

Marketing With Safelists Traffic Book

**MARKETING WITH SAFELISTS
TRAFFIC BOOK**

A MarketingWithSafelists.Com Special Report

by

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Marketing With Safelists Traffic Book

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Marketing With Safelists Traffic Book

INTRODUCTION

Many thanks for downloading the free Marketing With Safelists Traffic eBook. This ebook is composed of a series of 10 articles that contain tips, tools and resources on how to market with safelists.

If you are struggling with safelists, the strategies in these 10 articles will help.

This is a free ebook. Give it away and use it to get free traffic.

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- I. Give the eBook away in exchange for the email address of your prospect.
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There are many strategies in this ebook that you can use. Remember to read the ebook before you give it away because it is loaded with information that you can use.

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Learn these strategies before you attempt to give the eBook or the articles away.

Then find a strategy that works for you and start getting traffic.

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CHAPTER 1 – SAFELIST BASICS

ARTICLE 1- SAFELIST BASICS

A good safelist is probably one of the best ways for you to advertise your program or product. Should you pay to join a safelist? What is the difference between free and paid safelists? In a nutshell, the difference is QUALITY.

Free Safelists usually have a lower response rate for many reasons. Free lists attract freebie seekers. If people don't pay to join, they usually don't keep up with their eMail and they get bounced from the list because of full mailboxes.

That means a lot of worthless addresses!

Paid lists have members who are more serious and are more open to your offer. eMail addresses are usually deliverable. Also, a paid list will let you mail daily versus a free list where you can only mail once per week.

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

There are literally thousands of lists that meet these criteria. You can find some very good ones by typing the word 'safelists' into your search engine.

One word of caution! The lists you can buy on CD with millions of eMail addresses will most likely result in your spamming the recipient! The source of their emails is dubious and many of the addresses are old and no longer valid. Do not waste your money or risk being accused of SPAM. It is not worth it.

Let's talk about another aspect to safelists and that is they can be a double-edged sword! The good side is that you can send an ad to as many members as belong to the list, but the down side is that the entire list can also send ads to you!

You can get literally thousands of emails per day. You will need to clean out your mailbox frequently or you will start "bouncing" messages, which is a big NO-NO! Bouncing simply means your mailbox was too full, so the message went right back to where it started - to the list owner.

Why is bouncing such a problem? When a safelist owner gets huge amounts of bounces, messages back up in a server queue (like waiting in line), and no

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messages can move through the server until the queue has been processed. Bounces can shut down a safelist owner's account in the blink of an eye!

It is no wonder they have such strict rules about bounces. They will warn you to go clean out your mailbox the first time or two it happens, but if you continue to bounce, you will lose your membership. If it is a PAID safelist, you can lose your commissions and downline as well. To rejoin, you will have to pay again.

So, if you use safelists, keep your mailbox clean. Use several junk eMail accounts so that you don't risk one becoming too full. (You will learn all about Junk email accounts and tips for their use in a future lesson). There are many rules to follow if you use a safelist.

Here is a sample from one safelist:

List Rules:

- No Autoresponders
- No Racial or Hateful Messages
- No Adult Oriented Messages
- No Answering Member Ads With Your Own Ad No Duplicate Accounts
- No Spamming of Fellow List Members No Bounced Emails

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

A note about the rule against autoresponders: When a safelist says NO autoresponders, they mean that you cannot use your autoresponder address as your list email address. It is perfectly OK and highly recommended that you use your autoresponder address in the BODY of your message so that prospects will send to your autoresponder.

If you use your autoresponder address as your list email address, it will mean that all of the other list members that send out their messages to you will only get your autoresponder message back. Very annoying and very illegal to do if you are a member of a safelist.

So what's the point in using a safelist? The point is, they DO work. In fact, many marketers make a very good living advertising only through safelists. The trick is in knowing which lists are good and which ones are a waste of time. The only way you can find out is to experiment!

