

### **MASTER RESELL RIGHTS**

**Congratulations! You now own master resell and distributions rights to this ebook. You have permission to sell this book for any price or give it away as a free gift.**

**You do NOT have the rights to edit this book or reprint any portions of it without the author's permission. This ebook can only be redistributed in its original pdf format.**

**To obtain a custom version of this book which contains your personal affiliate links please visit <http://www.SafelistTactics.com>.**

#### **Legal Notice**

While all attempts have been made to verify the information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein. They disclaim any warranties (express or implied), merchantability or fitness for any purpose.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The Purchaser or Reader of this publication assumes responsibility for the use of these materials and information. The Author and Publisher do not warrant the performance or effectiveness of any sites stated in this book. All links are for informational and educational purposes only and are not warranted for content, accuracy or any other implied or explicit purpose. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any Purchaser or Reader of these materials. Any perceived slights of specific people or organizations are unintentional.

## Table of Contents

<a href="#"><u>Introduction</u></a> . . . . .	4
<a href="#"><u>The Rise and Fall of Traditional Safelists</u></a> . . . . .	5
<a href="#"><u>Traditional Safelists vs Credit Safelists</u></a> . . . . .	7
<a href="#"><u>Viral List Builders</u></a> . . . . .	8
<a href="#"><u>Do Credit Safelists Really Work?</u></a> . . . . .	9
<a href="#"><u>Creating Safelist Email Accounts</u></a> . . . . .	11
<a href="#"><u>Joining Safelists</u></a> . . . . .	13
<a href="#"><u>Managing Incoming Safelist Emails</u></a> . . . . .	16
<a href="#"><u>Subjects and Ad Copy</u></a> . . . . .	19
<a href="#"><u>How To Create HTML Emails</u></a> . . . . .	20
<a href="#"><u>Splash Pages</u></a> . . . . .	22
<a href="#"><u>Build Your Funnel</u></a> . . . . .	24
<a href="#"><u>Link Tracking</u></a> . . . . .	27
<a href="#"><u>Safelist Basics</u></a> . . . . .	29
<a href="#"><u>The Ultimate Time Saver</u></a> . . . . .	33
<a href="#"><u>Give This Book Away</u></a> . . . . .	36
<a href="#"><u>Other Resources</u></a> . . . . .	37

### **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 online 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 for what I was marketing at this time I found safelist to be very ineffective for me. I eventually stopped using them all together to focus on other traffic sources.

Over the last few years safelist marketing has been making a dramatic comeback. Many new features have been introduced which have helped safelists become one of the most responsive forms of free advertising 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**

Let's start by answering the question of what exactly is a safelist?

A safelist is a membership site which allows its 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.

When safelists first appeared online in the late 90's this concept worked well enough. You didn't need to worry about spam complaints when sending out your ads because everybody on the safelist had already agreed to receive your emails. There also weren't as many people marketing online which made it easier for your emails to get noticed.

As the popularity of safelists grew so did their numbers. By 2001 anybody could spend a few dollars to buy their own safelist membership site. 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 services started popping up which were supposed to make managing multiple safelist memberships easier. These were called "safelist submitters" or "safelist blasters" 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.

## Safelist Marketing Tactics

---

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 safelist 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 started to feel pointless.

This 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.

Credit safelists are similar to traditional safelists except that they require members to be more active in order to send out their ads. 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 generally work better than traditional safelists because the members must spend some of their time visiting your website in order to earn enough credits to send their own ads. That means you are 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.

### Viral List Builders

Viral list builders are the latest generation of list mailers. They work basically the same way as your standard credit safelist. You still receive emails from other members and you still read those emails to earn credits that you can use to send your own emails.

The biggest difference with the viral list builders is how many people you can contact. Assuming you have enough credits safelists will usually allow you to send your ads to the entire membership.

Viral list builders encourage you to build a downline of referrals under you that you can send your ads to. Your downline forms under you through multiple levels. The more people in your downline the more people your ads can reach.



The screenshot shows a dashboard with a green header bar that reads "TOTAL IN YOUR DOWNLINE: 295 MEMBERS". Below this is a table with two columns: "Level #" and "Referral Count". The table lists levels 1 through 6 with their respective referral counts.

