Safelist for Leads Success

Leads
Opportunities
Offers
New Customers

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<u>Introduction</u>

I've been marketing and working online since 1999. It was easy back then to do bulk emails and get leads. Along about 2003 the law changed and the Can-Spam act came out. That's when the Internet changed forever! Thank goodness for people that created Safelists. That's the time I started to use Safelists as a marketing technique to get leads.

Ever since 2003, Safelist advertising has been an effective way for me to get leads, and help grow my online business. In fact I still use Safelists today, because they continue to be a great method of online marketing.

Over the years people have asked me time and time again how I was able to generate so many leads in such a little amount of time, and I would tell them one word. Safelists.

However just because I told people what I did to generate my leads didn't mean they had the same success that I've had with them.

That is why I've decided to create this Safelist For Leads Success E-Book. To help teach others how to use Safelists the correct way so they too can increase the size of their business and the amount of money they make online.

Chapter 1: The Truth About Safelists

What is a Safelist

A Safelist is a simple system where people can join as either a free member or a paid member. When you join you can send emails to the list of members that are joined to the Safelist. By joining a Safelist you are agreeing to receive emails from other Safelist members so you should NOT use your main email address as you will receive a lot of emails.

Safelist myths busted

Myth - Safelists don't work

Safelists are proven to work, and have been working for years. You just need to know how to use Safelists the correct way.

Myth – Nobody will see your ad or website

This is a common myth that gets passed on to new marketers who are looking to use Safelists as a way of advertising. The truth is people will see your ad, and they will click on your links inside your message.

There are methods that can greatly increase how well your Safelists ads perform, and we will go over these later on, but never listen to someone who says your ads will not be seen or you will not receive any visits to your website.

Myth – You need to buy a special email account

Some people think you need an email account that will clean your inbox for you due to the amount of emails you will receive. This is not true. These types of email accounts are a complete waste of your time and money. I personally use Gmail for all my Safelist email accounts.

Myth – You have to join thousands of Safelists

A lot of people always think more is better. In some cases that is true, but when it comes to Safelists that isn't the case.

The truth is not all Safelists are going to be worth your time, money, and energy. I personally only use about 100 Safelists. You want to look for quality Safelists, and sometimes they are not always the ones with the most members.

Chapter 2: Getting Started

What you should look for before you join a safelist

When you first join a Safelist it's important to look at what the Safelist offers before you become a free or paid member.

Not all Safelists are great for marketing. Every Safelist is different, and some let you do more then others.

So before you join any Safelist it's a good idea to first look at what they offer and compare them to other Safelists.

What I recommend you do is first create a list of 10 Safelists you are looking to join, and compare each one and go with your top 5. Then repeat the process until you have 100 really good Safelists.

Here is a list of things to look at before you join a Safelist.

- How many members does it have Is it a credit based Safelist or not
- What types of membership does it offer
- Does it have a credit mailer and a regular mailer
- Do they offer other forms of advertising
- Does it offer free members to use the HTML editor
- Do they let you place a banner ad or text ad

Best Safelists to join

Now I've gone and done most of the hard work for you already. Since I've been using Safelists online for so many years I have a good understanding of which ones are the

most active, and which are the best ones to join. I am going to list the top 20 here and from these, you will find more to join as you join these and go through them. Remember, you want to have at least 100 Safelists that you are a member.

Herculist	AdMaster
GotSafelist	GlobalSafelist
Reactive Adz	Safelist Extreme
Etraffic Matrix	Target Safelist
For Serious Marketers	Newage Marketing Safelist
Safelist XL	Active Safelist
GoldMine Mailer	You Got Mailz
Blast My Ads	Express Safelist
Free Safelist Mailer	Dynamite Safelist
AdVengers Viral Mailer	Your Huge List

Feel free to use and search for other Safelist, as I've yet to uncover them all, and I'm sure there are a lot of great ones still out there waiting to be found.

Regular Safelists

A regular Safelist allows you to email other members of the Safelist however there is no real reason for people to click on your ads. These are the older style Safelists, and they are slowly becoming outdated.

When posting to a regular Safelist it will be a little more difficult to get people to open up your email so it's important you take a little more time when creating your headline as it will be the most important thing.

I personally have one Safelist I love, and that is Herculist. I've used them for years with good results, and highly recommend them.

Credit Safelists

This is the way I recommend you go. Credit based safelists give people a reason to open your email and visit your website.

Each time someone opens your email and clicks the link inside to visit your website they have to stay on your website for a cretin amount of time before they earn credits.

