAILS :

1. Sending bulk e-mail typically is not cost effective unless you are sending at least 100,000 e-mails or more per month.
2. Costs to consider: (The costs presented below are approximate)
  - a. Bulk e-mail friendly Internet Service Provider--\$150/mo
  - b. Bulk e-mail software-----\$350
  - c. Lots and lots of time to run the software. In order to send a high volume of e-mails, you will need to send e-mails almost 24 hrs a day.
  - d. You might consider purchasing an additional computer. You will need one computer to send e-mails and another computer to extract, sort and prepare e-mail addresses. You can find companies that offer all of these services by placing the word bulk e-mail in your search engine.
3. No matter what a bulk e-mail software vendor tells you, chances are pretty good that if you try to send bulk e-mail on an Internet Service Provider which is not bulk e-mail friendly. Chances are pretty good that eventually your account will be shut down. Many ISP's are cracking down on bulk e-mailers and fining them \$100 per day or more.
4. When choosing bulk e-mail software. Choose software that has a 30-day money back guarantee.
5. The technical support department of a bulk e-mail software company is more important than the software itself.
6. Although most bulk e-mail software companies advertise that they can send bulk e-mails at speeds of 10,000 e-mails or more per hour, when sending a 10 page e-mail this may cut the speed down to several hundred per hour.
7. Make sure that the Bulk e-mail software that you choose has the ability to send personalized e-mails which have only 1 e-mail address in the (To:) location of the e-mail.
8. You will find numerous Bulk e-mail friendly ISP's and Bulk e-mail friendly software by searching the major search engines under the words

"ISP" or "Bulk e-mail". A good rule of thumb to follow is that if you are sending less than 1 million e-mails per month, it is probably more cost efficient to pay a bulk e-mail company to send your e-mails. Pricing for sending bulk e-mail can vary greatly from company to company. To give you something to use for a comparison, the going rate for untargeted bulk e-mailing is about \$1 per 1,000 e-mails sent. **IT WILL BE MORE PROFITABLE AND QUICK FOR YOU TO HAVE A COMPANY SEND AT LEAST A MILLION E-MAILS EACH MONTH FOR YOU OR UNTIL YOUR DESIRED NUMBER OF REPLIES WITH ORDERS ARE MET.**

Hundreds of Bulk e-mail companies can be found on the net. Simply go to any of the major search engines below and run a search using the words "bulk e-mail."

1. Alta Vista <http://www.altavista.digital.com/>
2. AOL NetFind <http://www.aol.com/>
3. Excite <http://www.excite.com/>
4. Hotbot <http://www.hotbot.com/>
5. Infoseek <http://www.infoseek.com/>
6. Lycos <http://www.lycos.com/>
7. Magellan <http://www.mckinley.com/>
8. Webcrawler <http://www.webcrawler.com/>
8. Yahoo <http://www.Yahoo.com/>

## **20 POINTS TO CONSIDER WHEN CHOOSING A BULK E-MAIL COMPANY :**

1. Most bulk e-mail companies are unable to provide you with any documentation which proves the number of e-mails sent, were the number you agreed upon. Your response will be your only indication of the success of a bulk e-mailing.
2. Find at least 10 different bulk e-mail companies so you have a good comparison of prices and services.
3. Make sure that the companies you choose provide a telephone number, never do business with a company until you personally speak to someone at that company. If they do not list a telephone number on their web site, send an e-mail to the company requesting they either call you or e-mail you their telephone number.
4. Make sure that the company you choose has normal business hours. Many individuals provide Bulk e-mail as a side business to their regular job. A company is more likely to give you better service if bulk e-mailing is their primary source of income.

5. Always negotiate price; never pay the listed price without at least trying to pay a lower price. Many bulk e-mail companies are hungry for your business and are open to negotiate a lower price.