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In addition, if you have a GREAT catchy headline, you increase the chances of your message getting opened and read. Another strategy is to join dozens and dozens or maybe hundreds of safelists (free!) so that you are simply playing a numbers game and increasing your odds of getting your message read by someone.

[Safelist Ad Trader](#) is a **free** program where you can sign up for hundreds of free PRO safelists.

However, it would take you all day to post ads to hundreds of safelists, so you would have to find an autosubmitter that does it for you automatically. There are several good ones out there such as:

[CONTACT AD Submitter](#)

[iPostAd](#)

[Subber](#)

[Majestic Submit](#)

[LeadsMagic](#)

[SAFELISTROBOT](#)

[SAFELISTJUNCTION](#)

[LIST SOURCE](#)

[Snazzy](#)

Also, the more safelists you belong to, the more email you will get in RETURN. So you had better have several "junk" email accounts set up and clean them out frequently!

Need more safelist strategies like this, then pick up a copy of my new ebook, of ["Insider Secrets to Marketing With Safelists"](#). I go into greater detail and more on each of the subjects listed above.

My ebook has over 90 pages of tips, tools and resources you need to effectively and correctly PROFIT from safelist marketing.

In my ebook, I'll show you, in just 12 simple steps, how to get better results from your Safelist marketing.

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CHAPTER 2 - HOW TO TRACK YOUR SAFELIST ADS

ARTICLE 2- HOW TO TRACK YOUR SAFELIST ADS

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

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

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

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

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

Total Clicks: Track the total clicks to your safelist

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

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

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

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

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

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

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

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

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

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IP Address: Track the IP addresses of your visitors.

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

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

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

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

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

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

TIP

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

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

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

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

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

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

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

Need more safelist strategies like this, then pick up a copy of my new ebook, of ["Insider Secrets to Marketing With Safelists"](#). I go into greater detail and more on each of the subjects listed above.

My ebook has over 90 pages of tips, tools and resources you need to effectively and correctly PROFIT from safelist marketing.

In my ebook, I'll show you, in just 12 simple steps, how to get better results from your Safelist marketing.

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CHAPTER 3-HOW TO USE SAFELISTS TO TEST YOUR ADS

Article 3 – How To Test Your Safelist Ads

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

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

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

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

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

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

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

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

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

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

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

Let's use this example...

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My ebook has over 90 pages of tips, tools and resources you need to effectively and correctly PROFIT from safelist marketing.

In my ebook, I'll show you, in just 12 simple steps, how to get better results from your Safelist marketing.

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CHAPTER 4 – 16 STEPS ON HOW TO COMPLETELY FAIL WITH SAFELISTS

ARTICLE 4 - 16 Steps on How To Completely Fail With Safelists

How To Completely Fail With Safelists?

If you're looking to FAIL with safelists then really...that's very easy!

Rather than following proven steps to success with using safelists that can earn you money - it is just as easy to ignore these rules and waste hours, days or months. Then you can complain like many others do that "Safelists don't work".

HOW CAN I ACHIEVE ABSOLUTE FAILURE WITH SAFELISTS?

Just follow these steps:

Step 1 - Join only a few safelists. You don't need to join hundreds of lists. Ignore the fact that Safelist marketing is a numbers game; you need to get your message out to as many folks as possible.

Step 2 - Join only "free" safelists. Why pay for safelists when there are hundreds of free safelists.

Step 3 - Use only free email accounts like "Yahoo" and "Hotmail".

Step 4 - Use your main or personal email account as your list or subscribe account. Ignore the fact that you will receive 1000s of emails.

Step 5 - Allow your mail boxes to fill up and "bounce" emails. Besides Safelist owners are only bluffing when they say don't "bounce" emails or your account will be delete. Go ahead...call their bluff!

Step 6 - Do not use Safelist submitters. Besides, who wants to use tools that allows you to auto join and auto submit to hundreds of safelists at the click of the button. Just simply manually join hundreds of lists. Then you could submit ads, one by one, to hundreds of safelists. This would only take 5 – 8 hours. Forget that automation is the key to success in the online world.