After they earn credits they can then use them for things such as banner ad impressions, text ad impressions, and sending their own ad out to the Safelist.

So there are a number of reasons why people will not only open your email, but also click on your link and visit your website.

Another good thing about credit based Safelist is you can be a horrible writer and still see good results. So don't worry if you're not the world's greatest writer.

Chapter 3: Setting Up Your Email

Setting up your email accounts

When you join a Safelist it's going to ask you for 2 emails addresses. One will be your **contact email address** and the other will be your **list email address** as shown in the image below.

First Name:

Last Name:

Contact E-mail:

List E-mail:

Username:

Password:

Confirm Password:

Available Withdrawal Methods
(for receiving commissions)   ○ - PayPal

Your Payment Details

Membership   Free (no cost)

Join

It's important to make sure you don't use an email account from places like Yahoo, AOL, or Hotmail as these have spam filters, and will have a tough time getting emails.

I personally use Gmail (Google E-mail), and I highly recommend you do the same. Gmail is the best solution for joining Safelist, and almost every Safelist you join will recommend that you use them.

Now when you do go to create your email accounts make your emails something simple, and remember you will only be using these for when you join Safelists.

Example of emails:

yourname1@gmail.com
yourname2@gmail.com

One of the mistakes most people make when creating their Safelist accounts is they use their real contact address, and make a random email account for their list address. **This is a big mistake don't do it**.

Creating labels in Gmail

Gmail allows you to setup labels for your incoming emails.

Labels are very useful when you are a member of a number of different Safelists. You should create a new label for each Safelist you join.

Setting up labels will help sort all the incoming emails you get into different folders. This allows you to easily select emails from different Safelists.

Chapter 4: Avoiding Mistakes

Key things you shouldn't do

One of the biggest mistakes most people do is they go into their email and delete all the messages. This is a huge mistake. There are a few things you should first do before you delete all your emails.

One thing you should first do is find out which Safelist you are running low on credits with, and spend a little time earning some credits so you will have enough to send out more messages later on.

Another thing you need to do, and this is really important is before you delete all your email messages you should first look at the headlines, and see which ones jump out at you. Then write down the headlines and use them as guidelines for creating your own headlines. There aren't many people out there who look at email headlines, and if you become one of them you can really capitalize on other people's big mistakes.

Chapter 5: Creating Your Ads

Creating headlines

Headlines are the most important part of your ad. They will determine whether or not someone clicks on your ad. Most people think you need to be a professional writer in order to create good headlines, and you don't.

Creating good headlines are actually pretty easy to do. If you follow and do what we went over in the above section you will have a much easier time creating your headlines.

Some of the best headlines ask a question, other good headlines feed of off emotions such as Intellectual, Empathetic, and Spiritual.

One place I like to use to help me create my headlines is Headline Analyzer. This free tool simply allows you to put in your headline, and it will analyze it for you. It will then return a number ranging from 0 – 100. I usually aim for a score of 50 or higher.

Try it out, and test different headlines and see which scores you get. Once you get a score of 50 or better you have a winner! Write that headline down and save it so you can use it again later on with your ads.

Creating ad copy

Your ad copy doesn't play as big of a role as your headline does, however it still needs to point people in the direction of your website link.

Here are a few things to avoid when you crate your ad copy

Don't sell people

It's very important that your ads don't sell people. People hate reading a sales pitch. If they see your ad is trying to sell them something they are more likely to close your email.

Don't create long ads

It's a proven fact that people don't read every part of an email or website. Most people simply scan while reading. So those long ads usually get closed. The best thing to do is keep your ad copy short and sweet.

Don't give away to much information

If you give away to much information in your ad then there will be no need to click on your website link. Giving less information creates curiosity and makes people click on your links more often.

Note: To increase my clicks from my ads I use action words before my website link like "Check it out", and "Urgently go here", or I'll I use things like "Spots are limited hurry".

Chapter 6: Posting Your Ads

Credit Mailer

The credit mailer gives you the ability to send out an email to the Safelist using a cretin amount of your credits.

Example: If you had 500 credits you could then send out an email to 500 members of the Safelist.

If you don't have enough credits to send out an email you can get more credits by clicking on the special credit links inside the email messages you receive from other members of the Safelist.

Here is an image of a typical Credit Mailer

Regular Mailer

This allows you to send out an email to the Safelist even if you don't have any credits left. Most Safelists don't offer the option to use the regular mailer; however there are a few Safelists that do allow it.

