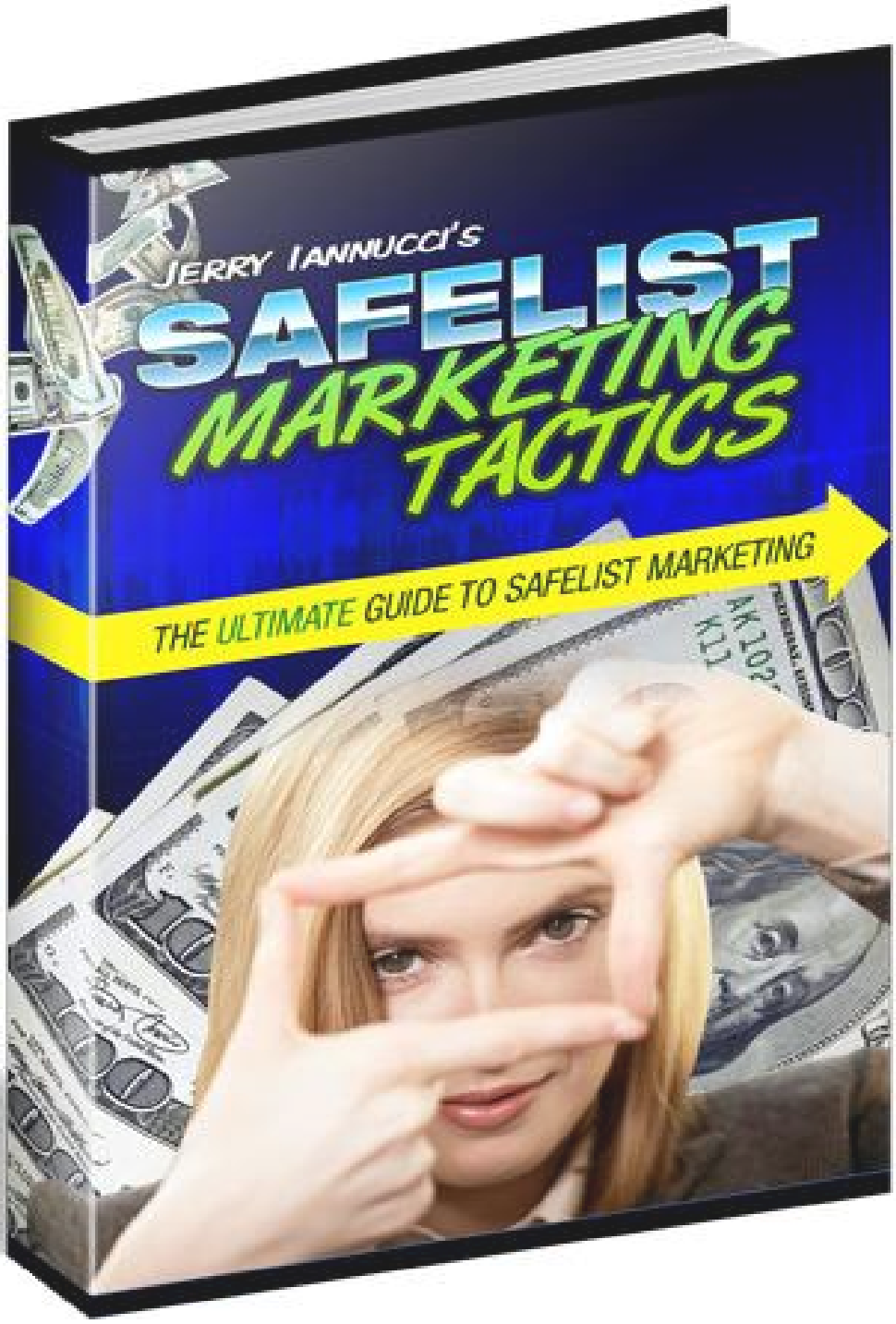
JERRY IANNUCCI'S
SAFELIST
MARKETING
TACTICS
THE ULTIMATE GUIDE TO SAFELIST MARKETING

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Introduction

Hello and welcome to Safelist Marketing Tactics.

Before we get started I thought it would only be proper for me to introduce myself. My name is Jerry Iannucci and I am an Internet Marketer.

I got my start in Internet marketing way back in 1996 working for a company that helped businesses move their offline business onto the web. I was in charge of targeted link building where I was able to practice marketing in a wide variety of niches.

I first got introduced to safelist marketing in 2002. At the time safelists were still fairly new and it was an easy way to get your email ads out to thousands of people while still expecting to get a decent response back. Unfortunately safelist marketing went through a pretty rough period around this time and I eventually stopped using them all together to focus on other traffic sources.

Recently safelist marketing has been making a dramatic comeback as many new features have been introduced which have helped safelists become one of the most responsive forms of free advertisng I have found. I now use safelists every day as part of my overall marketing plan and have been getting incredible results.

The purpose of this book is to help you get a better understanding of how you too can use safelist marketing to build your business with a minimal amount of time and money.

The Rise and Fall of Traditional Safelists

I had hoped to start this chapter with a very detailed history of how safelists first came onto the Internet marketing scene but for the life of me I have not been able to pinpoint where and when the first safelists came into existence.

I can say that the first safelists did appear sometime in the late 90s.

So what exactly is a safelist? A safelist is a membership site that allows it's members to exchange email ads with one another. That means that you would be able to email an advertisement to the entire membership of a safelist and in exchange you would agree to receive email ads from other members.

In the beginning this worked great. You didn't need to worry about spam complaints because everybody agreed to receive your emails. There also wasn't a lot of competition in these days so the response to your email ads was usually pretty good.

As the popularity of safelists grew so did the number of people operating them. In 2001 anybody could spend a few dollars to buy their own safelist membership site. This was great at first but soon there were hundreds and then thousands of safelists operating online. It became a full-time job just to keep up with joining new safelists, sending your daily ads, and then sorting through the thousands of emails you received every day.

It was around this time that someone came up with the brilliant idea of creating a paid service that would make managing multiple safelist memberships easier. These were called “safelist submitters” and were available as a membership site or as a piece of software you installed on your computer.

The idea behind a safelist submitter was great. You could join thousands of safelists with the click of a button and then blast your email ads out to all the safelists with a second click.

Along with the safelist submitters came a way for users to manage the massive amounts of email they were receiving every day. These came in the form of "mailbox cleaners" which would automatically delete the contents of your safelist inbox after a certain number of days or if it reached a certain capacity. This would keep your inbox from overflowing with safelists ads and keep new emails from bouncing.

This seemed like a perfect solution. Automatically send your email ads to thousands of safelists every day and automatically delete all the emails you received for being a member of all those safelists.

So wait, if we could stop reading the ads from other safelist members then who was reading our ads? The answer... nobody. It was at this time that safelist advertising became practically useless.

I tried joining one of the largest safelist submitters a few years ago just to see if things had improved or if they had gotten worse. For $19.95 I was able to send my ads every day to over 1000 safelists containing over 1 million members.