Step 7 - Do not learn the secrets of writing good subject lines for your ads. Who reads subject lines anyway!

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Step 8 - Never test your subject lines to find out which ones are being clicked on. Just use any subject and Click away.

Step 9 - Use All CAPS, \$\$ signs, or words like "FREE", "money", "profit", "cash" or "dollars" in your Subject. The SPAM filters will ignore it.

Step 10 - Use outrageous, unbelievable subjects like "Make \$300,000 in 3 days"; Or my all time favorite "Retire in 30 days". We always click and read these ads, don't we?.

Step 11- Send the same ad every day. No one will notice that this is the same ad they have seen for the last month. They will never delete this ad!

Step 12 - Do not learn How to write effective ad copy. Everyone knows good copy is not important.

Step 13 - Do not track your safelist ads to see which ones are responsive. Tracking software cost money anyway. Ignore the fact that automation is the key to success in the online world.

Step 14 - Try to sell directly with your safelist ads. Do not attempt to obtain the email address from every potential customer and build your Opt-in list. Ignore the fact that this is where you will make your sales and "not with the safelist ads".

Step 15 - Never use auto responders to stay in contact with you Opt-in list. Again, ignore the fact that automation is the key to success in the online world.

Step 16 - Do not learn the marketing and sales techniques of the online business world. Forget about becoming educated and staying current in the world of online marketing.

There you are, now you know how to "fail miserably" with safelists. The above steps, whether we realize it, is what 95% of us do anyway.

Most of us market with safelist the wrong way. The above steps are what we do wrong.

Now if you want to truly succeed with safelists, do not follow steps 1 - 16. Do the exact opposite and you will start to see results.

If you need additional info on these 16 subjects, then pick up a copy of my new ebook, ["Insider Secrets to Marketing With Safelists"](#). I go into greater detail and more on each of the subjects listed above.

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CHAPTER 5 – WILL SUBMITTERS KILL SAFELIST MARKETING?

ARTICLE 5 - Will Submitters Kill Safelist Marketing

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

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

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

Are there reasons to be concerned with submitters?

Are all these complaints valid? Are they true?

I think not...

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

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

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

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

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

- saves hours by allowing you to auto join hundreds of submitters with the click of the button
- allows you to post to hundreds of lists with the click of the button

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- gets your ad seen by hundreds of thousands of potential buyers with little cost

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

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

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

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

Here are some that I recommend:

[CONTACT AD Submitter](#)

[iPostAd](#)

[Subber](#)

[Majestic Submit](#)

[LeadsMagic](#)

[SAFELISTROBOT](#)

[SAFELISTJUNCTION](#)

[LIST SOURCE](#)

[Snazzy](#)

If you need addition info on safelist submitters, then pick up a copy of my new ebook, of "[Insider Secrets to Marketing With Safelists](#)". I go into great detail and more on safelist submitters and strategies for using them. .

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CHAPTER 6 – HOW TO MARKET WITH SAFELIST WITHOUT SPENDING A LOT OF MONEY

Article 6 – How To Market With Safelists Without Spending A Lot Of Money

I have been often asked the question, "Other than joining free safelists, how do I make money with safelists without spending lots of money?"

Good question?

If you are on a budget but want to increase your safelist marketing efforts, take advantage of some of the following opportunities.

These are one of the many ways money can be made with safelists without spending a lot of money.

1. The one thing that all safelist users need is a responsive email service. You can profit from email services without actually paying for the service itself. You can join the affiliate program to programs such as [ListMail4u](#) and [YuhKnow](#) for free and sell the services.

2. Here is a strategy I used when I did not want to spend a lot of money. Paid safelists are more responsive than free safelists and will allow you to mail to all member more frequently.

Here's how to save money on paid safelists. Sign up for the free version of the paid safelists. Of course you can't mail as often as the PRO list. However, these lists are much more responsive than safelists that do not offer PRO upgrades.