6. Always run a test run of 50,000 e-mails before sending a larger e-mailing. Although many bulk e-mail companies have minimums of 100,000 e-mails, explain that you wish to run a test of 50,000 e-mails before spending money on a larger mailing. Explain to the Bulk e-mail company that if the test mailing works, you will become a repeat customer for as long as the mailings are successful. Also explain that you are involved in a internet marketing business and that if the test mailing is successful you will refer their company to your downline. A reputable company, which is in the bulk e-mail business for the long haul, will probably work with you. This is because most successful bulk e-mail companies make most of their money from repeat business. **MAKE SURE YOUR "E-MAIL LETTER" IS TYPED PROPERLY BEFORE THEY START SENDING OUT. HAVE THE COMPANY SEND YOU A SAMPLE FIRST SO YOU MAKE SURE ALL LINES AND PARAGRAPHS AND WORDS ALL ALIGNED AND CORRECT!!!**

7. Make sure that e-mails are only sent to individuals who can read English.

8. Always ask for references.

9. Pay by credit card if possible. It is to your benefit to pay for bulk e-mail services by credit card. Credit card companies are very customer service oriented. If there is a dispute between a customer and a business, the credit card company usually rules in favor of the customer and reverses the charges. Make sure you give your credit card number over the phone if possible unless the bulk e-mail company has encrypted software.

10. Before doing business with any company, first check the Better Business Bureau Web Site at <http://www.bbb.com>.

11. Make sure that the bulk e-mail company you choose can send a 10 page e-mail.

12. Ask the bulk e-mail company if they have a referral program. This is a program that compensates you for sending them new business.

13. As an industry standard, most bulk e-mail companies provide an extra 5-10% of additional e-mails with all mailings to compensate for undeliverable addresses.

14. Ask the Bulk e-mail company if they keep track of their mailings so that if you order additional mailings in the future they will not send duplicate e-mails.

15. Find out how often the bulk e-mail company cleans their lists of undeliverable e-mail addresses, flammers and autoresponders.

16. Find out how large the bulk e-mail companies database is and how often they extract new e-mail addresses.

17. Make sure that the bulk e-mail company you choose has the ability to send e-mails which show only one e-mail address in the (To:) location on the e-mail. It has been proven that personalized e-mails receive better responses than impersonalized e-mails which show numerous e-mail addresses in the (To:) location.

18. Most bulk e-mail companies have wait periods of up to a week or more.

19. Make sure that when the bulk e-mail company sends your e-mails that they do not show your return e-mail address. The e-mail you are sending provides your customers with everything they need to sign up for your program. If you provide your return e-mail address, you will receive complaints to your Internet Service Provider and your service will be terminated.

**FRIENDLY WORDS OF ADVICE** - From personal experience I can tell you that bulk e-mail when done properly can be an excellent source for new business and can make you a lot of money. Take my advice, unless you are experienced with bulk e-mailing. Find a reputable bulk e-mail company and send out 50,000 e-mails as test first. If you receive at least 2 - 4 orders continue with larger e-mails. If you did not receive at least 2 - 4 orders with your test mailing you need to change the e-mail company. You will make more money than you ever imagined.

Remember, reinvest your profits from the previous bulk e-mailing to pay for the preceding e-mailing. If you cannot afford to pay for a bulk e-mailing send bulk e-mail yourself and also, Place 10 free classified ads everyday until you earn enough money to pay to a bulk e-mailing company for sending bulk e-mail for you. This business is very simple once you get started, get started today. Send your first bulk e-mailing and you won't believe the results.

**PLEASE NOTE:** If you need help with starting a business, registering a business name, learning how income tax is handled, etc., contact your local office of the Small Business Administration (a Federal agency) 1-(800) 827-5722 for free help and answers to questions. Your earnings and results are highly dependent on your activities and advertising.

This report constitutes no guarantees stated nor implied. In the event that it is determined that this report constitutes a guarantee of any kind, that guarantee is now void. The earning amounts listed in this report are estimates only. If you have any question of the legality of this report contact the Office of Associate Director for Marketing Practices Federal Trade Commission Bureau of Consumer Protection in Washington DC.

REPORT #3

## **THE SECRETS TO MARKETING ON THE INTERNET"**

The purpose of this report is to provide you with valuable information that will assist you in marketing your Internet E-mail Report Business.