At the end of the month not only had I earned $0.00 but because I was tracking my ads I was able to see that only 3 people ever clicked the links in my email ads. That's 3 out of the 30 million emails that went out with my link in them.

That isn't to say that all old-school safelists are completely dead. There are still a few out there that can produce decent results however you won't get much activity out of them unless you choose to upgrade to a paid membership. Even then you still need to be able to create subjects and ad copy good enough to get your emails opened and clicked to bring traffic to your site which is much easier said than done.

Traditional Safelists vs Credit Safelists

Back in 2001 when safelists were just starting to take a turn for the worse Jon Atwood launched a different kind of safelist that rewarded members for reading emails. That first credit based safelist was called AdTactics and it is still going strong today.

Credit safelists are similar to to traditional safelists except that they force members to be more active in order to send out their ads every day. Credit safelists are actually more like a traffic exchange in the way that they deliver traffic to your website.

When you join a credit safelist you receive emails from other members just like in a traditional safelist except each of these emails contain a “credit link” which you need to click in order to earn credits. Before you can earn the credits you need to visit the advertiser's site for a set amount of time. You can then use the credits you earn to send your ads to the rest of the list.

Credit safelists work better than traditional safelists because the members must spend some of their time visiting your websites in order to earn enough credits to send their own ads. That means you are almost guaranteed traffic to your site regardless of how well written your emails are.

Of course with credit safelists you still have to deal with receiving a mountain of email ads in your inbox every day and just because your site is getting traffic doesn't mean you are getting sales... but we'll deal that in a bit.

Do Credit Safelist Really Work?

Depending on the type of website you are trying to promote there is a good chance that the traffic you receive from safelists will not be the best way to promote your site. The traffic you receive from using safelists caters to a very specific audience and is not suitable for all websites.

One of the first things I learned when I started doing Internet marketing was to ask myself two questions before promoting a site.

1. What kind of people would be interested in my site?
2. Where are those people surfing?

If you have a website that is trying to sell tennis rackets you would want to target tennis players. What kinds of sites attract tennis players? Maybe there are a few tennis players who are using safelists but I am guessing there aren't a whole lot.

So what kind of people are using safelists?

You can get a good idea of who the average safelist user is just by looking at some of the sites they are promoting. About half of these people seem to be promoting ways to make money online and the other half are promoting ways to get more traffic. There will always be a few people who are trying to sell tennis rackets but those people don't usually stick around for very long.

All safelist members have one thing in common… They all want traffic!

So let's talk about the people who are using safelists to promote ways to make money. These are generally people who are promoting a home business opportunity that pays them to recruit new members. Many of these people start using traffic exchange programs because they are looking for a way to generate free traffic for their affiliate pages.

Since many of the people who use safelists are only doing so to promote their own business opportunities it is very difficult to sell to these people. It would be like trying to sell tennis rackets to another tennis racket salesman.

This isn't to say that it is completely pointless trying to advertise a business opportunity with safelists. The people who advertise business opportunities on safelists are known buyers. If they joined one opportunity they might be willing to join another especially if they aren't seeing very good results with their current business. While you may get some results from promoting your business opportunity to these people this isn't generally the best way to use safelists.

The second group of people who use safelists are the ones promoting other marketing services. These could be other safelists, marketing ebooks, or any other product/service designed to help Internet marketers.

We already know that the people who are viewing your safelist ads are only doing it so that they can earn enough credits to promote their own site. It makes perfect sense that promoting other traffic related products or services to these people would get the best results.

Will safelists work for your site?

If you are promoting a business opportunity or a way for people to make money online… they can work but you are going to have a lot of competition to deal with. It might not be worth your time.

If you are promoting a website that sells tennis rackets… sorry, safelists will not work for you.

If you are promoting something that would interest other Internet marketers, especially something for free… Absolutely, but only if done correctly.

Creating Safelist Email Accounts

Because of the volume of email you will receive when you start doing safelist marketing it is important for you to have two dedicated email addresses setup that will only be used for your safelist marketing activities.

You will need a **contact** email address and a **list** email address.

The **contact** address will be used for receiving emails directly from the list owners as well as solo ads from members.

The **list** email will be the address that gets the bulk of the email. This is where you will be receiving the email ads from all the other safelist members.

There are a number of websites on the Internet that provide free email accounts. For the sake of keeping this simple for everybody I am going to use Google Gmail to create our safelist email accounts. The process is basically the same for whatever email provider you use, just make sure you choose one that offers enough storage to handle all the email you will be receiving.

The first thing to do is to go to http://mail.google.com and click the button in the bottom right corner of the screen to "Create an account".

Fill out the application form to create your new **contact** and **list** email addresses.

Don't worry if the login name you choose is already taken. There are millions of Gmail accounts out there and Google is happy to suggest a new one for you to use. Also, don't worry if the name they pick for you isn't very fancy. Nobody will ever see it except for the safelists you are joining. Just make sure you write it down so you won't forget it.

After you have your first Gmail account setup you can click “Sign out” at the top of the page to log out and start all over again with your next address.

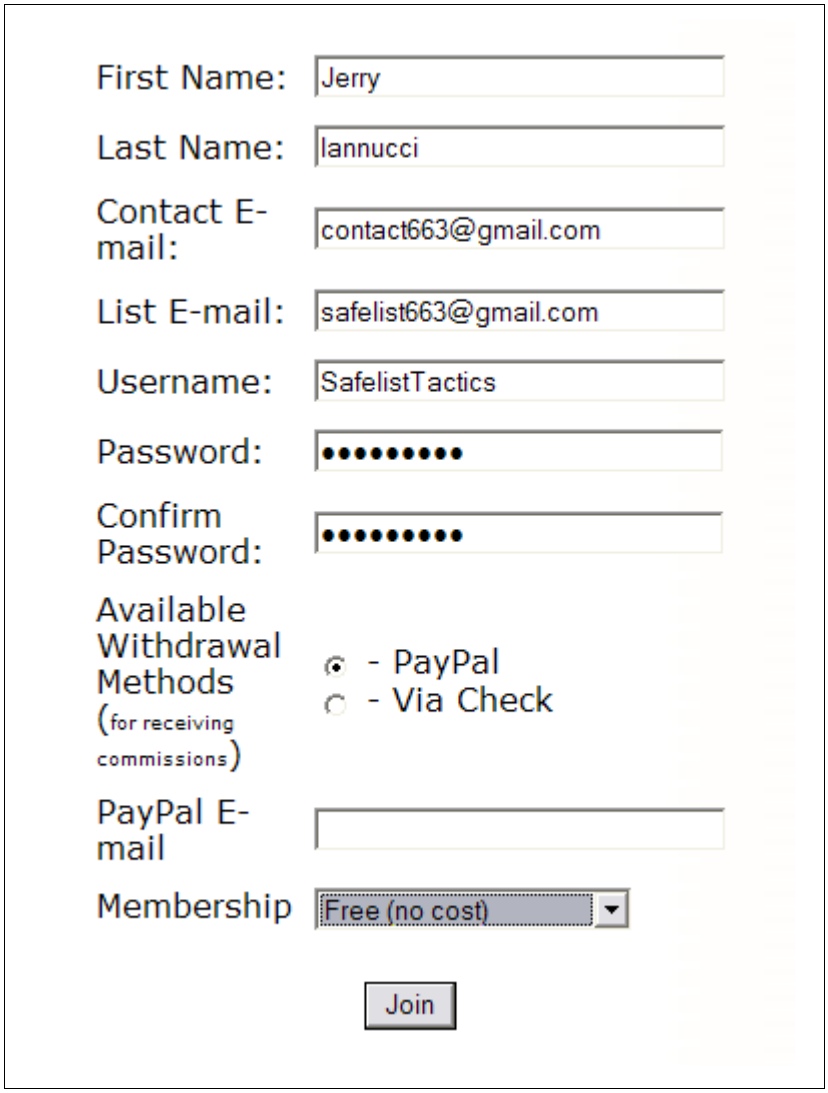
After you have created your **contact** and **list** email accounts at Gmail you will be ready to join your first safelist.