Go to [TrafficHoopla](#) and sign up for the top 20 recommended safelists. These safelists have been tested and proven to be responsive.

Use these safelists to send ads to get signups for the safelists, safelist submitters and the email services you joined.

3. Another strategy is to sign up to safelists that offer 30 day memberships at reduced rates.

[Cash4u Safelist](#) offers PRO membership for 30 days for \$1.00.

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[Cashblaster](#) offers PRO membership for 30 days for \$1.99.

This is a good opportunity to test all the features that you will not get with the free versions.

Of course, after 30 days you have the option to cancel your membership. If you find the safelists are very responsive and you are getting sales or signups, you may want to join as a PRO.

4. Did you know that you can profit from safelist submitters without actually paying to join the program. You can actually make money by joining the affiliate program for FREE. Then send out ads to get people to join under you. The following submitters have free to join affiliate programs:

[iPostAd](#)

[Subber](#)

[Majestic Submit](#)

[LeadsMagic](#)

[SAFELISTROBOT](#)

[SAFELISTJUNCTION](#)

[LIST SOURCE](#)

So if you are on a budget, and want to get signups, sales etc...then join the above safelists, submitters and the email services as an affiliate.

Then sign up to test drive the PRO version of the above 3 safelists. Next, use the safelists to send out ads for marketers to join the safelists, safelist submitters and the email services.

The above is one strategy for marketing safelists and not spend a lot of money.

If you need more strategies like this, then pick up a copy of my new ebook, "[Insider Secrets to Marketing With Safelists](#)". This eBook contains 91 pages of the latest safelist tips, resources and strategies.

To your marketing with safelist success,
Russell Carter

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CHAPTER 7 – 8 STEPS TO GETTING MORE SAFELIST SUBMITTER SIGNUPS

Article 7 – 8 Steps To Getting More Safelist Submitter Signups

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

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

For example, when the SUBBER submitter offered their free trail offer, I decided that I would sweeten the deal by offering my free reports. As a result, I ended up getting over 20 new signups in my downline.

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

TRY THIS!!

Step 1. First, join the safelist submitter of your choice. Or simply join their free affiliate program. The following submitters have free to join affiliate programs:

[iPostAd](#)

[Subber](#)

[Majestic Submit](#)

[LeadsMagic](#)

[SAFELISTROBOT](#)

[SAFELISTJUNCTION](#)

[LIST SOURCE](#)

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

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

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

If you have nothing to offer, take advantage of the following free resources.

1. [Safelist Marketers Survival Guide](#)
2. "[How To Automate Safelist Marketing](#)" eCourse
3. "[What To Do With All That Safelist Email](#)" eCourse

Step 3. If you use [Safelist Marketers Survival](#) Guide, change the links of any programs/safelists that you are a member of to your links.

Step 4. Do the same for the eCourses in [How To Automate Safelist Marketing](#). If you have done "step 1", you should now be affiliates of [iPostAd](#), [Subber](#), [Majestic Submit](#), [LeadsMagic](#), [SAFELISTROBOT](#), [SAFELISTJUNCTION](#) and [LIST SOURCE](#).

Change those safelist submitter links in the eCourse for iPostAd, the Subber, the Adbuilder or Majestic Submitt to your links. My only request is that you leave my copyright box intact with my name and URL.

Step 5. If you choose to use the "[What To Do With All That Safelist Email](#)" eCourse, change the links for any of the programs in the eCourse to your links. Again, my only request is that you leave my copyright box intact with my name and URL.

Step 6. Load the bonus(s) to your autoresponder. Each bonus should have a separate autoresponder email address. Include the autoresponder email address for each bonus in the ads that you send out.

If you need an autoresponder, read the "Safelist Marketers Survival Guide".

Or simply get [Aweber](#), an **excellent** free autoresponder for 30 Days

Step 7. Develop a good headline and develop your ad. In your ad, offer the FREE bonus(s) to your Opt-in lists in exchange for subscribing to "your free submitter downline".