Level #	Referral Count
Level 1	68
Level 2	180
Level 3	47
Level 4	0
Level 5	0
Level 6	0

It may sound like a lot of work to refer new members and it can be.

Thankfully most viral list builders don't limit you to just emailing the people in your downline. In addition to these people you can usually use the credits you earn from reading emails to contact other members who are not in your downline. The number of members you can contact is normally determined by your membership level. Paying for an upgraded membership at the top viral list builders is one of the best way to make sure your ads are reaching the maximum number of people.



### **Do Credit Safelists 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 probably 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 that is probably only a small percentage.

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 often people who are promoting a home business opportunity that pays them to recruit new members. Many of these people start using safelists 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 and sometimes a few solo ads from members. This can be your primary email address but expect to receive at least one or two emails a day at this address for every safelist you join.

The **list** email will be the address that receives the bulk of your email. This is where you will be receiving the email ads from all of 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. Gmail is commonly the preferred email provider.

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.

**Get started with Gmail**

**First name:**

**Last name:**

**Desired Login Name:**  @gmail.com  
Examples: JSmith, John.Smith

**safelist** is not available, but the following usernames are:

- safelist663
- safelist944
- safelist329
- safelist863

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**

Besides just writing this book I am also the proud creator of one of the most active credit safelists called [Mister Safelist](#). I will be using my safelist 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 [Mister Safelist](#) is create a new account.

Go to the [Mister Safelist](#) homepage and click the “Join Now” button.

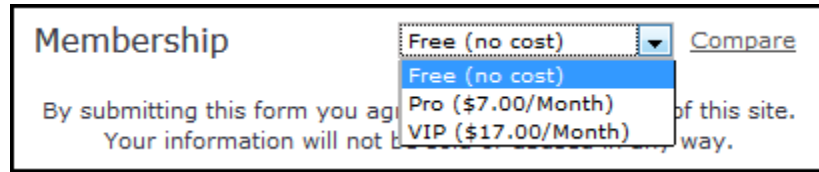
First Name:	<input type="text" value="Jerry"/>
Last Name:	<input type="text" value="Iannucci"/>
Primary Email:	<input type="text" value="contact663@gmail.com"/>
List E-mail:	<input type="text" value="safelist663@gmail.com"/>
Username:	<input type="text" value="SafelistTactics"/>
Password:	<input type="password" value="....."/>
Confirm Password:	<input type="password" value="....."/>
Withdrawl Methods: (for any money you earn)	<input checked="" type="radio"/> - PayPal
PayPal E-mail	<input type="text" value="mypaypal@gmail.com"/>
Membership	<input type="text" value="Free (no cost)"/> <input type="button" value="Compare"/>

By submitting this form you agree to accept the [terms](#) of this site.  
Your information will not be sold or abused in any way.

## Safelist Marketing Tactics

---

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

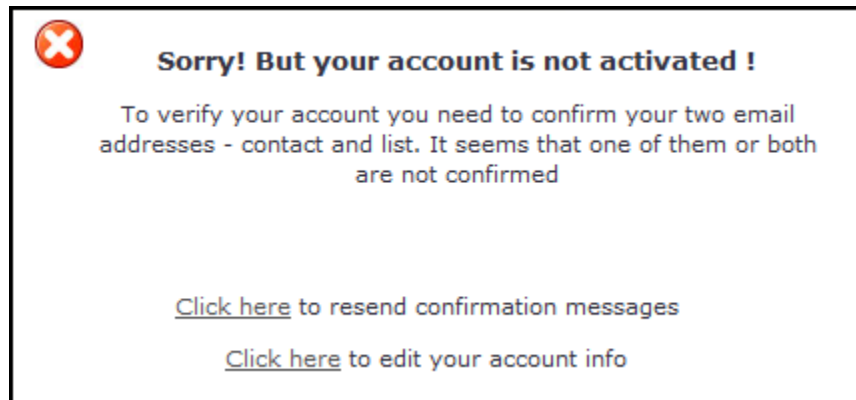


The screenshot shows a membership selection interface. On the left, the word "Membership" is displayed. Below it, there is a line of text: "By submitting this form you agree to the terms of use of this site. Your information will not be shared with any third party." To the right of this text is a dropdown menu with three options: "Free (no cost)", "Pro (\$7.00/Month)", and "VIP (\$17.00/Month)". The "Free (no cost)" option is currently selected and highlighted in blue. To the right of the dropdown menu is a "Compare" link.