When using the regular mailer you will notice it's setup the same as the credit mailer. The only different between the two is that the regular mailer will not ask you to enter in the website address you are promoting, and it will also not ask you to enter credits.

Text ad vs. HTML ad

When posting to Safelists you are probably going to wonder should you post your ad in Text or HTML.

I highly recommend you post your ads in HTML format. The reason is that you are using Safelists and they will most likely get to the inbox. However, it should be noted that Text ads are less likely to be blocked by spam filters as they are giving a lower spam rating.

Using HTML ads allows you to add color, larger text, bold text and more to make your ads stand out. They are also good if you are either trying to brand a product, or your image. HTML ads are good for branding as you can show a picture of your product or you could show a picture of yourself.

This works because people will start to get use to seeing either your product image or a picture of you and assume you are a big time marketer, or that your product is very popular.

Best time to post your ads

It doesn't really matter what time of day you post your ads as long as you do it at the same time, every time you do your posting.

I've found that posting between 8am and 11am eastern seems to get the best response. However, if you can't send in the mornings, don't worry about it. Just send when you can but make it at the same time every day.

There are some people who say that lunch time is the best time to post, while others will say to post around dinner time, and even some say its best to post late at night.

My recommendation to you is to experiment for yourself, and see which times you feel you get the best results.

Chapter 7: Building A List With Safelists

Generating leads

Safelists are a great way to generate leads for your business. However I find that most people aren't taking advantage of this when they are promoting in Safelists.

I find that most people are trying to hard to "sell" people and are sending them directly to a sales page. Sure this can work, and can generate you a few sales, but this isn't what you should be doing (so if you do this STOP).

What you should be doing is sending people to what is called a **lead capture page**. The purpose of a lead capture page is to capture people's names and email addresses.

The goal of a lead capture page is to give away bits of information then have people opt-in to your form. Now if you give away to much information there will be no need to opt- in. You can also give away free products and gifts to increase the amount of people that opt-in.

This is exactly what I did when I first started working online. I used Safelists as my marketing tool, and sent people to my lead capture page, and started to build my first ever email list.

Chapter 8: Safelist Secrets

Banners ads

Almost every Safelist you join will allow you to post banner ads. This is a great way to brand either yourself or your product. Banner ads can also generate a good amount of clicks to your website. I recommend posting a banner and keeping it active where ever and whenever you can.

Text Ads

Almost ever Safelist you join allows you to place a text ad. Statistics have shown that text ads generate more clicks then any other type of ad. However not everyone uses text ads as they focus mainly on the credit and regular mailer. So if you haven't posted any text ads at your favorite Safelists I recommend you start doing it.

Solo Ads

This is probably the best kept secret there is about Safelists. You'll find a lot of your Safelists offer solo ads for a small fee. They can range anywhere from as low as $3 to as much as $65 (depending how big the Safelist is).

Solo ads are ads that get delivered directly to everyone's contact email address. Buying solo ads from Safelists are a **VERY** effective way of advertising, and can jump start your business. I've bought a number of solo ads from Safelists over the years, and have earned some good money from them.

If you haven't bought a solo ad from a Safelist and are looking for an affordable way to market your business online I suggest you buy one and test it out.

How You Got This E-Book:

This E-book was given to you by a 10X Recruiter member. If you have any questions about their offer please contact them.

They were very kind to have given you this E-book so please be sure to email them and thank them for this.

About The Author:

Hi my name is Randy Thomas. I've been successfully working online from home from more than 15 years now. I have successfully helped hundreds of people to become successful home-based business owners.
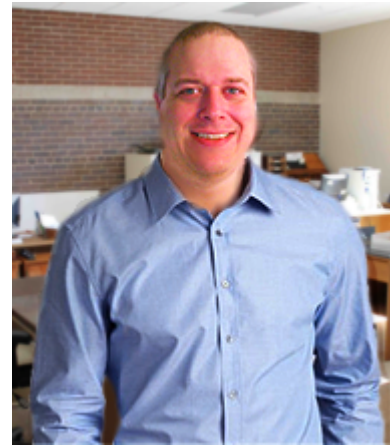
Currently (2016) I am a founder and co-owner in 10X Recruiter, a system that helps thousands of people successfully market and get leads online using the same techniques found in this E-Book.

I will be the first to tell you its great to work online, but it takes work, time, and dedication to become a success. It does not happen overnight, but if you do the right things, it will happen.

Set goals and work one day at a time towards them, and never let anyone tell you that you cannot do it because **YOU CAN**. Remember, the only failures in life are opportunities not taken!