Remember, do include the autoresponder email address of the bonuses in this ad.

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Step 8. Next send your ad to all the safelists that you are a member of. Since this is a numbers game, the more safelists that send to, the better your response. If you need free safelists, join some of the free safelists listed in Appendix A of this eBook.

Remember, when sending the ad to your safelists, don't use the URL for the submitter in the body of your ad.

Use an autoresponder email address to collect the email addresses (which you can use to build your Opt-in list for follow on messages).

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

Your first message in the autoresponder will contain a thank you message as well as URL of the safelist submitter.

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

So there you are, I have just shown you how to get subscribers for your safelist submitter accounts.

If you need additional info on submitters, then pick up a copy of my new ebook, of ["Insider Secrets to Marketing With Safelists"](#). I devote a whole chapter safelist submitters and go into great detail.

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

To your marketing with safelist success,
Russell Carter

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CHAPTER 8 – THE NUMBER 1 REASON SAFELIST USERS GIVE UP

Article 8 – The Number 1 Reason Safelist Users Give Up

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

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

You check your email a couple of hours later. Nothing!

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

You check the next day and still nothing! Now you are concerned! What went wrong?

You back track and go over everything that could have gone wrong.

You then check your free Yahoo or Hotmail email box again and notice several emails that say "Your Safelist is on Vacation Status". Then you check several of your other free safelist accounts and see the same thing.

Now you realize why you had no responses, "No one saw your offer because the ad was never delivered"!

After this happens several times you quit and say...

...SAFELISTS DON'T WORK AND ARE A WASTE OF TIME!

The biggest problem with posting to safelists is having your account disabled, deleted or put on vacation due to bounced emails from full email accounts.

Then you lose sales...

This is the number one reason safelist marketers quit! Had it ever occurred to you that you may be losing sales because of your email box?

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Most safelists users have no clue as to how to use email boxes for safelist marketing. They generally sign up for free email accounts. These accounts are generally 1MB to 4MB in size and are not designed to handle large volumes of email receive from safelists.

These email accounts fill up quickly. When I first started using safelists with free email accounts, I had to empty my email boxes daily to just prevent bouncing.

Once your account bounces, the safelist owner will put your account on vacation, disable it or even delete your account.

That is not good...because nobody will even see your ads if your subscribe box bounces and the safelist owner put you on vacation or **deletes your account**.

You have **ZERO** chance of getting subscribers or sales if no one sees your ad!

And all because of your email account!

Solution #1: Log into you subscriber email account at least once a day and clean out your inbox. This is especially true if you are using free email accounts.

Solution #2: A better option is to get a large professional email account that is designed to handle large amounts of email. I am talking about 50MB to over 100MB mail boxes.

Some of the PRO email boxes will even delete your email at preset intervals. And you don't even have to log in!

RECOMMENDATIONS

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

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

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

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

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

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

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

- POP3 Access - Download your [YuhKnow](#) email to your Outlook Express (or whatever you use)
- One Click Delete - A separate login URL where you can delete all e mails with ONE CLICK!
- Email Potty - Set up your Pop3 account to be automatically dumped at Midnight each night

Message Filters - You can set up message filters, so each time you log in, the message filter system will run and filter all emails accordingly to the rules you have set

I personally prefer to log in every couple of days and check my mail for offers that interest me.

The bottom line is, if you are going to use safelists as an advertising tool, you need to get a mail box that is designed to hold alot of email.

Remember, no one will see your offer if your mailbox bounces and your account is put on vacation or deleted!

If you need additional info on this subject, then pick up a copy of my new ebook, the ["Insider Secrets to Marketing With Safelists"](#).

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CHAPTER 9 – The Eight Great Lies of Safelist Marketing

Article 9 – The Eight Great Lies of Safelist Marketing

Lie #1: You can make sales directly from safelist ads!