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 if 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.

Before you can start using your new account you will need to verify your email addresses. This is to prevent people from using fake inboxes that never get read.

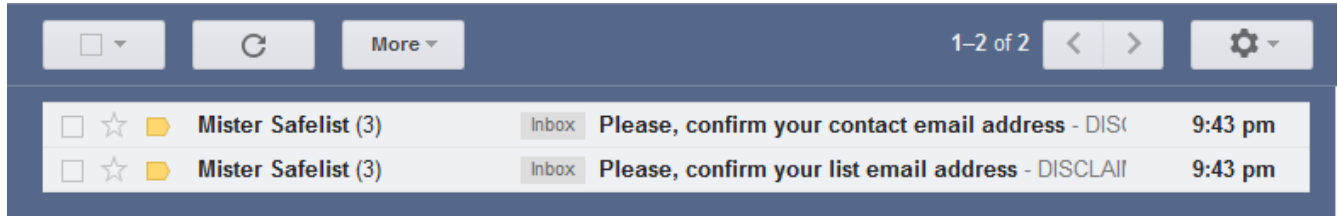


The screenshot shows an error message box with a red "X" icon in the top left corner. The text inside the box reads: "Sorry! But your account is not activated !". Below this, it says: "To verify your account you need to confirm your two email addresses - contact and list. It seems that one of them or both are not confirmed". At the bottom of the box, there are two links: "Click here to resend confirmation messages" and "Click here to edit your account info".

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

## Safelist Marketing Tactics

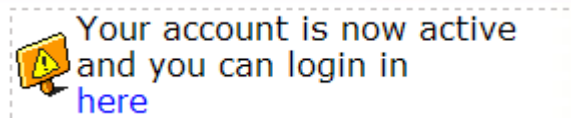
---



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 simply 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:

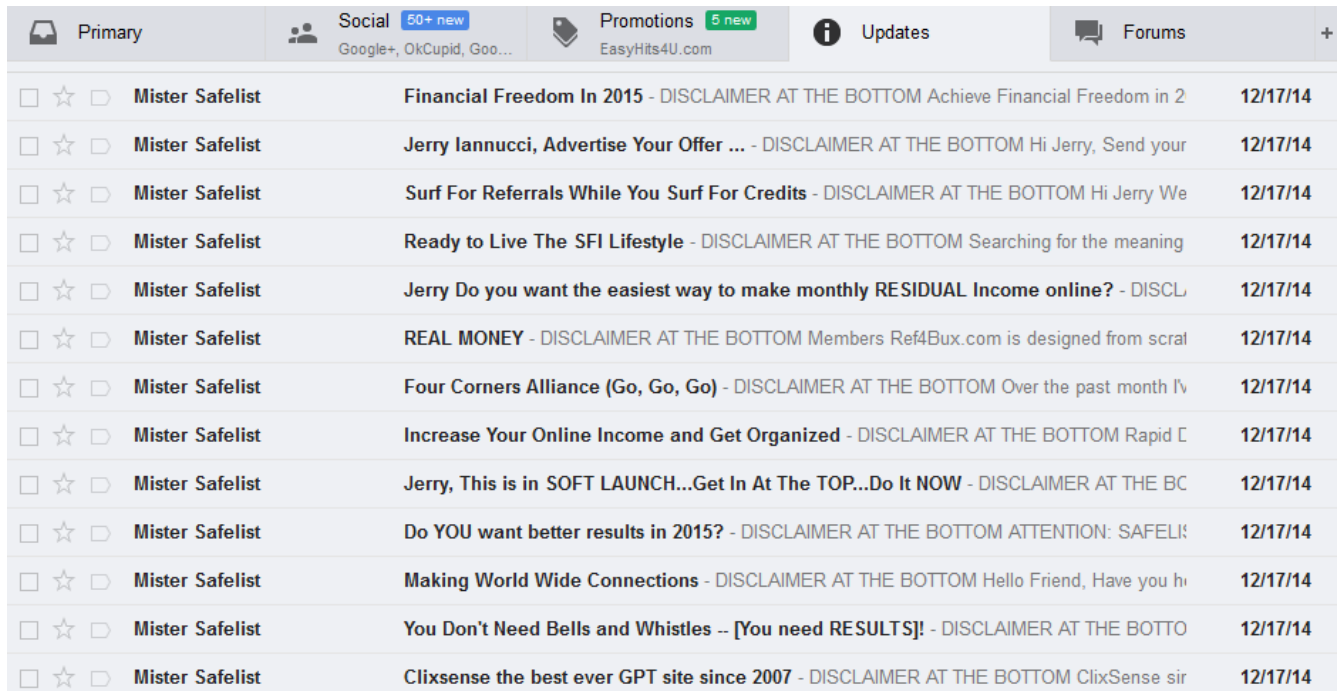


This means your account is active. Feel free to log into the site and start exploring some of the features.

### 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.



The screenshot shows an email inbox with the following tabs: Primary, Social (50+ new), Promotions (5 new), Updates, and Forums. The inbox contains 13 emails, all from 'Mister Safelist', dated 12/17/14. The subject lines and snippets are as follows:

Sender	Subject	Snippet	Date
Mister Safelist	Financial Freedom In 2015 - DISCLAIMER AT THE BOTTOM	Achieve Financial Freedom in 2	12/17/14
Mister Safelist	Jerry Iannucci, Advertise Your Offer ... - DISCLAIMER AT THE BOTTOM	Hi Jerry, Send your	12/17/14
Mister Safelist	Surf For Referrals While You Surf For Credits - DISCLAIMER AT THE BOTTOM	Hi Jerry We	12/17/14
Mister Safelist	Ready to Live The SFI Lifestyle - DISCLAIMER AT THE BOTTOM	Searching for the meaning	12/17/14
Mister Safelist	Jerry Do you want the easiest way to make monthly RESIDUAL Income online? - DISCL		12/17/14
Mister Safelist	REAL MONEY - DISCLAIMER AT THE BOTTOM	Members Ref4Bux.com is designed from scral	12/17/14
Mister Safelist	Four Corners Alliance (Go, Go, Go) - DISCLAIMER AT THE BOTTOM	Over the past month I've	12/17/14
Mister Safelist	Increase Your Online Income and Get Organized - DISCLAIMER AT THE BOTTOM	Rapid E	12/17/14
Mister Safelist	Jerry, This is in SOFT LAUNCH...Get In At The TOP...Do It NOW - DISCLAIMER AT THE BC		12/17/14
Mister Safelist	Do YOU want better results in 2015? - DISCLAIMER AT THE BOTTOM	ATTENTION: SAFELI!	12/17/14
Mister Safelist	Making World Wide Connections - DISCLAIMER AT THE BOTTOM	Hello Friend, Have you h	12/17/14
Mister Safelist	You Don't Need Bells and Whistles -- [You need RESULTS]! - DISCLAIMER AT THE BOTTO		12/17/14
Mister Safelist	Clixsense the best ever GPT site since 2007 - DISCLAIMER AT THE BOTTOM	ClixSense sir	12/17/14

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.



# Safelist Marketing Tactics



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 Mister Safelist emails should be “noreply@mistersafelist.com”. If it's not, check the email to find the correct address.

Click “Next Step” to continue.