Joining Safelists

AdTactics is the one of the longest running and largest credit safelist on the Internet. I will be using AdTactics as the main example for most of this book but the same principals apply for nearly every other credit safelist.

The first thing you will need to do at AdTactics is create a new account.

Go to the AdTactics homepage and click "Join Now".



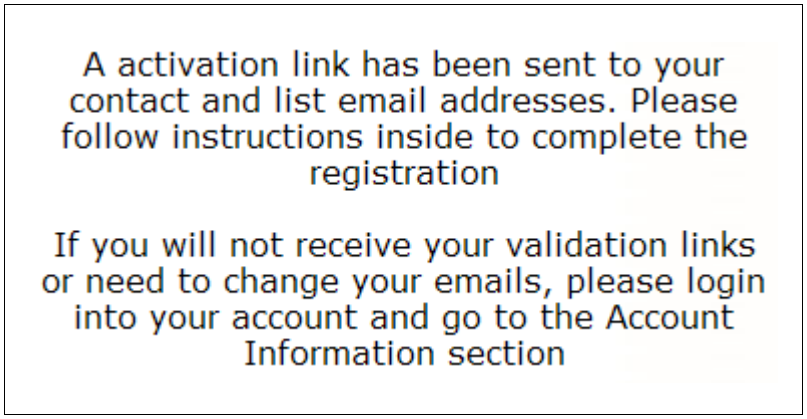
Fill out the application form with your information including your **contact** and **list** email addresses that you created in the previous chapter.

Important: Do not submit your primary email address into any safelist. The amount of daily email you will receive from some safelists can be overwhelming. You must use two unique emails addresses as outlined in the previous chapter.

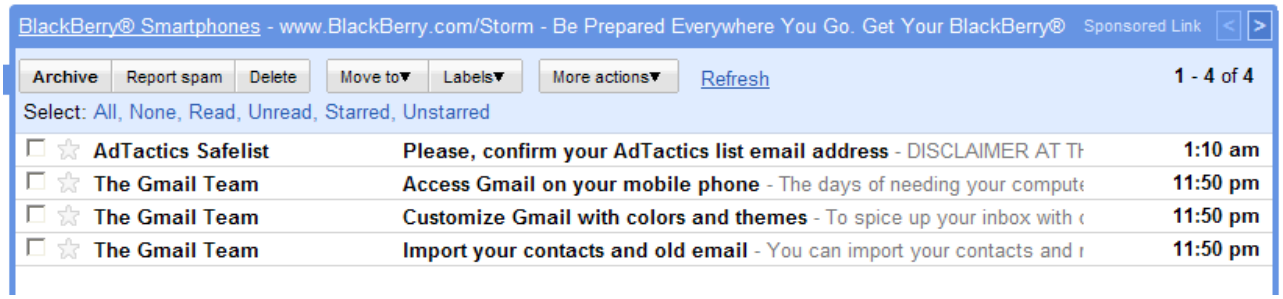
Most safelists offer premium memberships that give you more advertising credits and other advantages over free members. If you can afford the upgrade when you are signing up or you are offered a special deal when logging in it can be a good idea to grab it. However for the purpose of this guide we will just assume you are taking the free membership.

You can always upgrade your account later when your system is up and running.

After you fill out the application form and click "Join" you will see a message asking you to verify your email address.



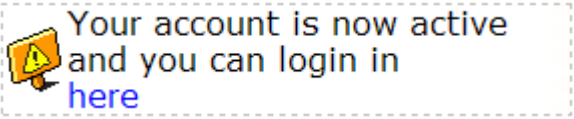
Log into both your **contact** and **list** email addresses and find the confirmation emails.



Don't freak out if the emails don't appear right away. If you don't receive the emails after about 10 minutes you can login to the safelist and click the link that resends your activation emails.

When the emails arrive simple open them up and click the validation links inside to confirm your account.

Once both of your email addresses have been confirmed you should see a message like this:

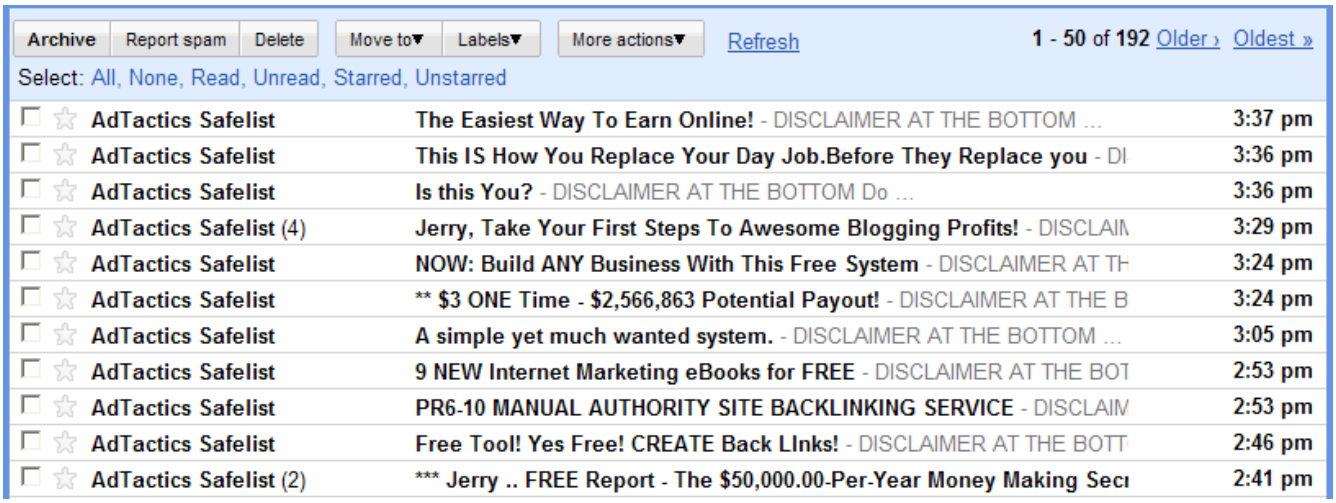


This means your account is active. Feel free to log into the site and start exploring some of the features.

