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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Did YOU Pull That Trigger?

By Darlene Styers

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Are you triggering the sp*am filter? Most likely. If so, your Ezine or the Ezine publishing your ad may not be reaching the suscribers. What will you do about it?

Just a short time ago the greatest threat to onine marketing was SP*AM. In the past years the internet has changed. One of the most noticeable changes is the fact that now the sp*ammers are not as great a threat as the filters that are being used to prevent mail sent by sp*ammers from reaching its destination.

The ISP provider can be using filters to block incoming sp*am. The computer user (you and I) can set up filters. The result is that no matter how innocent the message may be, unless we are careful not to use "triggers", our communications just go nowhere.

There are many words and/or phrases which trigger the filter. For instance, if your communication includes the words "sub*scribe", "cl*ick here" or "un*subscribe" filters will delete the message. And how often do you use these words? But these three examples are just the beginning.

Do not use whole words or sentences in caps. These get a very high score in Sp*amAssassin and are probably the most common mistakes made. Avoid the use of the word fr*ee.

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Use the word Newsletter as a part of the subject.
Newsletters are more apt to escape the filters.

Classified ads almost always contain words or phrases that will trigger the filters. Some word combinations to avoid are: wh*o are, loo*king for, he*lp you, you w*ant, fr*ee ads, mo*re than, em*ail address, give y*ou, whe*n you, for y*our, m*oney making, wi*th this, act n*ow, w*ork at h*ome, wh*at you, s*ave time and mon*ey, you*r sales, and for fr*ee. Newsletter publishers who publish classifieds are required to edit all classifieds and alter trigger words.

It becomes more and more difficult for Publishers to use classified ads due to the amount of time required to filter–proof all of the ads.

Submitting articles that are not sp*am–proofed will probably get you nowhere. When a publisher attempts to use your article, if it is found to contain too many triggers the publisher may just use another article that is spam–proof.

Some auto–responders used for publishing ezines and newsletters use SpamAssassin to tell the publisher which triggers need to be modified before publishing. SpamAssassin also operates a fr*ee service that you can use before submitting your articles and ads. Copy and paste your ad, article or newsletter in message addressed to <mailto:spamcheck@sitesell.net> and use the word TEST (case sensitive) as subject. (Notice I did not say "sub*ject line" as that is a trigger). Shortly, you will receive their report telling you the score along with an analysis of the item you submitted. It seems that a guideline you can use is: A score below 5 is acceptable; A score of 12–16 means that most filters will reject your communication.

Notice the number of times * is used in this article, and you will see how sensitive these filters can be. Sp*amAssassin, after the use of all of the *, gives this article a score of 2.3.

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The Secret Of Hitting People's Buying Trigger!

By Grady Smith

The Secret Of Hitting People's Buying Trigger! by Grady Smith

It's a fact: You'll never make any real money online unless you know how to pull someone's buying trigger.

Sure, you may be a whiz at bringing people to your site. Maybe you're looking at 800 a day. But with that kind of traffic, I pull in \$864 daily. Why? Because I know how to make people pull the trigger and buy.

So, what's the secret?

1) You've Got To Know Your Audience

What does someone really want that visits your site and takes a look at your product? Do they want to make money quick? Are they on a budget, and want to do it with very little investment? Knowing the specifics of your target is step one to hitting their buying button.

2) You've Got To Prove You Can Give Them What They Want

Sure, you can say "I'll show you how to make money online", but that sure doesn't pull my buying trigger.

But if I visited your site wanting to learn how to make money online without much investment, and you said something like "I'll show you how to make thousands each week without investing a dime", I would become very interested. Specifics directed to your target audience make the trigger finger itch.

3) You've Got To Create A Mental Picture

Can you tell me how life will be different after I purchase your product. Can you make it descriptive and excite me?

Which of these works better at exciting you?

Did YOU Pull That Trigger?

"Picture working from home with no boss, no deadlines, and great money"!

Or....

"Imagine walking in my shoes.....working from a laptop from anywhere I like in my motor home. No one to tell me I have to go to work when I don't feel up to it. A couple of hours of simple, pleasing work that I really enjoy and tons of free time. The option to stay up late, watch game 7 of the world series, and then sleeping in until whenever. That's the true freedom of working from home"!

Which excites you more?

Learn how to pull your prospects trigger by putting yourself in their shoes. Done right, it's the most effective sales tool you'll ever find.

Grady Smith makes a full time online living, and now you can learn how with his FREE marketing tips to build your online business fast! Check out <http://www.mountainhighpub.com/info.html>



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