The screenshot shows the 'Create filter' dialog in Gmail. At the top, it says 'from:(noreply@mistersafelist.com)'. Below that is a link '« back to search options'. The main section is titled 'When a message arrives that matches this search:'. There are several options with checkboxes: 'Skip the Inbox (Archive it)', 'Mark as read', 'Star it', 'Apply the label: Choose label...', 'Forward it to: Choose an address...' (with a link 'add forwarding address'), 'Delete it', 'Never send it to Spam', 'Always mark it as important', 'Never mark it as important', and 'Categorize as: Choose category...'. At the bottom, there is a blue 'Create filter' button and a checkbox 'Also apply filter to matching conversations.' which is checked. Four red callout boxes with numbers 1, 2, 3, and 4 point to specific elements: 1 points to the 'Apply the label' checkbox, 2 points to the 'Choose label...' dropdown, 3 points to the 'Categorize as' dropdown, and 4 points to the 'Create filter' button.

Select the “Apply the label” checkbox and choose “New label”. Since we are sorting all the incoming emails from Mister Safelist lets name this label “MisterSafelist”.

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**

While it is true that many credit based safelist users will open every email in the inbox and go straight to the “credit link” it does help to spend a little time working out good subjects and ad copy for your email.

You never know who might be scrolling through their list of emails with their finger poised on the “delete” button when an ad jumps out at them that they absolutely can not ignore.

Take every chance you get to make yourself stand out!

Creating a great subject takes practice. 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?

Open up your notepad and copy any subjects that 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.

As for the content of your emails... keep it short! As I mentioned earlier, most people are just looking for the credit link. Don't force them to scroll through 10 pages of text to get there.

The purpose of your email copy is to get the reader's attention and make them curious about the page they are about to see. A few lines of text with instructions to click the credit link for more information is all you need.

To learn more about writing good copy check out [Copyblogger.com](http://Copyblogger.com).

### **How To Create 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 big advantage html emails have is they give you opportunity 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 than using a regular word processor to create your ad

You can 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.

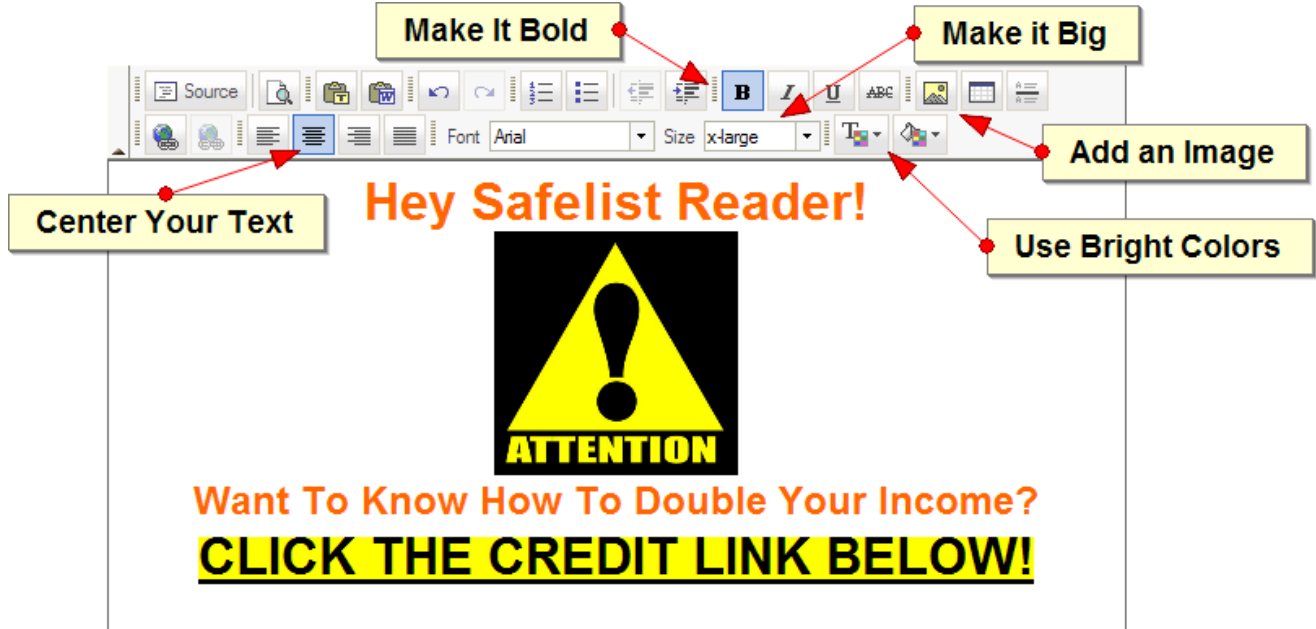
Use a picture of your product, a banner, a logo, something funny, or best of all... use a picture of yourself! Any picture is better than no picture at all.