Internet marketing is now 10 years old. During the first forty years there were very few innovations. It was a very simple process consisting of selling products and sponsoring people. Internet marketing is the most effective, powerful marketing system in the world. It is also the perfect vehicle for working from home.

Internet Marketing is a way of doing business, not a business itself. It is a marketing method, and each marketer is an independent distributor, not a company employee. Each individual has his or her own business!

Internet marketing incorporates the principles of the first U.S. Billionaire J. Paul Getty. He said, "I'd rather have 1% of the efforts of others than 100% of what I can do." The power in Internet Marketing is in the duplication process. The geometric progression can be really astounding.

If you need assistance in marketing your business on the Internet, I recommend you join a Internet Marketing Club. These clubs provide a forum where Internet marketers from all over the world can exchange ideas and secrets on Internet Marketing.

One of the premier Internet marketing clubs on the internet is THE E-MAIL LIST CLUB.

THE E-MAIL LIST CLUB'S web address is:

<http://www.4users.com/listclub/index.cgi?ELC-407>

According to a recent study done by the U.S. Department of Health and Human Services, 96% of Americans never achieve financial independence. They end up depending on family, charity or government welfare. The IRS also reports that 85% of these people at 65 don't have more than \$200 in the bank. The truth is, you are not going to make anyone rich except the CEO of the company where you work.

Surveys indicate that about 85% of all working Americans would like to own their own businesses, if they could. In other words, if all obstacles were

removed, they would prefer to be their own boss rather than work for someone else. There are approximately 50 million working Americans on the Internet, this means there are over 40 million working Americans on the Internet who would rather work for themselves. This amounts to over 40 million people whose goal in life is to own their own business.

## YOU WILL HELP THEM TO ACHIEVE THEIR GOAL!

One of the biggest secrets to success in marketing on the Internet is activity. Your success will be based primarily on your level of activity. The more activity you have, the more prospects you have, the more prospects you have, the larger your downline becomes, the larger your downline becomes, the more money you earn.

In the past, internet marketing was done person-to-person, this greatly limited your potential for obtaining new prospects. You were limited by the number of people you could personally meet. Also, this method of prospecting gave a distinct advantage to the marketers who were charismatic and had excellent sales and people skills.

Direct mail, national advertising, the fax machine and telephone enabled internet marketers to market their products on a national and global level. Although the above mentioned methods of marketing were effective, the cost of utilizing these methods would often prevent marketers from realizing their goals.

The Internet has provided a new array of methods to recruit new prospects for internet marketers. Not only is marketing on the Internet global, it is the most cost efficient method of marketing on EARTH.

If you send a direct mail piece to 50,000 potential prospects by U.S. mail. Using bulk rate, the postage alone would cost you \$11,000. ( 50,000 x \$ .22 ) On the other hand, it is possible to pay a bulk e-mail company \$100 to send 50,000 e-mails. That's a savings of \$10,900.(\$11,000-\$100) As you can see, there is no comparison.

In addition to being cost efficient the Internet has leveled the playing field. Because it is possible to market products over the Internet without ever meeting or speaking to a prospect. Strong people skills, charisma and salesmanship are less important and your level of activity is more important.

The most profitable selling Product for the 21st Century is Information. The Internet is the perfect tool for marketing information. To be successful in any business, you must have complete control of the product you sell.

Marketing information reports on the Internet that gives you complete control of your business.

Your E-mail Report Business is the perfect product to sell on the Internet for the following reasons:

1. YOU ARE SELLING A PRODUCT THAT DOES NOT COST ANYTHING TO PRODUCE!
2. DELIVERING YOUR PRODUCT BY E-MAIL, ELIMINATES ANY SHIPPING COSTS.
3. BY MARKETING YOUR PRODUCTS ON THE INTERNET, YOU MINIMIZE YOUR ADVERTISING EXPENSES!
4. YOU CAN SELL TO CUSTOMERS ALL OVER THE WORLD WITHOUT EVER TALKING TO THEM!
5. VIRTUALLY ALL OF THE INCOME YOU GENERATE IS PURE PROFIT!
6. YOU HAVE MORE THAN 40 MILLION POTENTIAL CUSTOMERS ON THE INTERNET WHO WOULD LIKE TO START THEIR OWN BUSINESS.
7. YOU ARE SELLING THE MOST PROFITABLE PRODUCT IN THE 21ST CENTURY.
8. YOU HAVE TOTAL CONTROL OF YOUR PRODUCT.
9. NO SALES SKILLS ARE REQUIRED TO BE SUCCESSFUL SELLING THIS PRODUCT. YOU WILL NEVER SPEAK TO YOUR CUSTOMERS.
10. THIS IS THE PERFECT BUSINESS FOR THE PERSON WHO HAS A STRONG WILL TO BE SUCCESSFUL, IF YOU ARE WILLING TO PUT IN THE TIME TO PROMOTE YOUR BUSINESS YOUR EFFORTS WILL PAY OFF.

One of the easiest ways to achieve your goals is by helping others to achieve their goals. Earlier we determined that there are 40 million people on the Internet whose goal is to start their own business. This equates to 40 million potential prospects for your E-mail Report Business. What is the best method to market your business to these 40 million potential prospects?

Sending Bulk e-mail and placing classified ads are by far the most effective and economical methods of advertising on the internet.

Bulk e-mail enables you to contact thousands or even millions of potential prospects at a fraction of the cost of any other method of marketing. Sending bulk e-mail is like making a electronic cold call. The beauty of e-mail is that it forces your customers to read at least the header of your message. If they are interested they can respond, if they are not interested the message can be deleted.

Response is almost instantaneous, you will receive approximately 90% of all of your responses within 24 hours after sending your e-mail.

Advertising with classified ads and news groups is the most inexpensive method of advertising on the Internet. There are more than 7,000 free sites that you can post your ads at no cost. In addition, there are thousands and thousands of news groups where you can post your ads at no charge.

Advertising with classified ads and news groups does not provide a immediate response like bulk e-mail, but does provide a steady flow of customers. The only negative aspect of placing classified ads is that it is very time consuming. Although it is time consuming, it is well worth your time.

Combining bulk e-mail and classified advertising is an excellent source of new customers. A good action plan is to place at least 10 free classified ads per day and send at least 25,000 bulk

e- mails per month. Try this for thirty days, you'll be surprised at the results.

"Zig Ziglar says, "I believe that you can get anything in life you want if you will just help enough other people get what they want."

Internet Marketing is a fun business. It's the only business in the world I know of where you can go out and help people get what they want ... and also change their lives for the better... and in the process, get all that you've ever dreamed of and more.

The saying goes "It's lonely at the top." That's only true when you have to step on other people to get there, but that just isn't the way to do it. I'm happy to report the best way to success comes from helping others.

PLEASE NOTE: If you need help with starting a business, registering a business name, learning how income tax is handled, etc., contact your local office of the Small Business Administration (a Federal agency) 1-(800) 827-5722 for free help and answers to questions. Also, the Internal Revenue

Service offers free help via telephone and free seminars about business tax requirements.

Your earnings and results are highly dependant on your activities and advertising. This report constitutes no guarantees stated nor implied. In the event that it is determined that this report constitutes a guarantee of any kind, that guarantee is now void. The earning amounts listed in this report are estimates only.

If you have any question of the legality of this report contact the Office of Associate Director for Marketing Practices Federal Trade Commission Bureau of Consumer Protection in Washington DC.

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REPORT #4

## **HOW TO BECOME A MILLIONAIRE UTILIZING THE POWER OF MARKETING AND THE INTERNET.**

It is reported that of the more than 3,500,000 millionaires in the United States, more than 90% earned their wealth by starting their own business. Many of these businesses were started from their homes.

Numerous Fortune 500 companies were started by real every day people who started their business from basements, kitchen tabletops and garages, many of these people started out from scratch, low on cash, unemployed, or both.

Internet Marketing is the second leading way MILLIONAIRES are created in the United States. Last year alone over 28,000 average people became MILLIONAIRES through Internet Marketing.