Managing Incoming Safelist Emails

Before we get started blasting your email ads all over the place you are going to want to add some email filters to manage all your incoming emails.

It doesn't take long after verifying your safelist email addresses that the ads from other members are going to start pouring in.

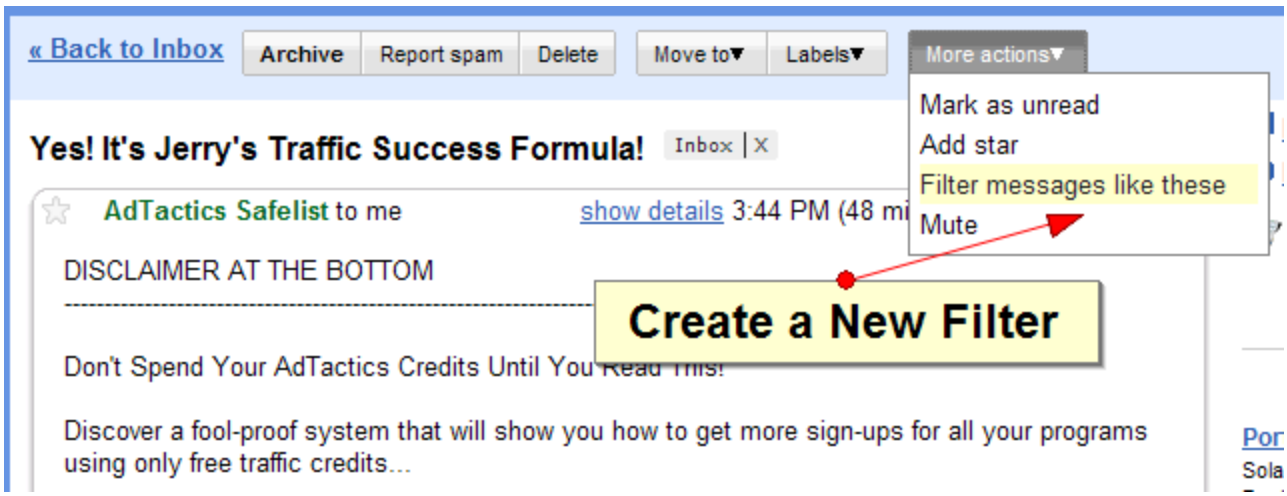


That's just from one safelist. Imagine what your inbox would look like if you woke up the morning after joining 10 or 20 safelists.

Thankfully almost all email programs have a way of sorting your incoming mail with something called “filters”.

If you are not using Gmail check the instructions for the mail program you are using and I am sure you will find something similar.

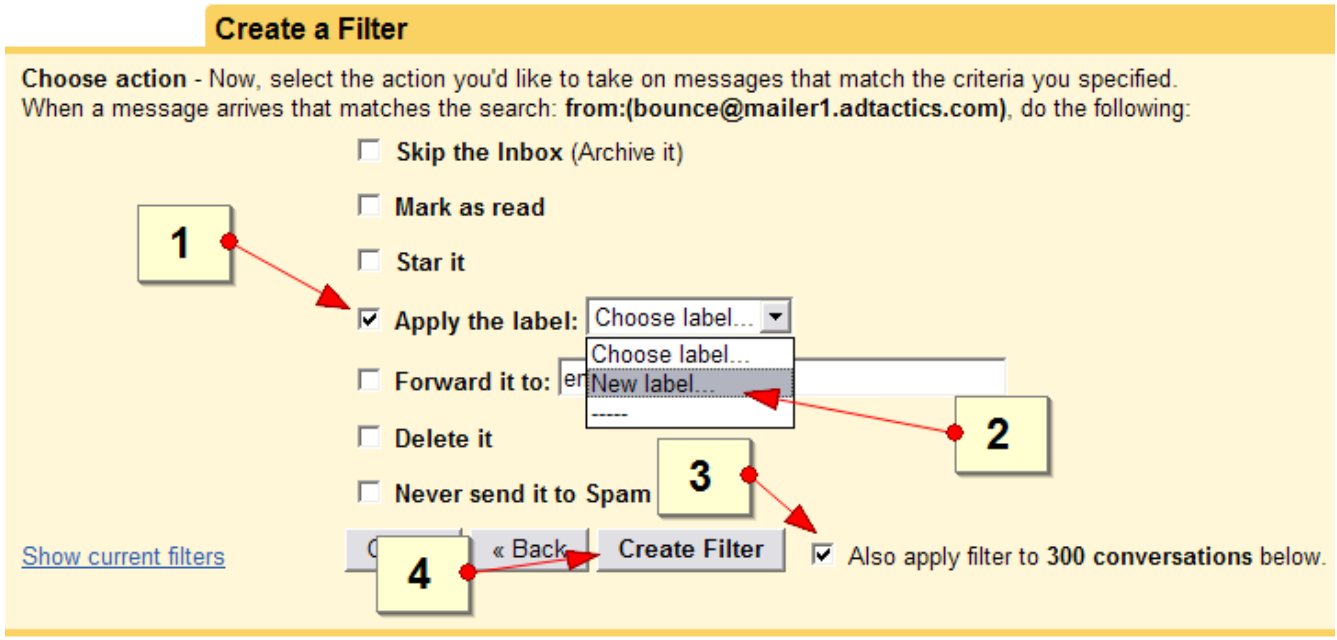
Using Gmail we are going to setup a simple email filter that checks to see where your incoming emails are coming from and then assign a “label” to those messages that tells us which safelist sent them.



To create a new filter in Gmail you will need to open one of the safelist emails in your inbox. Select "More actions" at the top of the page and choose "Filter messages like these".

