

SAFELISTS

What is a Safelist?

It is basically a way to send legal spam. You join an email address LIST where all the members have agreed to receive, and READ, spam from each other.

FREE SAFELISTS

You may no monthly fee, nor a fee to send each email. You open emails from the list and click on special links to earn credits. The link opens a page in Your browser You must leave open for between 10 and 30 seconds (depending on the list). After the timer reaches zero, your account automatically receives the credits.

You earn credits until You have enough to send out an email ad.

Some lists may also reward You with banner and/or cash credits as well.

PAID SAFELISTS

Most lists will allow You to send a SOLO ad for a one-time fee. Members like to open the solo ads because they earn many more credits when they open the page.

Most lists also have PRO memberships available where You pay a monthly fee and can broadcast to part of or the entire list periodically without having to earn credits.

There are CO-OPS where, for a one-time or monthly fee, You can broadcast to a cooperative group of lists

The best advice is to test and become proficient as a free member before You pay for anything.

PRELIMINARIES

1. Create 3 special email accounts at Gmail.com.
(See this for how to link multiple accounts: https://support.google.com/mail/answer/21289?hl=en&ref_topic=3394220)
2. Get a free account at [PayPal.com](https://www.paypal.com).

JOINING A SAFELIST

Use one of the Special Email Accounts for the Admin Contact email address.
(This is where You receive notices from the owner of the list, and valuable Solo Ads.)

Use another Special Email Account for the List email address.
(This is where You will receive lots and lots of “spam” from the members.)

Use the third Special Email Account for Your free account at PayPal.
(Some lists will sometimes pay a small amount of cash for reading emails.)

SAMPLE LISTS TO JOIN

[ListJoe](#)

[Got Safelist](#)

[Business World List](#)

COMPOSING YOUR ADS

Remember the Formula, A + C + A. (Attention, Curiosity, Action)

The Ad Submit Forms usually have 3 fields: Subject (or Headline), Body, and Link.

SUBJECT (HEADLINE) - Must get Attention. You are competing with hundreds of other emails. Most people don't have time to open them all.

BODY - Always use Plain Text, never HTML code. Keep Your message short, just a few short sentences that build Curiosity. Sign Your name. Add a short P.S. with a call to Action.

(Most people will only read Your Headline to open the email, and Your P.S. when they scroll to the bottom for the link to earn credits.)

LINK - The link to Your Capture Page, They will click on this to earn credits. You should always use a different Tracking Doorway link for every Headline and/or Message You test.

SOLO ADS & PRO MEMBERSHIPS

Don't pay for anything until You've tested, tested, tested and found something that gets consistent results.

MY KILLER AD

I used this for more than 3 years with consistent results.

WARNING! I can almost guarantee this ad will not work for You because You did not write it. You must write Your own! I'm including this as an example only. I realize some folks will ignore my advice and use it anyway, but I'm only sharing it because I no longer use Safelists personally.

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Headline: Safelists Don't Work!!!

Hi, Ken Klemm here.

Do You promote Your opportunity or products on safelists or traffic exchanges, or on Web 2.0 sites?

How's that working for Ya?

Everybody knows promoting Your stuff does not work! You KNOW it, so STOP IT!

Learn what DOES work.

HOW? Read "Success in Ten Steps" by Michael Dlouhy.

Michael taught me the TRUTH about marketing and the marketplace.

Your Friend and Servant,

Ken Klemm  
+1-352-340-4093 anytime  
Spring Hill, FL, USA

Research me at <http://MentorKen.com>

P.S. Here's what happens when You read "Success in 10 Steps" - You find out why Your previous lack of success was NOT YOUR FAULT!