THE TRUTH: Most of your sales will not be made directly from sending out safelist ads. You need a system to capture your visitors email address such as ww autoresponders or a signup form on your website.

I use [wwKiosk](#) because of the use of unlimited autoresponders (wwKiosk refers to them as supersponders) as well as other tools such as their safelist franchise, free Leads, free hosting, safelist script and FFA.

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

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

Then you need to follow up with your subscribers, providing them USEFUL information over a period of time.

Lie #2): You don't need Safelist submitters to submit your ads.

THE TRUTH: True, you don't need submitters to post your ads.

However, without submitters, you are wasting your time. You can post to 500 safelists in the time it takes to post to one safelist.

Once you are up and running, safelist submitters are easy to use.

CONTACT AD Submitter

[iPostAd](#)

[Subber](#)

[Majestic Submit](#)

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LeadsMagic

SAFELISTROBOT

SAFELISTJUNCTION

LIST SOURCE

Snazzy

Lie #3: Only join free safelists! You don't need to pay for safelists when there are thousands of free safelists!

THE TRUTH: Free safelists are not as responsive as paid list. Paid safelists have more benefits. In addition, paid list members often read their mail instead of deleting it.

Also, paid members are more serious about their marketing efforts and may even buy from you.

Lie #4): You can easily get people to sign up for your safelist offer.

THE TRUTH: You need to offer something for free and valuable to encourage more people to join your lists. It can be a free eCourse, eBook, report, software etc...

Kiosk VOIP Conference Software a free resource I use for Voice Over Internet Protocol conference software that is free and will be hot over the coming months.

Everyone needs professional website hosting, so I offer free Web Hosting.

I also offer my free Marketwithsafelist Traffic Book.

Lie #5: Safelist ads are very responsive.

THE TRUTH: Safelists ads are not very responsive unless you are sending to hundreds or even thousands of safelists. You need to get your ad in front of as many people as possible to be successful with safelists. However, if you learn how to correctly use safelists, you can be successful with your marketing efforts.

Lie #6: Thousands of safelist members will read your safelist ad.

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THE TRUTH: Safelist members get thousands of emails a day. No one can possibly read email from 100,000 other people! As a result, many safelist users simply delete a lot of the ads.

However, you can get your safelist mail read if you use the right safelist strategies. Start with having a "killer" subject. Then the ad itself must be convincing enough to cause the reader to want to click to your site.

My "[Insider Secrets to Marketing With Safelists](#)" eBook is full of safelist strategies you can use to get people to open your safelist mail and get your ads read.

Lie #7: AOL, Hotmail or any other free email accounts are adequate to handle you safelist mail.

THE TRUTH: The Number One Reason Safelist Users Give Up is due to inadequate email boxes to handle all the tons of email you will receive.

The biggest problem with posting to safelists is having your account disabled, deleted or put on vacation due to bounced emails from full email accounts.

You will lose sales because no one sees your ad!

This is the number one reason safelist marketers quit.

The truth is you need a "large Professional" mail box such as [ListMail4u](#) or [YuhKnow](#) that can handle all of the safelist email.

Read my "[What To Do With All That Safelist Email](#)" eCourse and get all the details. To subscribe, just CLICK this link:

Lie #8: Safelists are a waste of time and money.

THE TRUTH: Safelists can be very valuable if used correctly. Most people use safelists the wrong way. There is a lot of mis-information about safelists.

Safelists are not useless if used PROPERLY. One mistake most people make is trying to sell directly with safelist ads. This is a mistake!

Safelists should be used to capture the email addresses of potential customers and to build your opt-in list.

Then you can send periodic, value-added mailings to your Opt-in list. This is where you will make your sales.

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If you want to learn the truth about safelists, then pick up a copy of my new ebook, the "[Insider Secrets to Marketing With Safelists](#)". I go into greater detail and more on each of the subjects listed above.