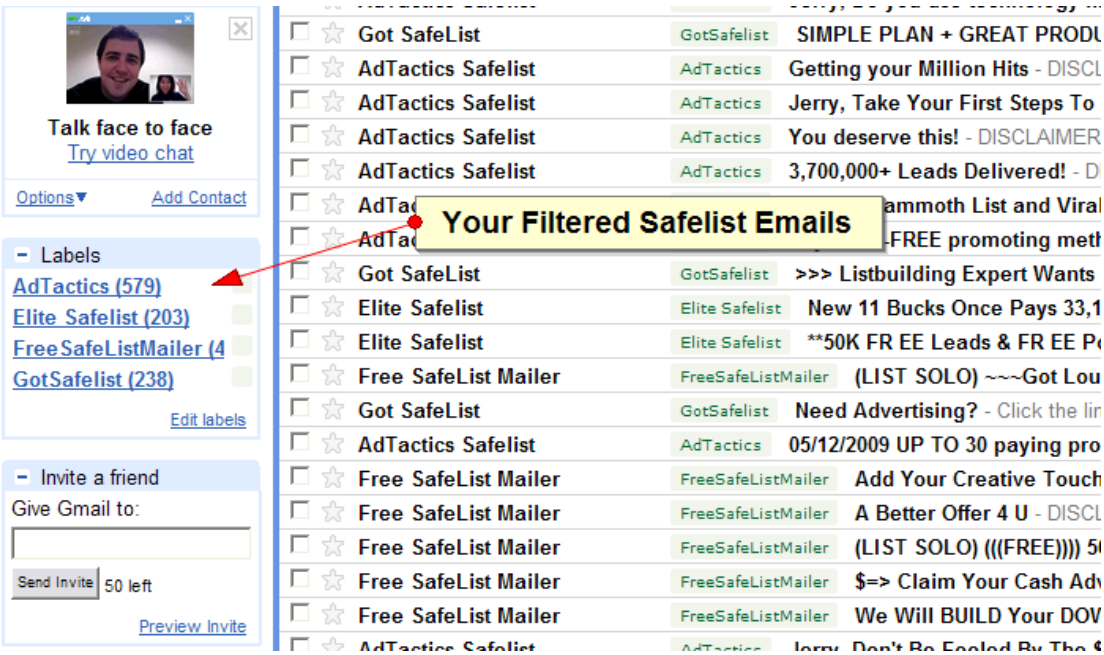
Gmail should automatically enter in the email address that the safelist email was sent from. In this case the "From:" address in all your AdTactics emails should be "bounce@mailer1.adtactics.com". If it's not, check the email to find the correct address.

Click "Next Step" to continue.



Select the "Apply the label" checkbox and choose "New label". Since we are sorting all the incoming emails from AdTactics lets name this label "AdTactics".

You can also apply the filter to the emails that are currently in your inbox. Click the checkbox that also applies the filters to your old emails and click "Create Filter".



Subjects and Ad Copy

Unlike traditional safelists the subject and content of your email ads are almost irrelevant when using credit safelists. There is no reason to write a scrolling three page email ad when most people are only interested in scrolling to the bottom to find the link that is going to earn them credits.

I say it is almost irrelevant because you should really be giving yourself every opportunity to grab someone's attention that you can get. You never know who might be scrolling through their list of emails with their finger poised on the "delete" button when an email subject jumps out at them that they absolutely can not ignore.

Take every chance you get to make yourself stand out from the competition!

It takes practice to learn how to write compelling email copy but it is one of the most important Internet marketing skills that you can develop.

One way to get started is to just observe what other people are doing. Take a look at all the emails in your safelist inbox. Do any of the subjects catch your eye? What makes these subjects stand out from all the others?

You can learn a lot by creating your own "swap file". Open up your notepad and copy any subjects jump out at you while you are going through your email. When it comes time to create your own subjects refer back to your swap file to get some ideas.

Don't copy other marketers. A swap file is just a way to help you to come up with your own ideas.

Another fantastic resource is Michael Rasmussen's Email Promos Exposed. This is a free 8-part video series that shows you how to create your own killer email promos. The videos are very easy to follow and will make a huge impact on all of your email marketing campaigns.

How To Make HTML Emails

Many safelists give you the ability to send your ads out as html emails. Sometimes this feature is only available to upgraded members but if you have the option to send an html email instead of a plain text email... do it!

The reason html emails are better than regular emails is because it gives you the ability to catch your reader's attention before they can scroll past your ad on the way to the credit link. This lets you pre-sell your website before the visitor actually goes there.

Don't worry. You don't need to be a master programmer to create emails in html format. Most safelists will give you an editor that you can use to design your emails. It's really no more difficult that using a regular word processor to create your ad

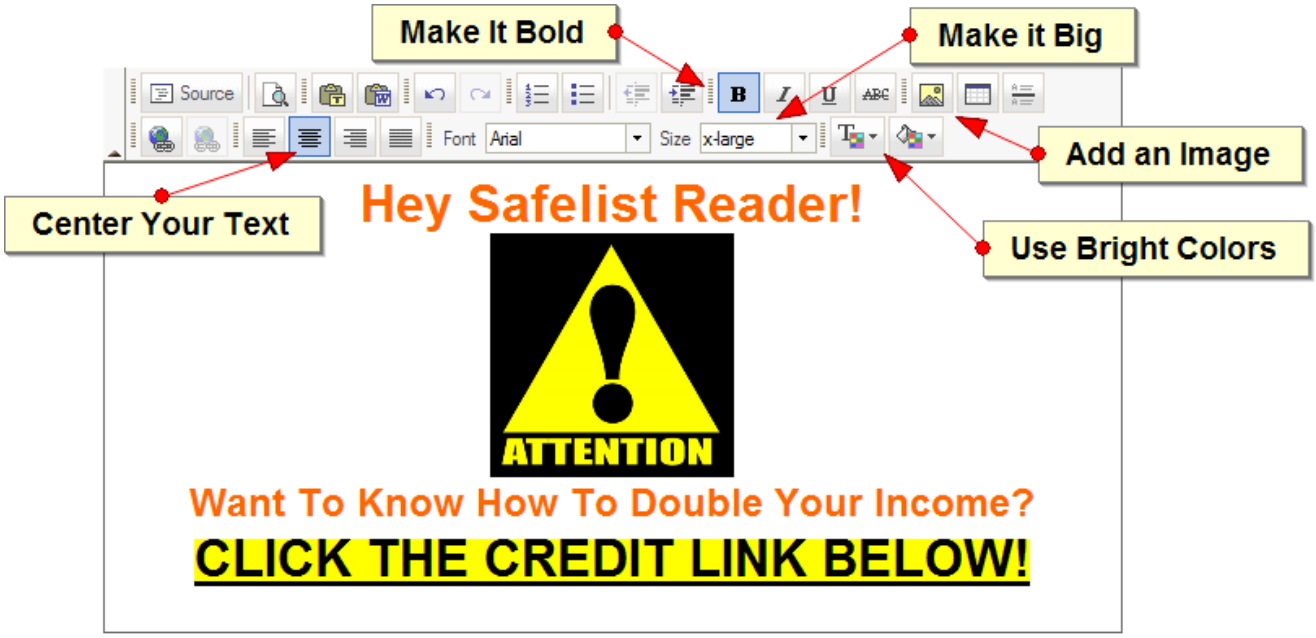
Start out by centering your text and picking a big bold font with bright colors. You will want a great headline to capture the reader's attention. See the previous chapter for ideas on how to create killer headlines.

They say a picture is worth a thousand words. That is 100% true when it comes to creating html email ads. Having an image within your ad gives the reader's eyes something to latch onto while scrolling down the page.

Use a picture of your product, a banner, a logo, something funny, or best of all... use a picture of yourself! Really, any picture is better than no picture at all.

If you don't have a picture to go along with what you are advertising you can buy some royalty free stock photography at a site like iStockphoto.

Here's an html email I made just to give you an idea...



Ok, not my best work. I created the email above in about 2 minutes using the safelist html editor. I haven't tested it but it's safe to say that even with the minimal amount of effort I put into it I bet it would stand out better than your typical text only email. Who knows, someone might even think I had something important to say.

Spend some time playing around with the safelist html editor.