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](#) or just do a Google search for “free clip art”.

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

## Safelist Marketing Tactics

---



I

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.

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 curious about 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. I personally recommend [ZootHost](#) but there are many others to choose from.

The easiest solution for creating and hosting your own splash pages is to join [AdKreator](#). [AdKreator](#) was created specifically to give safelist and traffic exchange users a simple way to create professional looking splash pages with very little effort. They will even host the pages for you. It is not free but it is well worth the cost for everything you can do with it.



Designs that **YOU** can Kreate right online  
*a point & click system so amazing you have to see it to believe it!*

**NO** SOFTWARE TO DOWNLOAD  
DESIGN SKILLS REQUIRED  
WAITING FOR DESIGNERS

**Splashpages - Banners - Peel Aways**

Now Featuring SqueezePages! **WOW**

**adKreator**<sup>™</sup>  
www.adkreator.com

**GET STARTED NOW**

The advertisement features a vibrant rainbow background with a green diagonal banner that says 'GET STARTED NOW' and a pink mouse cursor icon pointing at the bottom right.

### **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.



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

So how do you build a list?

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

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

If you don't fancy the idea of creating an entire giveaway product from scratch you can cheat a little bit by using private label rights (PLR) to give yourself a little head start. PLR products are books, reports, or articles written by other people which you can modify and call your own. You can buy quality PLR content from [Master-Resale-Rights.com](http://Master-Resale-Rights.com).

If you prefer not to write at all you can also hire someone to create your product for you. Check out sites like [elance.com](http://elance.com) to find people who are more than willing to do all of the work for you... for a fee.

While it is definitely better to have your own unique giveaway product there are thousands of freebies created by other people that you can give away for free. My own [Safelist Marketing Tactics](#) and [Autoresponder Profit System](#) ebooks are two that you can start giving away right now.

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.

You can create a lead capture page the same way you created a splash page. The easiest way to do this is to use [Adkreator](#) which I mentioned earlier.



The final piece of your marketing funnel is to get yourself a quality autoresponder to manage your leads.

I recommend using either [Aweber](#) or [TrafficWave](#).

There is a bit more to list building than what I just covered in this chapter. If you would like to learn more please check out a free copy of my ebook [Autoresponder Profit System](#).



### 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.

Source	Hits	Unique	Conversions ▾	Ratio
maxmailer	92,539	37%	186	0.20%
adchiever	76,655	56%	180	0.23%
adventure	67,356	49%	143	0.21%
bweeble	52,767	58%	126	0.24%
sotam	61,474	56%	121	0.20%
adsolutionline	58,757	46%	93	0.16%

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.

## Safelist Marketing Tactics

<input type="checkbox"/> Ad	Hits	Unique	Conversions	Ratio ▾
<input type="checkbox"/> <a href="http://mistersist.com/splash04.htm">http://mistersist.com/splash04.htm</a>	56,449	38%	161	0.29%
<input type="checkbox"/> <a href="http://mistersist.com/splash05.htm">http://mistersist.com/splash05.htm</a>	73,960	42%	205	0.28%
<input type="checkbox"/> <a href="http://mistersist.com/splash02.htm">http://mistersist.com/splash02.htm</a>	77,968	42%	194	0.25%
<input type="checkbox"/> <a href="http://mistersist.com/splash01.htm">http://mistersist.com/splash01.htm</a>	81,638	40%	191	0.23%

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.

You will also be able to tell at a glance which safelists are working best for you and which are a waste of time. This alone makes using a link tracker an essential tool to have.

Click the banner below to get a free 30-day trial at [trck.me](http://trck.me) which you can use to track all of your ads across all of your advertising sources.

