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Bouncing Emails– A Pain in the Neck or Maybe Not!

By Donna Sweat

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I like other publishers have had our share of bouncing email addresses. Hotmail and Zwallet accounts are not the only culprits are many claim. Email addresses are of all makes and sizes.

I have had subscribers that have been on my list for eons it seems and suddenly their email bounces two or three times. What is the cause of this scenerio? Perhaps their ISP is not working or they are away and forgot to put the mail on hold or even forgot to pay their bill. Even forgetting to check the inbox may cause a email to bounce.

Patience is a virtue for those loyal friends. Keeping a log of bouncing emails may solve the problem. Just recording the dates and times and what email they coincide with, may just keep you from deleting a loyal subscriber with a slight problem.It probably is just that!

Solo Ads have a way of subscribers driving subscribers away, as do Classified editions. But the subscriber fails to see that these emails are a part of publishing and they had their ad listed in those classifieds once too. Solo ads are "paid" advertising and deserve their place in the limelight as well.

But on the flip side there are those fake email addresses that really get under your skin and trying to track them literally wears you out. This is a sneaky attempt to

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subscribe with a free ad, over and over again, until you happen to get caught...maybe!

I immediately reply to my new subscribers either personally or through my host, Topica. Topica does a great job handling bouncing emails, either they are a soft bounce[temporary] or a hard bounce[cannot be delivered at all.] I always reenable a soft bounce, keeping track of course and immediately delete

the hard bounces. I don't need the harassment, yet I give those soft bounces another try.

If I send a personal reply and it bounces, forget it,

deleted,

ad and all. No shame! Get a "Real Email Address or do not subscribe." Case closed!

I publish my newsletter three times a week and send several solo ads, and I offer free ads to my subscribers through an adcode. I include a classified edition of subscriber ads, but I also provide an article ezine to balance it out. I am generous and care about my list. I do my best to remove anyone

that wishes to unsubscribe, even though each email has an unsubscribe link enclosed. My list is 100% optin. and double opt-in for most. The latter may be a hassle, but it sorts out

the serious subscriber from the greedy one. I do not care to have someone come along and try to get more than what is offered. Take it or leave it alone.

I receive hundreds of emails a day, probably 2/3 of them are junk, I did not ask for them, but I look all my email over. That means 1/3 is either subscribers or ezines I subscribed to, or business.

I spend a lot of time reading and sorting email. I find many good ideas and resources, and many emails that go nowhere, but in the trash...Why? Because of a bounce and possibly a sale if they had only provided a reachable email address. Nuf Said!

Donna Sweat
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Pain In The Neck?

By News Canada

(NC)—Neck pain is less common than low back pain, which affects about 80 percent of us at some time in our lives. Nevertheless, a huge number of adults – between 38 and 50 percent – have to cope with a sore neck at some point.

Until recently, the cervical spine was largely ignored by researchers. Why? Because neck pain caused far less disability and absenteeism from work than low back pain.

Like the low back, the neck is subject to sprains and strains, joint problems, and disc problems.

When younger people develop acute neck strain it is usually a result of turning awkwardly during the night, or playing a sport such as squash that requires jarring movements. They may also strain a neck muscle lifting things improperly.

Middle-aged people are more likely to develop neck pain as a result of the normal degenerative changes of the discs and joints of the spine.

Whiplash – sprained or torn ligaments and/or muscles – can affect people of any age. In most cases, whiplash is caused by a car accident; if your car is hit from the rear, your head is snapped backward as your body is thrown forward.

Then, of course, is the new category of neck patients that has been emerging: people whose jobs require them to sit for long periods of time in a position that stresses the cervical spine – for example computer work.

As the research on neck pain continues, we'll be learning more about treatment. But right now, we know enough to show neck pain sufferers how to eliminate, or at least reduce, their neck pain with exercise and changes in both their work habits and the way their workstations are set up. For more information, visit the

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organization including weekly and daily newspapers, cable and commercial television stations, radio stations, as well as the Web sites Canadians visit most often. Visit

and learn more about

the NC services.

Pain In The Neck?

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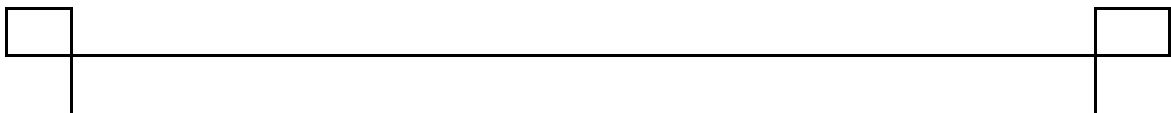
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