Remember, you don't need to do anything too fancy. Your goal is to simply make your advertisement stand out so that hopefully people will pay attention when they click the credit link to visit your site.

Splash Pages

The average credit safelist user is only visiting your website so they can earn enough credits to send out their own emails. They will only be on your site just long enough for the counter to reach zero. If you can't capture their attention in the first few seconds they aren't going to stick around long enough to explore the rest of your site.

One of the reasons people fail with safelist marketing is because they are promoting the same generic affiliate pages as everybody else. After awhile these pages become almost invisible and are the reason why it sometimes feels like nobody is looking at your site.

If you want to stand out you need to do something that is going to set you apart from your competition. You need a splash page!

A splash page is a very simple webpage designed to catch people's attention. It usually consists of a picture, a few lines of text, and a big "CLICK HERE" link that leads to your main site. The idea is to catch their attention with the picture, get them interested in your site with the text, and then get them to click your link to get more information from your main site.

Your splash page doesn't have to be fancy. It just needs to be interesting enough to catch the eye of your visitor and have a compelling enough reason for them to click your link to get more information.

Once again, not my greatest work but you get the idea.

Making your own splash page is a lot like creating an html email except you are going to need your own html editor to do it. Dreamweaver or Microsoft Frontpage are both excellent html editors. There are also free html editors such as KompoZer which will give you all the tools you need to make your own splash page.

The only downside to making your own splash pages is that you will need your own web hosting to put them on the Internet so other people can see them. Webhosting is not nearly as expensive as it sounds. Most hosting packages start at less than $10 a month.

It is possible to host your splash pages with free hosting companies but you will need to keep a close watch on the amount of bandwidth you are using. Free hosting companies will usually only allow your page to be shown a certain number of times each month. If you exceed that amount your page will no longer be shown and all the traffic you worked to generate will be wasted.

"All Safelist Users That Want Results MUST Use A Splash Page!"

This Awesome Tool Lets You Build Your Own Great Looking Splash Pages With Just A Few Clicks

Splash Pages Have Been Proven To Increase Safelist Response By 500% And More!!!

Click Here To Make A Splash!

Build Your Funnel

Now we are getting to the good stuff. Are you ready for this? Pay attention because I am about to drop some knowledge on you.

The real secret to making money with safelists has nothing to do with how many credits you have or how often you send your ads. It's all about what you are promoting and the only thing you should be promoting in safelists is you.

Who? Yes... you!

Take a look at your safelist inbox. See all those ads from other people? Do you really want to compete with that? The best thing you can do with a safelist is try to convince people to get onto your own list where there is zero competition.

Say it with me... The money is in the list.

Ok, now imagine a funnel. At the top of the funnel is you with your out stretched hand offering a free gift to the weary safelist marketer. This could be a free ebook (like this one) or any other free product that you think another safelist user would want.

In exchange for this free gift the safelist user submits their name and email address into a form so that you can email their gift to them.

Here's where the fun starts. Once the member is on your list you can then start to build a relationship with them. It starts with you offering them other free gifts, marketing advice, and even a little personal information about yourself.

As people get to know you hopefully they will begin to trust you.

As they start down the funnel you can then start offering them slightly higher priced products. As they go further down your marketing funnel you can start offering them more expensive items.

All things being equal people would rather buy from someone they know and trust. All things not being equal... people would still rather buy from someone they know and trust.

I could probably write a whole book on the subject of list building but I don't need to because other people have already written lots of great books on the subject.

The one I would most recommend is Internet Marketing Success Formula by Soren Jordansen. Soren lays out the entire process including how to properly monetize your list to make the most amount of money. Great stuff.

So how do you build a list?

First you are going to need some products to give away as bait.

The best product you can give away is one that you create yourself. Write a free report that you think would be of of interest to other marketers or hire someone to write it for you.

An easier solution is to find some free ebooks with giveaway rights that you can use in your offer. Jeff Dedrick has a great site called Viral Ebook Explosion which gives you access to a stack of ebooks that you can rebrand with your own affiliate links and give away for free.

Once you have a product picked out you will need to create a lead capture page that you can promote on the safelists. A lead capture page is very similar to a splash page except instead of having a link for people to click for more information there is a form on the page for them to enter their name and email address.

If you don't feel like you have the skills yet to design your own lead capture page there is a really easy point-and-click solution available on Jeff Dedrick's Viral Ebook Explosion site. Keep your eyes peeled for a very special offer when you sign-up.

The final piece of your marketing funnel is to get yourself a quality autoresponder to manage your leads. Your autoresponder is the most important weapon in your Internet marketing arsenal.

Unfortunately autoresponders are not free. Don't worry. The money you will earn from building your marketing funnel should more than cover the cost of a good autoresponder.

I highly recommend that you don't cut corners and go with a professional autoresponder. Your autoresponder is your business and it will be with you as long as you continue to work online. That's why I highly recommend using Aweber as your autoresponder.

Flip Your Downline, Fill Your Funnel!

Join the ultimate marketing hub on the net and learn how to turn free leads using the best resources around into highly qualified buyers, team members and loyal clients.

Claim Your FREE Membership!

Link Tracking

Before we get into the nuts and bolts of safelist marketing I just wanted to stress how important it is for you to be using a link tracking service on all of your adverting materials.

A link tracker is a service that allows you to create tracking links for your site. Every time one of your tracking links is clicked the link tracker records the data for you and then redirects the visitor to the site you are advertising.

To create a new tracking link you simply submit the URL of the webpage you want to keep track of and the link tracker will provide you with a unique URL to promote. By logging into your link tracker account every day you will easily be able to determine which of your advertising campaigns are working and which ones are not.

Total Statistics For Campaign

View Today | View This Week | View This Month | View All

Trker Ref	http://www.trker.com/go/22876
Link	http://www.trafficsuccessformula.com/splash-safelist.htm
Total Hits	50968
Total Unique Hits	16081

Total By User Parameter

Parameter	Hits Tot/Unq
active	746/300
adsolution	7970/2990
adtactics	3683/1683
adtactics"	1/1
auction	2928/1581
auction2	145/106
auction3	30/28
bwl	60/40
bwl2	6/5
cashblast	32/28
elite	5164/2115
equus	477/261
freesafeli	5804/2203
global	5381/2229
gotsafelis	2756/1544
guaranteed	650/359
jumper	249/227
listjoe	7252/4477
listjoe3	56/43
listjoe4	46/40
newage	3464/1354
safelister	7/2
secret	132/80
supremelis	2682/947
toolshop	56/33
trafficpro	1063/437
utopian	127/60

Sales/Action Conversions

Parameter	Sales/Actions	Profit
guaranteed	1	N/A
jumper	1	N/A
freesafeli	2	N/A
supremelis	5	N/A
listjoe4	6	N/A
gotsafelis	7	N/A
listjoe3	7	N/A
global	7	N/A
adtactics	10	N/A
newage	10	N/A
elite	12	N/A
adsolution	14	N/A
auction2	14	N/A
auction	31	N/A
listjoe	34	N/A
[Non Trker]	187	N/A

You can use a link tracker in your email ads, splash pages, lead capture pages, banner ads, ppc ads, and on almost anywhere else you can think of.

