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## Customizing E-Mail Addresses

By Tom Stone

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Watch out for e-mail harvesting, or farming while choosing an e-mail service. Those free e-mail addresses can look good in the advertisements. Make sure they're not actually "10 free SPAM portals." In all fairness, e-mail's successes and failures depend more heavily upon your mail program and your browser than the server that simply processed them. You can check to see which kind of mail server(s) a company is offering, and if there are any other layers of security available such as Anti-Virus and Anti-SPAM. Make sure the service is applying SMTP-Auto secure mail protocol.

SouthernSites.net offers free e-mails with all of its web packages, as well as allowing for those e-mails to be forwarded to your current e-mail address. This provides an active mode of communication from customers through the website to the site owner, without installing additional e-mail software, or having to check a separate e-mail box for incoming messages.

Having those e-mail addresses configured with your new dot.com address also provides a great opportunity for you to distribute new business cards with the website address and e-mail address prominently displayed. Think for just a few more moments, and a flood of ideas develop through which to apply this new information in various marketing strategies. Everywhere your personal e-mail address used to go, can now be used as another inch of advertising space.

Talk to your web consultant about creating other custom e-mail addresses to satisfy customer needs, such as AboutMyOrder@MyWebsite.com, Optin@MyWebsite.com, etc.

Chairman, Georgia New Business Association; Founder, Network for the Advancement of Local Artists; <http://SouthernSites.net><http://NALAnet.com><http://GeorgiaNewBusinessAssociation.com>

## **The 4 Ws of Junk E-mail**

**By Niall Roche**

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Junk e-mail or spam has become the scourge of the modern computer world. It eats bandwidth. Spam is like a disease. It doesn't care about age, religion, wealth. It doesn't discriminate. Junk e-mail affects us all.

There are 4 keys to the junk mail question - Who, What, Where and Why.

Who they are

The typical profile of a junk mail sender is as follows. Male, 18 - 30 years of age, single, technically competent and with little regard for their status as a public nuisance. There are female junk mailers out there but, unfortunately, this is predominantly a male preserve.

What they use to send spam

There are many tools available to the spam merchant. The main ones are e-mail extractors, newsgroup harvesters and CD lists.

E-mail extractors are programs which wander around the Internet gathering e-mail addresses from websites and often from web based forums (unprotected forums). A "good" e-mail extractor can gather 15,000 e-mail addresses per hour.

Newsgroup harvesters are programs which search through newsgroups for valid e-mail addresses. Most newsgroups users are aware of this and take measures to counteract these harvesting programs. Despite these measures a newsgroup harvester application can gather 20,000 - 30,000 e-mail addresses in an hour.

CD lists are one of the worst sources. 90 million e-mail addresses available on a single CD for as little as \$20. A lot of the addresses on these CDs would be junk (many would no longer exist) but an equally large number of these addresses would be valid. A CD like this is a junk mailers dream.

Where they do it from

Those involved in sending out bulk e-mail are "entrepreneurs" or at least they think so. The vast majority of those involved in the spam business are self-employed and work from home. Sending spam is almost the ideal home based business. You name your hours and the business itself is almost automatic. Maximum gain from minimum effort.

Why they do it in the first place

## Customizing E-Mail Addresses

Their motivation is money. Considerable amounts of cash actually. Each spammer who sends out 1,000,000 junk e-mails is certain of approximately 100 sales. Many of the products they sell are worth

\$50 – \$100 dollars to them in commission. Yes. Shocking isn't it? The average bulk mailer earns in excess of \$100,000 per year! Maximum return for minimum effort. Unless of course you get caught and get jail time.

Niall Roche is the content administrator for

. For more information on ways to fight

spam check out

The 4 Ws of Junk E-mail

I.P. address?

Getting the most out of your mail account

The One & ONLY Objective Your Website Should Follow!

Can You Build An Opt-In Niche List With Adwords?

Email Spider Software

Free List Pro

Ax Gold Collection

Mega-Wealth Audio Library

Build Your Own Mail Order Empire

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