You may have heard this story before, but over the summer Donald Trump made an appearance on the David Letterman show. Dave asked him what he would do if he lost everything and had to start over from scratch. Without hesitating, Trump said he would find a good network marketing company and get to work. The audience started to hoot and boo him. He looked out at the audience and dead-panned his response "That's why I'm sitting up here and you are all sitting out there!"

Over 25,000,000 Americans run a home business with over 5,000,000 of those businesses producing annual gross revenues of between \$100,000-\$500,000. Many potential entrepreneurs make the mistake of assuming that a substantial amount of capital is needed to start a successful business, many successful businesses were started with less than \$100.

The purpose of this report is to show you how to combine the revenue generating power of internet marketing together with the global distributing power of the Internet to earn you \$1,000,000 marketing your Internet E-mail Report Business.

### **HOW SOON DO YOU WANT TO BECOME A MILLIONAIRE?**

Bulk E-mail and Classified Ads are the two primary methods of marketing your E-mail Report Business. The following examples are conservative estimates; your results may vary depending on different circumstances.

If you need assistance in marketing your INTERNET business on the Internet, I

recommend you join a Internet Marketing Club. These clubs provide a forum where Internet marketers from all over the world can exchange ideas and secrets on Internet Marketing. One of the premiere Internet marketing clubs on the Internet is THE E-MAIL LIST CLUB.

THE E-MAIL LIST CLUB's web address is:

<http://www.4users.com/listclub/index.cgi?ELC-311>.

## **DESIGNING A MARKETING PROGRAM FOR YOUR INTERNET E-MAIL REPORT BUSINESS**

Maybe you went to a business opportunity meeting somewhere, and most of the speaker's talk centered on this topic -- goals and dreams. The purpose for such a discussion is not readily evident, but it's EXTREMELY important.

Research into business ownership, including interviews/polls of entrepreneurs, show that successful business owners have SPECIFIC financial goals, IN WRITING, with target dates, ALWAYS IN FRONT OF THEM.

It's a psychological fact: if you don't have a specific goal or REASON to run your own business, then that business will not succeed.

You may want to do something in addition to what you are doing already, so that you can generate an income to satisfy SPECIFIC FINANCIAL GOALS. Some goals that you may have are:

Get Out Of Debt (the "G.O.O.D." plan):

pay off bills, loans, etc. Have a better car, or at least a reliable one, with no payments. Move into a bigger/better house, or improve your present house. Save enough money to send your kids to decent schools and colleges. Take your family on a good vacation, to a place you always wanted to go, without worrying about how to pay for it or charging it. Donate more money more frequently to your favorite charity.

Whatever they are, put your goals in writing, with target dates, and put them on your refrigerator, preferably with pictures relating to them.

After determining your financial goals. You must design a marketing program, which will enable you to meet your financial goals.

It is important to diversify your marketing plan combining bulk e-mailing and placing free classified ads. Use the income projections on the preceding pages to assist you with your marketing plan. When sending bulk e-mail, your results will vary depending on the e-mail lists used to send your bulk e-mail. Some lists will do better than others.

Classified ads should be placed to take up the slack. Classified ads will provide a steady flow of new members to your organization. It's a good idea to give yourself a 25% cushion using classified ads to guarantee that you meet your financial goals.

### **SAMPLE MARKETING PLAN**

MONTHLY FINANCIAL GOAL-----\$3,750

WHAT WILL THE MONEY BE USED FOR: To save for a down payment on a new house and to take my family to Disney World.

MONTHLY ACTIVITIES NEEDED TO MEET FINANCIAL GOALS:

1. Send 25,000 bulk e-mails per month
2. Place 10 free classified ads every day

### **WEEKLY GOAL AND ACTIVITY SHEET**

MON  
TUE  
WED  
THU  
FRI  
SAT  
SUN

DAILY  
GOAL:  
# OF ADS  
PLACED  
10  
10  
10  
10  
10  
10  
10

## # OF ADS PLACED

Use a form similar to the one above to track your activity. Regardless of how many bulk e-mails you send, it is always good to place at least 10 classified ads per day. This will help to stabilize your cash flow even if you get an occasional unproductive e-mailing.

