

Safelists

By Joe Myna

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"Safelists"
A pet peeve!
By Joe Myna
10/23/01

I am sure that you have followed all the sage advice of the "experts" in setting up your Internet money machine.

You have skillfully crafted an information product or purchased resell rights to a hot new ebook that you are sure everyone will be clamoring for!

Also, you have designed a killer mini-website with sufficient attention getting headlines and enough testimonials to choke a horse!

However, there are still two things you find in short supply, visitors and customers!

You realize that you need to build up your own list of contacts from your customers from those few who trickle through your website. But, your anxious, it's slow going, and there has got to be a faster way!

You reminisce how offline prospecting, by direct mail, was much simpler. Your only task then was locating a list of targeted recipients.

Offline, whether they were unsolicited or not was somewhat of a mute point.

However, you understand that in the paranoid world of e-commerce it's a different matter. You are aware of the dangers inherent with e-mailing your advertisement to anyone who has not given their prior blessing. Possible loss if ISP, etc.

In fact, a profit oriented e-mailing, without first acquiring approval, would, no doubt, render you a "Spammer!"

In the minds of many, "A low-down dirty scoundrel!"

Yet, when you think about it, it's odd that if you sent a non-commercial email to the very same person, they might consider you a little disrespectful, a kook, but certainly not a sender of "Spam!"

At this point you're wondering about those enticing ads for so-called 'Safelists.' Could these lists be the solution?

The inference of these ads being that the folks who join such lists are a mixed array of buyers and sellers.

What could be better than eager buyers just waiting for your offer?

Nevertheless, the apparent desirability, to join such a List, should itself alert you to the fact that only sellers would be attracted..

In fact, the websites promotional materials state that the sole motivation to join the list would be to market your products.

In perspective, each list member is attempting to feed off of each other list member!.

(All of which begs the question: "Do piranha's dine with or on each other?")

You may have guessed by now that I am not an enthusiastic supporter of these programs. However, I must admit that at one time I did take the bait!

While these lists are relatively 'safe' for emailing you'll soon discover they are almost, if not entirely, useless when it comes to marketing your wares.

The other individuals on the list are more interested in sending you their proposals than acquiring yours.

In fact, the popularity of so-called "Dump email address" can be directly traced to these programs.

A "Dump Email Address" is where the contents of an inbox can be deleted quickly, if not robotically.

A more desirable type of list does exist, but they are

often cost prohibitive for the small merchant.

The point all of this is to highlight the value and singular effectiveness of creating your own contact lists. There is no shortcut to this task.

While, such a mission may be time consuming and require ingenuity, building your own list of contacts will provide you with a bountiful field of prospects from which you can forever harvest.

Quality ezines, like the one your reading now, were built and continue to thrive on this reality. And, that is why ezines are such an excellent place to share part of your advertising budget.

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