

"Email Crush!"

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"Email Crush!"

By A. T. Rendon

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Analysts predict that the volume of email on the Internet, most of it junk, will grow another 50 percent in 2002.

That is a lot of email!

With estimates that the number of Internet users is nearing the 1 billion mark, the amount of email floating around the Internet is only going to increase and problems will get worse.

Anyone online can tell you that a huge part of the problem is SPAM, or the Unsolicited Commercial Email (UCE).

The subject has been beaten like a dead horse and no viable solution is in sight. No, not even federal legislation can stop or fix this problem adequately.

The person or person(s) that do find the solution will go down as genuine heroes in Internet history.

Ironically, there is another side to this entire problem that has yet to be addressed. The irony is that it comes to us from established, legal sources, not the spammers.

We have all received their email.

The From: field says, "Mail Delivery System".
The Subject: field says, "Mail Delivery Failed".
And the Body: of the email begins with, "This message was created automatically by mail

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delivery software (Exim)."

This is especially true if you have a mailing list.

I send out email to my list of over 7100, 100% OPT-IN subscribers twice each week and it causes me to be bombarded with hundreds of emails daily!

It starts with an email message that states, "WARNING", your message could not be delivered but you need do nothing.

Then they follow up that message with the "Mail Delivery Failed",

the vast majority of those emails simply tell me that the intended recipient has a "Full Mail Box".

Finally, I receive another email letting me know that they have still been unable to deliver my email and that it is being deleted from their list.

For each email I send out that does not make it to where it is intended, I get back at least three emails.

My experience has been that at least 5% to 10% of every mailing I send out will come back to me as "Not Delivered".

That means that each time I send out my list of over 7100 subscribers, I get back at least 2100 "Message Not Delivered" emails.

Sending out my list twice weekly means I generate over 4200 email replies that I did not request and I do not need nor want!

As far as I am concerned, if my subscriber does not receive my email because their mail box is full, it is their loss – not mine.

My advertisers do not lose out either as I take these undeliverable emails into account when posting my subscriber numbers, officially listed as 6384 this week.

Imagine how much less email would be floating around if they would simply NOT tell me it was not delivered.

Perhaps the biggest such offender is Exim,
<http://www.exim.org/>

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"Exim is a message transfer agent (MTA) developed at the University of Cambridge for use on Unix systems connected to the Internet.

It is freely available under the terms of the GNU General Public License. Its facilities are extensive and in particular it has some defenses against mail bombs and unsolicited junk mail in the form of options for refusing messages from particular hosts, networks, or senders."

It is unfortunate that we as email recipients can not refuse email from them!

This organization is otherwise providing an invaluable service online and at no charge to those that use their software.

Yet the feature of reply to senders when recipients do not

receive the email is clogging and choking off the free flow of the Internet email system.

And this is not the only problem generated by and from the established, legal sources of email delivery.

Viruses!

The Love Virus that circled the globe in 2000 caused over a billion dollars in damage to businesses and individuals.

Daily, I receive scores of infected emails that I simply delete.

So why is this problem allowed to continue?

Why are viruses not deleted by those computers set up to forward email around the world and that form key parts of what we know as the Internet?

All of this excessive email flow and virus email is causing us "Email Crush!"

It is time to express our opinions to people that can help us do something about these two major problems.

For FREE information on how and to whom you can voice your opinion, send a blank email to our auto-responder at: <mailto:voice@emailexchange.org>

We can make a difference!

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To Love Or To Be In Love

By Adeyemi Adetosoye

What is the basic difference between loving someone and being in love with the person? Before we can be sure that we have found true love, we need to be sure what these two terminologies mean.

Is it possible to meet someone, connect with the person and love the person's personality, way of life, etc? Truly be comfortable with such a person? Certainly! Most of us know significant others in our lives who fall into this category. At the same time, it is possible to totally connect with a significant other and feel the butterflies every time with this person.

But the latter scenario could very much be a crush or an obsession. How do we know that our feelings don't fall into the latter group? To understand my discourse, we need to understand the various emotions at work in the different scenarios.

Firstly, the crush or obsession: One feels a crush for another person, for no good reason at all. Often, the object of the crush may not even be aware of it. It can be described as an irrational desire and/or admiration for the other person, which is totally uncalled for, or has no rational cause. Usually, this desire is almost purely physical: has to do with physical beauty, carriage, manners, smell, etc of the other person. It is a likeness from a distance, such that one has for someone whom one doesn't even speak to, or in close proximity, with someone whom one just says hello. At best, these feelings are juvenile, immature and usually manifest in the awkward years of a teenager.

The obsession, however, is a more mature form of the crush. While the crush may be teenage in origin, the obsession stems from an advanced stage of the crush, where emotions and thoughts have been nurtured continuously to an inferno. Usually, at the obsessive stage, the obsessive person has plucked up the courage to develop some little relationship with the object of his or her desire without the latter being aware of it. What makes the latter an obsession is that the object of the desire is either unaware of this desire, or doesn't appreciate it.

Now, to the crux: What is the difference between being in love and not being in love? It is the butterflies! When a relationship is still young, and both parties are starry-eyed about each other, they believe they are in love. They feel the butterflies. But true love must be tested, time and again.

Love that tests true to diverse storms and passes the true love tests may not feel the butterflies and starry-eyed-ness of the young hot couple next door, who can't take their eyes or hands off each other. When a relationship which goes through stormy times (this is a must for every relationship) and still

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endures, it means that the butterflies still persist. The other person still gives you a reason to hold on; still has that something; the fire, the smile, the look in their eyes, the personality, the charm to make you still hold on, despite all the ups and downs. At this level, you know that you love that person truly.

But what about the others that are really sweet and loveable people? Sure, they exist; we definitely do know them. These are people we do love, but not with the same intensity. Yes, we will miss them in our lives, if it comes down to it; yes, we will miss them like we will miss an old friend or colleague or a

really dear one. This is the love we have for our family members but may not quite make the grade, when it comes to a life partner. The love you have for someone you want to make your life partner needs to be stronger than filial love, because you want to hang in there, for better or worse, till death do us part.

Understanding these core differences, immediately opens our eye of understanding to know exactly what emotions we feel and where we stand with the various loved ones in our lives.

Knowledge is NOT power; it is only empowering....The Application of Knowledge IS power.

Christopher Adeyemi Adetosoye is author of A Man's Guide to Finding True Love and A Woman's Guide to Finding True Love, E-books, which are currently available at

To Love Or To Be In Love

How To Get The Most Health Benefits From Garlic

Easy Blueberry (or Cherry) Cheesecake

MY CLASSMATE CONNIE

Inova And Streamlight Flashlights – Two Of The Best Flashlights Money Can Buy

Email Spider Software

Newbie's Guide to Stop Spam

Instant Email Scramble

Guerrilla Mailer

Email Commando

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