Personal freedom is astounding. You can live wherever you want to live, and do whatever you want to do.

You can work at home and make your own hours. Your residual income keeps flowing in, even if you take a couple of weeks off.

Be in charge of your life ! Be in charge of your time !

Don't be a stranger to your own children, who may be asleep when you leave in the morning and in bed at night when you return.

Internet marketing gives you more free time ultimately, and certainly gives you TIME FLEXIBILITY. You can put other things first, when you have to, and your business will still function.

The concept of Time-Leveraging is one of the most exciting aspects of this business. It allows you to generate income not only from your own efforts, but also through the efforts of others in your organization. Even if you can only work a few hours a week to get your business started, you could receive a second paycheck without quitting your job. Aside from being rewarded for your own efforts, you could also earn income from the new members you recruit.

Internet marketing is the ultimate in freedom --- the freest of free enterprise.

How much freedom do you actually have? Is time missing the most? Well, the only way to have more of it is to create your life --and your work -with more time to do what you want.

PLEASE NOTE: If you need help with starting a business, registering a business name, learning how income tax is handled, etc., contact your local office of the Small Business Administration (a Federal agency) 1-(800) 827-5722 for free help and answers to questions. Also, the Internal Revenue Service offers free help via telephone and free seminars

about business tax requirements.

Your earnings and results are highly dependent on your activities and advertising. This report constitutes no guarantees stated nor implied.

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REPORT #5

## **HOW TO SEND OUT 1 MILLION E-MAILS FOR FREE**

The purpose of this report is to show you internet marketing techniques which will enable you to send 1 million e-mails at no cost. The most successful method of marketing on the internet is bulk e-mail. The key to successful bulk e-mailing is not how many e-mails you send out.

But, how many e-mails are actually delivered. The following 8 steps will give you detailed instructions on how to successfully send 1 million e-mails for free.

### **1. BULK E-MAIL SOFTWARE**

To send bulk e-mail, you must use a special software program, I recommend 3 programs called DirectMail, Emerge and Avalanche. These program have the ability to send out over 100,000 e-mails per hour. There are many different bulk e-mail programs on the market, I have tried many of them. In my opinion, these are the best bulk e-mail software programs for the money. The cost of Avalanche is about \$300, DirectMail is about \$400 and Emerge is about \$1,500, but I will tell you how to use these programs for free. The company that sells Avalanche is Cypercreek here is their web site: <http://www.cypercreek.com/>. From the website you can download a demo version of DirectMail and Emerge. The demo is a full working copy of the program, but it will only work for 15 days, then you will have to pay for the software to continue using it. What you will need to do is

send out 1 million e-mails in the 15 day trial period, this will generate more than enough income to pay for Avalanche.

The company that sells DirectMail and Emerge is Earthonline, here is their website: <http://www.earthonline.com/>

>From the website you can download a demo version of DirectMail and Emerge. The demo is a full working copy of the program, but it will only work for 2 days, then you will have to pay for the software to continue using it. What you will need to do is send out 1 million e-mails in the 2 day trial period, this will generate more than enough income to pay for DirectMail and Emerge.

DOWNLOADING DIRECTMAIL AND EMERGE. The download site is <http://www.earthonline.com/>

After downloading DirectMail and Emerge, get familiar with the programs, go thru the help menu. DO NOT ACTIVATE THE TRIAL. Because the trial is only for 2 days, you do not want to activate the program until you are ready to start sending e-mails. For technical support call (425)865-9000 ASK FOR SALES

Another way to receive free bulk e-mail software is to join a Bulk e-mail club. They provide FREE FULL VERSION SOFTWARE (not stolen or cracked software) which can send e-mails to your potential customers. This software would be worth hundreds of dollars if retailed! Their regular membership price is usually \$25 per month.