One of the best uses for a link tracker is the ability to do split testing. Split testing involves promoting two very similar pieces of advertising with different link codes.

If you wanted to split test a splash page you would create two identical splash pages except maybe you would try a different headline on one of them or use a different background color. By sending traffic to both of these pages evenly you can use a link tracker to see which one converts better.

It doesn't stop there though. Once you know which page converts better in the split test you can delete the loser and make another copy of the winner with another slight change. Maybe this time you use a different picture or new font style. Then test them again.

By constantly split testing your ads with a link tracker you will slowly begin to increase how well your pages convert. The better the conversion of your page the less traffic you will need to get a sale.

If you are not tracking, you are wasting your time and money.

You can get a free link tracker along with a free url rotator and banner ad rotator at HitsConnect.

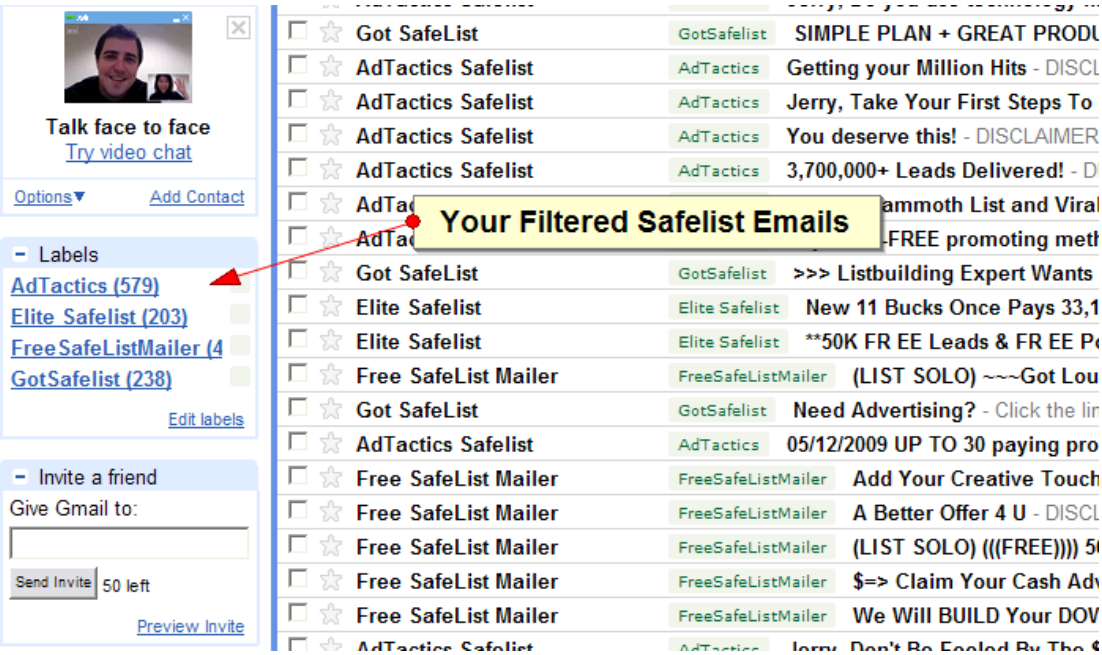
Safelist Basics

Now that we have all the marketing theory out of the way lets get back to our safelists.

In order for you to be able to send out the maximum number of safelist ads you are going to have to spend some time clicking the credit links in other people's emails and viewing their sites.

It's not as hard as it sounds and later i'll show you some time saving tricks that make the whole process much easier.

For now, let's head back to Gmail and check out some of the email filters we setup earlier.



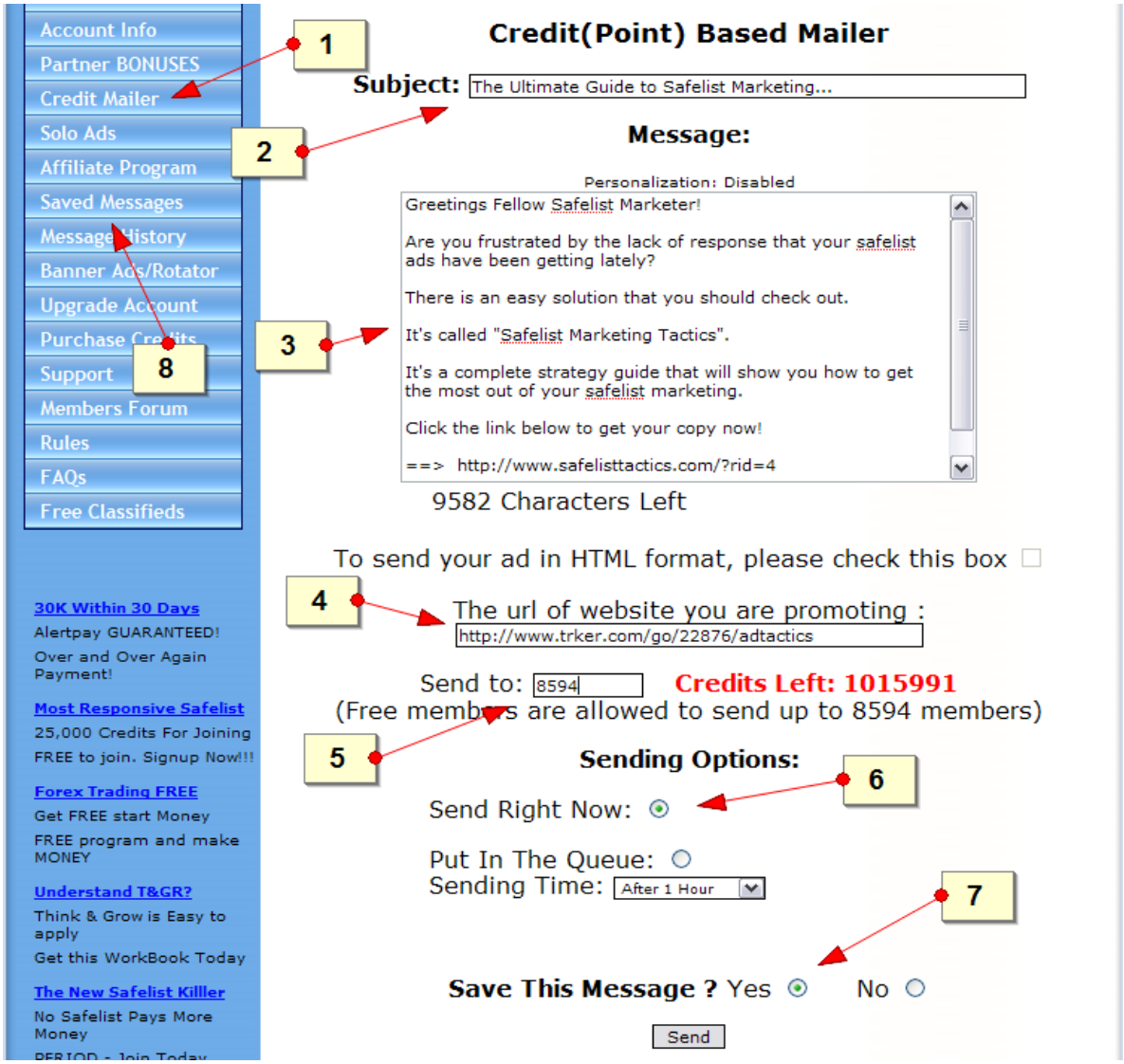
If you scroll down the page of your Gmail inbox you will the list filters in the left column. Clicking one of these will pull up a list of all the recent emails you have received from that specific safelist.

