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By Lucky Logan

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Email Marketing is by far the most effective way to get your message to potential customers. However, Email Marketing is also a double-edged sword. Email Marketing produces amazing results but it can also get you into a lot of hot water. I am talking about SPAM. Unsolicited Email. You probably know what I am saying and if you don't its simple. If the potential customer you are emailing did not ask for your information then it's SPAM.

How do you get permission from interested consumers to email market? You must make sure the emails are opt-in, meaning that for some reason or another you obtained permission from these consumers to send your email. How do you get this permission?

There are a few ways. One, start your own list by offering free products in exchange for email addresses. Or you could start an ezine and have the subscribers agree to receive your advertisements with the ezine. These methods do work if you have the time and patience to wait 6 months for a really substantial list, which I am betting you do not.

Another alternative is Safelists. This is the best choice for obtaining thousands of good emails that you can send to – usually daily – without the fear of SPAMMING. A Safelist is a mailing list you join in exchange for the permission to send to the list. Sounds simple? It can be if you can set up a Safelist system that works from the start; if you don't, you can find yourself with as many problems as if you sent SPAM!

What problems? The biggest is taking care of the amount of email you are going to receive in exchange for being able to email the lists. Remember you are able to send emails because you agree to receive emails from every member on the list! Sounds scary but it is really worth it because your efforts will pay off.

It also can be a challenge to keep track of your lists. You will have to join hundreds of list for this to be effective and sending everyday to lists can become a redundant task that can literally put you to sleep.

Ok so why would anyone consider Safelist Marketing with these obstacles? Because it works!

I am going to explain a system to you that has gone through the trials and errors of Safelist marketing. With this system you will be emailing thousands quickly and easily despite the fact

Safelist marketing can be very time consuming.

Lets begin. When you join a Safelist you will see a common rule. That rule is 'No Bouncing Email Addresses'. That means that if your email address gets too full of emails your email server will shut your account down and you cannot receive email. When you join several Safelists this can easily happen.

To prevent this you need to set up an email account with a service that specializes in Safelist marketing. Regular email addresses will not have the capacity to handle the emails you will receive. If your email bounces you will lose access to the list and that is a waste of time and money that no one needs!

There is only one email service to use for the purpose of Safelist marketing and you can find it here: <http://safelistmailboxes.com/?sponsor=cwgrl8> This service will cost you \$3.99 a month but will be well worth the money you will save losing your Safelist memberships to bouncing emails. Take a moment to visit this Website.

When you have set up your email address you need to start joining lists. You can do a search on the Internet for "Safelists" and join like that. That way will take some time and the task will be very redundant, but you can find many free lists this way and get yourself going.

I personally like to cut to the chase and start big. You are going to need to join hundreds of lists to make this effective. How can you do this without growing old in the process?

I am a member of the Advertise Better Safelist. When I joined I gained access to 988 Safelists with little effort on my part. The lists are updated every week and new ones are added all the time. You can check out this great service by clicking here; <http://advertisebetter.com/cgi-bin/iSlist/in.cgi?cwgrl8>

Another great idea is to seek out business opportunities that offer Safelist memberships in exchange for joining the opportunity. My Favorite is Residual Money and More! This is the link: <http://www.themoneymiracle.net/residualmoney/main.cgi?luckylogan> Not only is this a great program to earn a nice monthly residual income but you get access to 20 PRO lists. The thing about PRO lists is that people have paid to be on the list so you know they are serious marketers. They are the ones spending money online. Check out this program to gain instant access to 20 PRO Lists!

By following these steps you have access to hundreds of lists and you have permission to send thousands of emails a day to people wanting to see your advertisement. Another step to take to save you more time is downloading a Safelist submitter to automate this task and happily there is a free one you can use. Click here to download your copy. <http://www.snazzypromotions.com/cgi-bin/r.cgi?s&netpreneur71> If you want extra features you can purchase a PRO version (<http://www.snazzypromotions.com/cgi-bin/r.cgi?sp&netpreneur71>); but the FREE version is good to start.

If you follow these links and simple steps in one day you will have set up a mass emailing system that is safe and effective. You will see results with your first mailing that will be well worth the bit of time it took to set this up. **HERE'S TO YOUR SUCCESS!**

Lucky Logan Publishes a weekly ezine about effective marketing techniques called CASHING IN! You can subscribe and receive a free ad at www.cashingin.net The home of \$.99 advertising! Visit www.cashingin.net for affordable and free advertising resources

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