THE E-MAIL LIST CLUB's web address is:

<http://www.4userservers.com/listclub/index.cgi?ELC-311>

OBTAINING E-MAIL ADDRESSES. Obtaining e-mail addresses can be a long and tedious process. There are 2 methods of obtaining e-mails, extracting the e-mail addresses yourself and purchasing a list which has already been extracted. There are advantages and disadvantages to both methods. The disadvantage of extracting e-mail addresses yourself is that it very time consuming. Extracting 1 million e-mail addresses may take several days. The advantage is that you can target specific groups of

individuals which you think will be interested in your product. The other disadvantage is that e-mail extraction software will cost you several hundred dollars. The advantage of purchasing a list of e-mail addresses is that someone else does the work, this will free up your time so that you can concentrate on sending e-mails. The disadvantage is that e-mail lists can be very expensive and outdated.

## 2A. HOW TO EXTRACT 1,000,000 E-MAIL ADDRESSES FOR FREE.

In order to extract e-mail addresses you will need special software. Earthonline manufactures a special software which extracts e-mail addresses from newsgroups. There are advantages and disadvantages to using this software. The advantage to using this software is that you can target specific newsgroups. The disadvantage is that this program is very slow. It may take you several days to extract 1,000,000 e-mail addresses using this software. The cost of this software is about \$400.00. Earthonline offers a free 2 day trial period. This should give you more than enough time to extract 1,000,000 e-mail addresses. Here is the website you can download Netcontact: <http://www.earthonline.com/>

## 2.B. LOW COST E-MAIL ADDRESS SOURCES

If you don't have the time to extract your own e-mail addresses. Your other alternative is to purchase e-mail addresses. There are many sources to purchase e-mail addresses on the web. The most inexpensive source I've found on the web is THE E-MAIL LIST CLUB.

This is one the premiere internet marketing clubs on the INTERNET. This club provides a forum where internet marketers from all over the world can exchange ideas and secrets on Internet Marketing. In addition, the E-Mail List Club provides a very high standard of membership benefits.

They provide members with instant access to over 2 MILLION High Quality, Targeted E-Mail Addresses which DO NOT include any AOL, CIS or MCI and have been purged through their 72Mb Removes and 600 Filter Lists providing a deliverability rate of between 83% and 93%. They add over 25 Brand New Targeted Addresses each week which amounts to over 200,000 e-mail addresses which are clean and ready to mail (subject to following their Code Of Ethics and Rules of Membership).

They also provide some of the best products and services available for the direct e-mailer. As a member you will gain access to their members forum where you can discuss, with experienced direct e-mailers, any problems or solutions you have found. You will also gain access to their extensive list of Direct E-Mail Software, Direct E-Mail ISP's, Direct E-Mail Sending Services, E-Mail List Cleaning Services and E-Mail Address Extraction Services.

They also provide FREE FULL VERSION SOFTWARE (not stolen or cracked software) which can extract addresses, manage and send e-mails to your potential customers. This software would be worth hundreds of dollars if retailed! Their regular membership price is usually \$25 per month.

THE E-MAIL LIST CLUB's web address is:

<http://www.4users.com/listclub/index.cgi?ELC-311>

### 3. SETTING UP AN ISP

Never use your primary ISP account to send bulk e-mail. DirectMail does not use your ISP's mail server to send out mail. It turns your computer into a mail server and delivers the mail directly into the recipient's mail box, this greatly reduces the undeliverable mail.

Although you are not using your ISP's resources, you will still receive complaints from less than approximately 1% your recipients. 1% of 1 million is 10,000, that is still quite a few complaints.

Once your ISP receives too many complaints, your account will be canceled. Always setup a new ISP account to send out your bulk e-mail. Many ISP's offer the first month free, I recommend using small local ISP's, many of the large ISP's have filtering systems which prevent bulk e-mail from being delivered.

Generally a new ISP account will last anywhere from a couple of hours to a couple of weeks. I

have found that if I start sending e-mails on Friday Evening, I can send e-mails all weekend and

generally my account will be closed on Monday. This site lists over 4,000 ISP's:

<http://www.isps.com/> .