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CHAPTER 10 – "IS THERE A LACK OF RESPONSE TO YOUR SAFELIST ADVERTISING"

Article 10 – 8 Steps To Getting More Safelist Submitter Signups

When people are concerned about the lack of response to their safelist advertising, they usually complain about one of two things. They either say, "I put it in all the popular and largest safelists but nobody responded"

...or

"I followed all the copywriting 'rules' but didn't even get one sale." This dilemma is normally due to one common problem.

In safelist marketing, basically six things has to happen at the same time.

(1) Your subject has to stand out. (2) Your ad copy has to be great. (3) Your placements has to be right on target. (4) Your timing has to be right. (5) You must repeat your ads regularly. (6) Your targeted safelists has been tested.

The one thing that most people don't consider that dooms their ads to failure is that all six elements in the process must be in place.

Let's go through them one by one to get some clarification and ensure your ads get the response they should.

1. -- Your subject has to stand out --

If your headlines are bad, no one will even read your offer. Safelist users are in a hurry. You have only seconds to get their attention while they search their safelist inboxes.

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

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

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2. -- Your Copy Has To Be Great --

This is one area that's not addressed enough, especially with safelist advertising.

Your ad copy has to grab attention from the first line. It has to push those emotional triggers. It has to grab attention in the first few seconds because safelist users have "trigger fast delete fingers".

When you speak to your customers through your advertising, your primary goal should be to answer this one question - "What's in it for me?"

3. -- Your Placement Has To Be Right On Target --

Just because the safelists you choose to place your ad with are popular doesn't mean your target audience frequents them.

For example, let's say your target safelist has over 30,000 subscribers and is very popular. You may be tempted to place an ad with them thinking you'll get a huge response. But if your product is auto insurance, you are most likely wasting your time and money.

This is why I always recommend to target products that safelist users use (other safelists, safelists scripts, submitters, email boxes etc.). That way, your ad will be placed in front of people who have an interest in safelist products.

However, don't limit your advertising to just safelist related products. I personally find that safelist related products sell better when using safelists.

4. -- Your Timing Has To Be Right --

There are some general "timing" rules that apply in advertising that applies to safelists as well.

a. Never advertise during a holiday weekend. Most people are either away for the holiday or doing family related events.

b. Summers are slower than the other three seasons. This is not to say that you shouldn't advertise during the summer. What it means is that you'll probably have to advertise more! Again, the focus of most people is on planning vacations, being with their children and having fun. Because of that, most won't pay much attention to advertising that isn't specifically related to their immediate need. You'll have to up your ad frequency in order to place yourself in front of them continually.

c. Always take advantage of advertising related products during "newsworthy" times. Nationally or locally, if your product or service relates well with something that is

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being covered in the news, jump on the bandwagon. Again, it deals with the general focus of your customer's attention.

d. Test to find the best time of the day or nite to send ads for you. I have read that weekends are terrible. However, in my case, I find that to be untrue. So, test your market to see what the best time of the day or nite to send.

5.-- You Must Repeat Your Ads Regularly --

Many of us give up after the first or second submission of our safelist ad.

Statistics show that you consumers must see your ad seven times before they really even notice it. Seven times! Safelists are great in getting your ad in front of hundreds of thousands of potential customer at a very low cost.

You have to get your ad in front of your target audience numerous times before they start taking notice.

Why do you McDonalds spend millions on marketing each year even though we know who they are. However, they understand that if they do not advertise, they may lose thier market share.

Once you start repeating your ads, you will notice a great increase in your safelist response.

6. -- Your targeted safelists has been tested --

If you're not testing the safelists that you use, you are wasting your time marketing with safelists. For example TRAFFIC HOOPLA has shown that at least 95% of Safelists are totally ineffective. If you are posting to these safelists that don't work, you will not get subscribers or make sales.

Testing is not that difficult. It takes some work on your part but is not hard to do. You can track your ads results with a system like Adminder.

In many cases, some safelists offer tracking tools where you can track your ads.

Or, you can simply can join a program such as the Traffic Hoopla affiliate program for free where all the testing is done for you.

