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Email Marketing – 8 Tips How NOT to Get Your Advertisement Read

By Edward Gause

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Email marketing is one of the most effective marketing methods available – if done correctly. With the recent wave of email viruses going around, people are becoming more reluctant to open email from strangers, including me.

With that in mind, here are some highly effective methods to get your advertisement, that you worked so hard on, sent straight to my trash folder:

– If your email address looks like gibberish or appears to be coded as in x748cJhb@adomain.com, cBGtTnfP@anydomain.com, jt12355@anydomain.com, or 68340224@anydomain.com, I don't know you – TRASH!

– If your email address is friend@anydomain.com or addressed to friend@mydomain.com, I don't have any friends by the name of "Friend" and my name is "Edward" so I don't know you and you obviously don't know me. – TRASH!

– If your email subject begins with "ADV", or "URGENT" or Re: to a subject I never sent – TRASH! I'll take my chances not reading those "urgent" emails.

Ok, your ad has initially made it pass my "trigger-happy" delete finger and didn't get tossed immediately in the trash. Good deal, but still not there yet. Here's how to get your ad tossed in the trash after it's been opened but still not read:

– If your email requires me to write you via "snail mail" or call you (long distance at that!) to be removed from your list – TRASH! I don't want anything to do with you if I have to spend money to request removal from a list I shouldn't have been on in the first place.

– If your email begins with "Thank you for sending information on your money making opportunity, now look at mine..." – TRASH! If I'm a responsible emailer, I KNOW who I sent information to. If I can't remember, I must be a spammer.

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– If anywhere in your email, you have a statement that begins with "This email is not spam..." – TRASH! If you have to say it, then it's spam!

– If anywhere in your email, you have the statement that's similar to "Under Bill s.1618 TITLE III passed by the 105th U.S. Congress this letter cannot be considered spam..." – TRASH! Again, if you have to say it, then it's spam! Do your research. The bill never passed. Also, last time I checked, U.S. laws don't apply to other countries.

– If anywhere in your email, you promise that I can lots of money with little or no work – TRASH! Don't insult my intelligence.

There you have it. Eight effective techniques to NOT get your email advertisement read. Use them wisely and best of luck!

Edward Gause is webmaster of the Cynted Internet Marketing Center and publisher of the Cynted Chronicle, a bi-weekly ezine targeting the interests of novice internet marketers. To subscribe, email: <mailto:subscribe@cynted.com> or visit <http://www.cynted.com>

Are You Compliant With The Law? Take The CAN–SPAM QUIZ!

By Jim Symonds

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Test Your Knowledge of The Law – 22 Questions You Should Know.

ANSWER THESE STATEMENTS: TRUE OR FALSE?

The Can Spam Act went into effect Jan. 1st, but marketers have 90 days to become compliant with the new law.

The Can Spam Act Pre–empts many tougher state anti–spam laws.

You may send commercial email with falsified headers.

You must include your phone number in all commercial emails.

You may send UCE as long as the message contains an opt–out mechanism, a functioning return email address, a valid subject line indicating the email is an advertisement, and the legitimate physical address of the sender.

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You must include a privacy policy when you collect subscribers.

You may harvest email addresses as long as the messages you send contain an opt-out mechanism, a functioning return email address, a valid subject line indicating the email is an advertisement, and the legitimate physical address of the sender.

You must have a process for handling unsubscribes within a 15 day window.

Referencing or including a link to a commercial entity in an email message is sufficient to make it a commercial email message.

You must add your postal address to all your marketing emails.

The Can Spam Act is enforced by the Attorney General in the state wherein the alleged spam originated.

You must not share the address of a person who unsubscribed with any other entity seeking to send that party email.

It's O.K. to use a misleading subject in your marketing email, as long as you identify the email as an advertisement or solicitation somewhere within the body of the email.

The FTC is required to report back to Congress within two years on the effectiveness of the law and the need, if any, for modifications.

Wireless spam is not covered by the law.

The new law allows for a \$250 fine per non compliant email, and possible jail time, for intentionally sending UCE with falsified header information.

All persons in charge of running web servers that relay email must close all open relays within 90 days of enacted of the law (Jan. 1st).

Sending commercial email through an open relay is prohibited by the Can Spam Act.

You must include an unsubscribe mechanism in every commercial email.

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Under the law, businesses knowingly promoted in UCE with false or misleading header information are also subject to FTC penalties and enforcement remedies, regardless of whether the FTC is able to identify the spammer who initiated the email.

All commercial email (except those sent to opt in lists) must contain ADV in the subject line, to indicate the email is an advertisement.

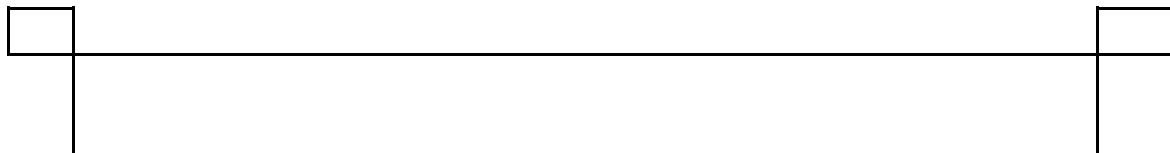
All commercial email (except those sent to opt in lists) must be identified as an advertisement or solicitation.

For answers to these questions, take the quiz online at:
<http://www.EmailMarketingSurvey.com/CAN-SPAM-Quiz.html>

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