### 4. RETURN ADDRESSES:

When sending a mass e-mail, you must provide a valid return address. Never use the e-mail

address of your ISP. Set up a free e-mail account to use as your

return address, it is recommended that you set up your free account with one of the larger free e-mail providers, your account will last longer with the larger companies. If you want your account to last, you should set up a new account with each mailing. Here is a web site which lists some of the top free e-mail providers <http://freecenter.com/email.html>.

#### 5. REMOVE LISTS:

Remove lists are very important, they greatly cut down the amount of complaints you will receive. You should immediately build your own remove list. Also, there are sites on the web which offer free access to remove lists. Go to one of the major search engines and type in the words "remove lists." You can find a global remove list located at [www.remove.com](http://www.remove.com).

#### 6. E-MAIL ADDRESS MANAGEMENT

One of the most important tools to bulk e-mailers is e-mail management software, this software enables you to break-up e-mail lists, remove unwanted e-mail addresses from your lists, and much more. The best bulk e-mail management program that I know of is LIST-MATE. This program is invaluable and costs about \$300.00 The company offers a free 10 day trial period. Go to their web-site at [WWW.LISTMATE.COM](http://WWW.LISTMATE.COM).

#### 7. BEST TIME TO SEND

The best time to send e-mails on the internet is between the hours of 11:00pm and 6:00am. This is because between these hours the traffic on the internet is the lowest. You may find that you are able to send e-mail as many a 10 times faster or more during these hours.

#### 8. HOW TO CREATE UNLIMITED E-MAIL ADDRESSES:

When sending e-mails, you can always send e-mail addresses of the same domain 10-20 times faster than mixed domains. The problem is that it is difficult to extract e-mail addresses of the same domains because the only places to extract same domain e-mail addresses is from online services such as AOL, Compuserve, Prodigy etc. One method of creating same domain lists would be as follows: First you will need 1 million or more same domain

e-mail addresses such as AOL. These AOL addresses can be obtained from a Internet Marketing Club.

Next, you will need a powerful word processing program such as MS word or Wordperfect with

find and replace features. Next, you load a file with 100,000 AOL addresses into this program.

Tell the program to find: AOL.com and replace it with any domain of your choice for example

IBM.COM, MCI.COM, etc. Generally you only want to choose larger domains because this will

give you a better chance of the addresses being good. When you send these addresses with

Direct Mail, the program will only send the valid addresses.

The information you have received in this report will enable you to send over 1,000,000 e-mails

for free. Before sending e-mails, be sure to follow all e-mail laws in your state. To find the

current laws for your state, go to a major search engine and type in the words "SPAM LAWS".

9. VERIFYING E-MAIL ADDRESSES: In order to save time when doing a bulk mailing. There is a program which will verify e-mail addresses without actually sending the e-mails. The name of this program is E-VERIFY and their web address is <http://www.cybercreek.com/>. This program has a 15 day free trial period. During this trial period, you can verify an unlimited amount of e-mail addresses at a rate of 30,000 per session. After you send 30,000 e-mails you will need to restart the program and re-enter your unlock code. Remember to save your unlock code so that you can use it over and over again.

Here are some simple rules to follow when sending bulk e-mail:

1. Always provide a valid return address.
2. Always provide a valid remove address so that individuals can be removed from your mailing list.
3. When sending e-mails, put the letters "ADV:" in the subject area so that recipients know this is advertising.

## Next Month

- ◆ Internet Cash Machine – A Simple 4 Step system people are using to generate wealth on the internet
- ◆ How To Make **\$1,000's of Dollars** With Other People's Products Automatically - Simple, **Proven** Strategy!

- ◆ How to **Know About** Every Secret and New Technique As Soon As it Hits the Internet - **Nothing** Will Get Past You!
- ◆ How I Average **\$50 For Every** Direct E-Mail Letter **I Send Out** - And Whom I Send Them To!
- ◆ The 4 Things You Need To Make **Serious Money** On The Internet!
- ◆ The Secrets To Creating An **Irresistible** Web Site That Will **Make People Buy!**
- ◆ How To Turn **Anything You Sell** Into Your Own Personal **MLM Empire** Without It Costing You A Dime, Plus! You Keep All The Commissions For Yourself!

**GOOD LUCK!!**