**Special OFFER! Free for 30 Days!**  
Pick **any plan** and try it out **completely free** for 30 days!

- ✓ Unlimited Tracking
- ✓ Easy to Use
- ✓ Training Videos
- ✓ Try Any Plan
- ✓ Email & Phone Support
- ✓ Test Drive Today

**30 DAY Free Trial**

**trck.me** **GET STARTED FREE!**

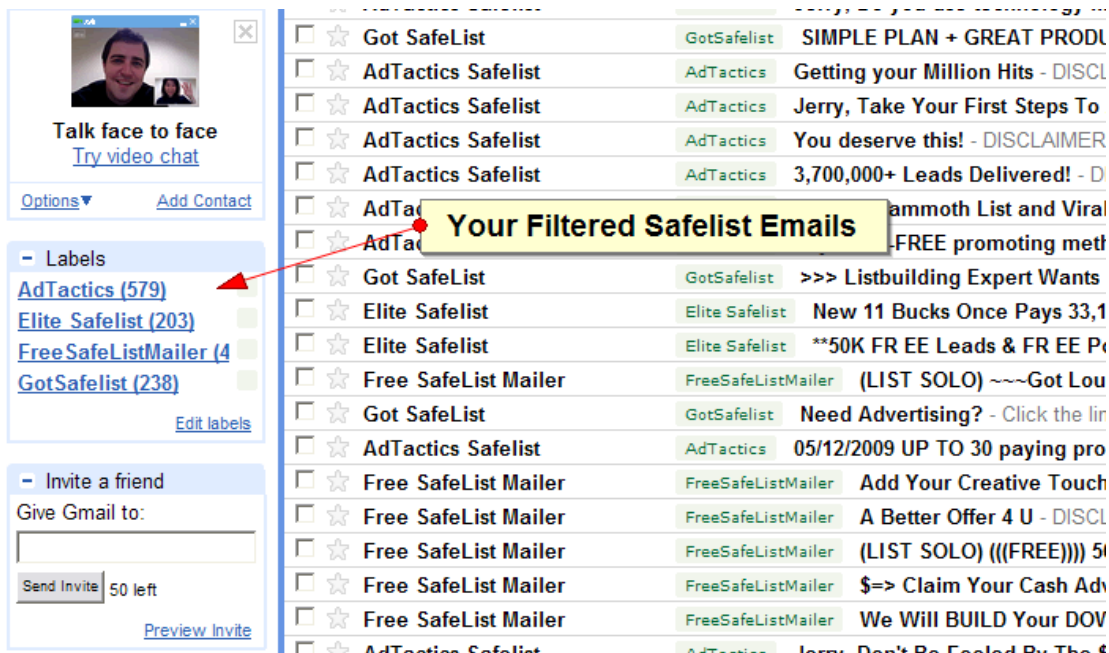
## Safelist Basics

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 of 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 how other marketers are promoting their offers.

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...

The screenshot shows the Safelist Marketing Tactics website interface. On the left is a dark blue sidebar with various navigation buttons. The main content area is white and contains a 'System Mailer' section with a form to submit an email advertisement. Numbered callouts (1-7) point to specific elements:

- 1**: Points to the 'Credit Mailer' button in the sidebar.
- 2**: Points to the 'Submit Your Email Advertisement Below' section.
- 3**: Points to the 'Support' button in the sidebar.
- 4**: Points to the 'The url of website you are promoting' input field.
- 5**: Points to the 'Send to' input field.
- 6**: Points to the 'Need more credits? Click Here' link.
- 7**: Points to the 'Banner/Text' button in the sidebar.

**System Mailer**

**Do Not Bookmark This Page!**  
The site will not see that you are logged in and may put your account on "vacation" mode.  
Bookmark [this page](#) instead.

**Important:** Before you send your ad please [Click Here](#) to read our rules.  
If you are not sure if your site breaks the rules - [Click Here](#)

**Submit Your Email Advertisement Below**

[FULL\_NAME] will be replaced with a member's full name  
[FIRST\_NAME] will be replaced with a member's first name

Subject:

Rich text editor toolbar: Font Family, Font Size, Paragraph, Bold, Italic, Underline, Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, Link, Unlink, Image, HTML, Source, Text Color, Background Color.

Attention [FULL\_NAME]!

