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# 5 "Killer" Safelist Marketing Lessons To Super-Charge Your Profits Now!

Brought to you by: Gabriel Kazakias  
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**Best Wishes,  
Gabriel Aguinaga**

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## Lesson 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 The source of their emails is dubious and many of the addresses are old and no longer valid.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... 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 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!

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:

[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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Russell Carter is the author of "Insider Secrets to Marketing With Safelists" and editor of the "Marketing With Safelists" Newsletter.

## Lesson 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.

**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 you 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 upgr\ade to a PRO tracking system once you understand the concept.**

-----**TIP**-----

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 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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### Lesson 3: 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 \$2.00.

[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 with 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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## **Lesson 4: Is There A Lack Of Response To Your Safelist Advertising?**

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 have 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.

### **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 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 questions - "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 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 night 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 night 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 their 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 may simply 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.

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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## Lesson 5: The Top Seven Products Safelist Users Want To Buy!

Welcome to day 5.

Probably the most important lecture in this course.

So what do safelist users want to buy?

According to a recent survey conducted by **Safelist Training 101**, there are 7 prime services that safelist junkies are willing to invest in.

Before we get into it, let me make clear that this doesn't mean that you shouldn't promote other products. It simply means that you probably stand a much greater chance of making sales by offering the following services.

- 7). Web hosting
- 6). Ad Tracking
  
- 5.) Email list management software/autoresponder
- 4). Solo ads to safelist users' contact email addresses
- 3). Information to help them improve their results
  
- 2). Pro safelist memberships
- 1). Safelist submission software

As you can see, I have put the services into groups. That is because each service in each group is of equal importance. For example - according to the survey - safelist users will purchase **web hosting** as much as they would **Ad Tracking**.

The **top two services** safelist users want to invest in are Pro safelist Memberships and Safelist Submission Software.

It makes perfect sense.

After all, you are promoting to safelist marketers.

Did you get that?

### **Safelist Marketers!**

You need to hit'em up with tools that will help them improve their safelist marketing results.  
**Here's what I recommend:**

Below is a list of affiliate programs that I promote and have a lot of success with. You can join these affiliate programs or programs that offer similar services.

Remember, the idea is to give safelist users what they **want** :)

*Note that not only do I promote these services; I am also a paid member of most of them.*

- Web hosting- [iPowerWeb](#).
- Ad Tracking- [AdMinder](#).
- Email list management software/autoresponder- [Aweber](#)
- Solo ads to safelist users' contact email addresses-
- Information to help them improve their results- [Safelist Secrets Unleashed!](#)
- Pro safelist memberships- [BWL](#) & [eMail2Success](#)
- Safelist submission software- [iPostAd](#) & [Subber](#)

There a lot more services that you can promote; however, these are the ones that I have found to be most profitable.

One more thing,

All **serious** safelist users need a REAL email safelist inbox.

I personally use and promote [yuhknow.com](#) because of their unique features. I recommend that you sign up for a free resellers account and that you get a safelist email inbox (if you can afford it of course). It is definitely worth it.

Well, there you go. Now you know that you stand a better chance of selling any of the services that we covered above than you do selling [Corey Rudl's](#) new course! You did learn that much, Right?

The fact is, there's a ton to learn about **successful safelist marketing** that it is virtually impossible to cover it in a mini-course.

If you want to learn really POWERFUL **insider tips and tricks** then I highly recommend you grab my FREE advanced safelist strategies report over at...

[→ www.SafelistSecretsUnleashed.com ←](http://www.SafelistSecretsUnleashed.com)

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Gabriel Aguinaga