I would suggest working on one safelist at time. Just start at the top and start clicking on the emails. Inside you should find a link that you need to click in order to earn credits.

When visiting the websites of other safelist members it's important that you actually pay attention to the sites that other people are promoting. After all, why would any one take the time to look at your site if you are not willing to look at theirs?

There is also another good reason to pay attention while clicking for credits. It's always a good idea to keep an eye on what the competition is doing. Check out the way they format their emails, check out their splash pages, and see if they are using any clever new techniques to get sign-ups on their site. When you see something good... make a note of it. It will help you later on when you want to improve your own stuff.

Ok, now that we've got some credits let's submit our ad...



Most of this stuff is pretty self explanatory but I will break it down anyways.

I am using AdTactics again for this example. Every safelist is going to be a little different but the basics are usually still the same.

1. If you are submitting a brand new ad use the "Credit Mailer" link.
2. Enter a good subject that will catch the reader's attention.
3. Enter you advertisement. Note, it is not necessary to include your URL in the email because they will be visiting your site through the credit link, but it doesn't hurt to include it either.
4. Enter the URL for your site or your HitsConnect tracking link.
5. Enter how many credits you would like to use to send your ad. In most cases you will want to enter the maximum number allowed so that your ad will reach the most people.
6. Some safelists will allow you to schedule your ad to be sent at a later time. Unless you have a reason for wanting your ad to go out later the best time to send your ad is right now.
7. Save your ad if you plan on sending it again in the future.
8. If you saved your ad the next time you login you can use the "Saved Messages" link to send your ad again. This is a big time saver and will allow you to login and send your daily safelist emails in less than a minute.

After you have submitted your ad to a safelist you can move on to the next safelist. I keep a bookmark folder with all of my safelists and can open all of them with one click. Submitting to all your safelists should only take a few minutes a day once you get the hang of it.

Most safelists will allow you to submit your ads every 24 hours. To get the most benefit out of safelist marketing you will want to put yourself on a daily schedule of clicking credit links and submitting your ads. It can be a little time consuming at first but if you follow the tips in this book it will be well worth the effort.

The Ultimate Time Saver

I think one of the reasons that so many people flee in terror from safelist marketing after only a few days is because they get so overwhelmed with trying to click all the of the emails coming into their inbox every day.

It's true that clicking for credits every day can be a little time consuming but it's not nearly as bad as it seems.

The fact is that with most safelists you can earn more credits in a 24 hour period than you can spend. Every safelist is different but for the most part if you can get through every email in a 24 hour period, this includes solo ads coming into your "contact" inbox, you should earn enough credits to be able to send your ads for the next few days.

In this example I have 1,015,991 credits but as a free member I am only able to send my safelist ad out to 8,594 members every 24 hours. That means I have enough credits to send my ads every day for the next 4 months without having to click a single credit link.

So what happens to all the emails that I continue to receive every day from this safelist? Well, I can continue reading the ads every day to earn even more more credits, I can use them to research the competition so I can improve my own ads, or I can just delete them.

Every time you send a safelist email make a note of how many credits you have left before you leave the site. If you don't have enough credits left to send your ad to every member of the safelist again then you will need to do some work before you can send your ad tomorrow.

If you have excess credits, make a note of it and decide what you want to do with the emails you receive over the next 24 hours.

Very few safelists require you to click every single credit link in order to send your ads every day. Keep track of where you need credits and where you don't. This is one of the easiest ways to keep your daily work load to a minimum.

So wait, how the heck did I earn enough credits to last me 4 months?

Here's the real secret to reclaiming your life while still being able to send your safelist ads every day.

As I mentioned earlier, most safelists give you the option to upgrade to a premium membership which gives you extra features not available to free members. In almost all cases an upgraded member will earn more credits for clicking credit emails than a free member.

Since most premium upgrades last for 30 days you will want to take advantage of that time by trying to click as many credit links as you can over the next month. It might seem like a lot of work at first but by the end of the month you should have enough credits to send your ads every day for months without worrying about running out of credits.

I wouldn't recommend upgrading all your safelist accounts at once. That's too much work. Try to do one a month or stagger them by upgrading at a new safelist every two weeks.

If you focus on the bigger safelists first you will find that the smaller safelists will become much easier to manage. After a few months of doing this you will be spending far less time clicking for credits and more time reaping the rewards of being able to send your safelist ads out every day.

Recommended Safelists

AdTactics – The original credit safelist. AdTactics has all the features you look for in a safelist along with a very large and responsive member base. Highly recommended.

Free SafeList Mailer – One of the largest credit safelists. While not as responsive as some small safelists having the ability to send your ads to their entire membership is well worth the time.

AdSolutiOnline – One of the most responsive credit safelists you can find. They don't offer premium upgrades so all members are on an equal footing.

Global Safelist – Free members can send their ads every 2 days. That means you will receive less email while still getting a great response from your ads.

GotSafelist – Great safelist with a huge number of active members. In addition to earning credits from reading emails you can also earn banner impressions and cash.

Elite Safelist – One of the best credit safelists with great features and a very active membership.

Newage Marketing - Small but very responsive safelist.

Supremelist – Another very responsive safelist that is worth joining.

List Joe – Technically this is a "list builder" site that rewards you for referring others to the list. Free members are limited to one mailing per week. Upgraded members will benefit the most from this site. If you can afford the upgrade... get it!

List Auction – Another "list builder" which offers an open market for buying and selling credits. Well worth getting the upgrade if you can afford it.

Other Resources

Google Gmail – Create free email accounts to use with safelists

KompoZer – Free HTML editor

Aweber – Top autoresponder service

Internet Marketing Success Formula – A step-by-step guide to building your own profitable email list

Email Promos Exposed – Free video series that shows you how to write killer promotional emails

Splash Page Maker – Create and host your own custom splash pages

Viral Ebook Explosion – Free brandable ebooks. Upgraded members can also create and host custom lead capture pages

Affiliate Funnel – Internet marketing hub that shows you how to create your own marketing funnel

HitsConnect – Link tracking service with built in url and banner rotators

Give This Book Away

I hope you have enjoyed reading Safelist Marketing Tactics.

Now that you have finished the book I just wanted to remind you that this book comes with giveaway rights. Feel free to make copies for your friends, upload it to your website, or give it away as a gift to your subscribers.

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Thanks for reading!

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