So, if you are looking for more response from your safelist marketing campaigns, follow the 6 rules listed above.

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If you need addition info on these 6 subjects, then pick up a copy of my new ebook, of ["Insider Secrets to Marketing With Safelists"](#). I go into greater detail and more on each of the subjects listed above.

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APPENDIX A - FREE SAFELISTS RESOURCES

Here is a list of safelist resources you will find helpful

["Insider Secrets to Marketing With Safelists"](#) eBook

["Marketing With Safelists"](#) Newsletter

[CONTACT AD Submitter](#)

[iPostAd](#)

[Subber](#)

[Majestic Submit](#)

[LeadsMagic](#)

[SAFELISTROBOT](#)

[SAFELISTJUNCTION](#)

[LIST SOURCE](#)

[Snazzy](#)

[Safelist Ad Trader](#)

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APPENDIX A - FREE SAFELISTS RESOURCES

[TrafficHoopla](#)

[Adminder](#)

[ListMail4u](#)

[YuhKnow](#)

[VOIP Conference Software](#)

[Web Hosting](#)

[wwKiosk](#)

[Aweber](#)

[Safelist Marketers Survival Guide](#)

["What To Do With All That Safelist Email"](#) eCourse

["How To Automate Safelist Marketing"](#) eCourse

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APPENDIX B - FREE SAFELISTS

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

1. [MarketingWithSafelists](#) 123 + MEMBERS! JOIN FREE!
2. [Business World List](#) 46,380+ Members
3. [Herculist](#) 31,200+ MEMBERS! JOIN FREE
4. [Traffic Attractor](#) 2270+ MEMBERS! JOIN FREE!
5. [TheMadVlad](#) 2421+ MEMBERS! JOIN FREE!
6. [Gotsafelist](#) 3009+ MEMBERSJOIN FREE!
7. [Traffic Racer](#) 2520+ MEMBERS! JOIN FREE!
8. [Ad Gliders](#) 95 MEMBERS! JOIN FREE!
9. [Safelist Addicts](#) 5437+ MEMBERS JOIN FREE!
10. [Viral Profits](#) JOIN FREE!
11. [Traffic Attractor](#) 2270+ MEMBERS! JOIN FREE!
12. [Big Ant](#) 6553 MEMBERS – JOIN FREE
13. [Cash4u Safelist](#) 19,893+ MEMBERS! JOIN FREE!
14. [Cashblaster](#) 10241+ MEMBERS! JOIN FREE!
15. [Promoneymail](#) 118,759+ MEMBERS! JOIN FREE!

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16. [Ad Solution Line](#) - 5871+ MEMBERS! JOIN FREE!
17. [wwKiosk](#) 11,542+ MEMBERS! JOIN FREE!
18. [Mail For Profits](#) JOIN FREE!
19. [Adtactics](#) 13,925+ MEMBERS! JOIN FREE!
20. [The Safelister](#) 17,460 MEMBERS! JOIN FREE!
21. [Emily Safelist](#) 855+ MEMBERS! JOIN FREE!
22. [Traffic2you](#) Safelist 4,400+! JOIN FREE!
23. [EPowerList](#) 1000+! JOIN FREE!
24. [Pearls Of Wealth Passionate](#) - 2,613+ MEMBERS!
25. [Newage Marketing Supreme Safelist](#) - 6369 MEMBERS
26. [Safeoptin Safelist](#) - 2000+ MEMBERS - JOIN FREE
27. [Guarenteed Results](#) 1,402+ MEMBERS! JOIN FREE
28. [Big Bananza Safelist](#) 4436+ MEMBERS! JOIN FREE
29. [Ace Safelist](#) 2,340+ MEMBERS - JOIN FREE
30. [Crystal Clear Solutions](#) 1084 MEMBERS - JOIN FREE
31. [All Downline](#) - 11,003+ MEMBERS - JOIN FREE
32. [Wizards Lore](#) - 1,803+ MEMBERS - JOIN FREE