Do you want to know the TRUTH about making money with free list mailers like Downline Builder Direct?

My free ebook reveals all!

Click the credit link below and fill out the form to receive a free copy of my ebook "Safelist Marketing Tactics".

Enjoy!

Jerry Iannucci

Path: p » font

Characters Maximum

The url of website you are promoting :

Send to:  **Credits Left: 84729**  
(Free members are allowed to send to a maximum of 4868 other members)  
[Upgrade](#) now to reach more members

Need more credits? [Click Here](#)

Save This Message ? Yes  No

**SEND NOW**

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

I am using [Mister Safelist](#) 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 your text or HTML email advertisement.
4. Enter the URL for your site or your [trck.me](#) 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. Save your ad if you plan on sending it again in the future.
7. If you saved your ad the next time you login you can use the “Saved Emails” 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.

<p>The url of website you are promoting : <input type="text" value="http://www.trker.com/go/22876/adtactics"/></p> <p>Send to: <input type="text" value="8594"/> <b>Credits Left: 1015991</b> (Free members are allowed to send up to 8594 members)</p>
---

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 what other people are doing 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 next ad.

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.

Some safelists do require you to click every single credit link in order to send your ads to the maximum number of people. 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 quite awhile 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 with very little effort.

Another benefit of upgrading is the ability to earn higher commissions from anyone you refer to your safelists. With monthly recurring subscriptions and expensive yearly upgrades it doesn't take too many referrals before your upgrade price is paid for and you are actually making some money. Multiply this across all of the safelists that you use and that can add up to some decent money.

Getting enough safelist referrals to pay for your upgrades and earn a profit does take some effort. If you are a member of several safelists you can dedicate a small percentage of your mailings each week to be used for promoting your favorite safelists. You can also promote a safelist downline builder like [List Hoopla](#) to build your downlines in multiple safelists at once.

[List Hoopla](#) ranks the top performing safelists every week. If you are looking to try out some some new safelists then [List Hoopla](#) is the place to start.

As the number of safelists you belong to begins to increase you might find yourself having a hard time managing all of your daily mailings. If this happens I recommend using [Mailer Ninja](#) to manage all of your safelists. [Mailer Ninja](#) will organize all of your safelist mailings and allow you to manage your credits to help your ads reach the maximum number of people in the least amount of time.



### **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.

If you would like to replace the affiliate links in this book with your own please visit the [Safelist Marketing Tactics](http://www.SafelistMarketingTactics.com) website and sign-up to receive information about purchasing the rebranding rights to this ebook.

Even if you don't plan on purchasing the rebranding rights please sign-up at the [Safelist Marketing Tactics](http://www.SafelistMarketingTactics.com) website to to create your free affiliate account which will give you the opportunity to earn money when you share this book with others.

Thanks for reading!



Jerry Iannucci

[jerry@getrichwithjerry.com](mailto:jerry@getrichwithjerry.com)

<http://twitter.com/JerryIannucci>

<http://www.GetRichWithJerry.com>

<http://www.MisterSafelist.com>

### **Recommended Resources**

[\*\*AdKreator\*\*](#) – Splash page maker

[\*\*Autoresponder Profit System\*\*](#) – The money is in the list

[\*\*Aweber\*\*](#) – Professional autoresponder service

[\*\*Copyblogger.com\*\*](#) – Tips for writing subject and email copy

[\*\*elance.com\*\*](#) – Hire people to write, design, or create for you

[\*\*Google Gmail\*\*](#) – Create free email accounts to use with safelists

[\*\*KompoZer\*\*](#) – Free HTML editor

[\*\*List Hoopla\*\*](#) – Weekly rankings of top safelists and viral mailers.

[\*\*Master-Resale-Rights.com\*\*](#) – PLR content for giveaway products.

[\*\*Mailer Ninja\*\*](#) – Manage your daily safelist mailings.

[\*\*Mister Safelist\*\*](#) - The first safelist you should join

[\*\*TrafficWave\*\*](#) – Professional autoresponder service

[\*\*trek.me\*\*](#) – Link tracking service

[\*\*ZootHost\*\*](#) – Quality website hosting