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**Email on the Road**

**By Richard Lowe**

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If you are anything like me, then you've come to depend on email. In fact, I must read my email several times a day or I feel very uncomfortable. This applies to both my email from work (which I check a few times after I get home and on weekends) and my personal email (which I might check once or twice from the office).

Why is it important? Well, email is communication, and I love to communicate. I write emails at home to discuss my articles and web site, to talk to family and friends, and to order products or get support. At work I use it constantly to deliver tasks to the people who work on my team, answer questions from the boss, and keep in contact with my vendors, users and peers.

One of the problems that I face when attempting to get to my email in either location is how to access the POP server (a POP server is the place where your messages are stored until you read them in your email client).

What you need to do is use one of the web based email services which allow you to read your email messages from any POP server. See "Free stuff Headquarters – Email" for a list of services which are available. In addition, your own ISP or web host may provide this functionality for you.

<http://www.internet-tips.net/Freestuff/Freeemail.htm>

It's easy to set this up once you've settled on a service. They will need you to enter your email address, account name, password and POP server name. Before you enter this data, you may want to be sure your service is secure while you are filling out the form. Basically, before you press the SUBMIT button, see if the URL begins with "https" or the little lock is shown in a

locked position. If so, you are fine. If not, you may be transmitting your password in the clear, which means it could be intercepted by an evildoer.

Now that you've got a service you can pick up your email. Be sure to check the box which says "leave email on server" or "do not delete messages" or something like that, unless you are absolutely sure you want to delete them. What this does is leave the messages on your POP server until you read them with your normal email client.

Okay, now what? Well, when you travel you can find a place to read your email. Let's say you are at a convention. You could find a kiosk which allows for internet access and viola, you can read your email. Sometimes the

salespeople will let you use one of their screens if they think you might be or might become a customer. Airports, libraries and other places also commonly have computer and internet access for a fee.

Some cautions are in order here. By their very nature these kinds of public systems are not secure. Just be sure you use your common sense and don't do anything you would not want to broadcast to the entire planet. Also, be sure the email service that you choose stores the password for you – never enter your email account password on a public system. Thus, you should enter your password once – when you set up the email account.

It's also a good idea to change your POP email account password more often, most especially after you return from your traveling.

Personally, I prefer to carry a laptop or handheld device (such as a palm pilot or Jornada) with me when I travel. This way I can pick up my email from the hotel room or anywhere I can find an ethernet jack, without worrying about the inherent security issues of using a public system.

Richard Lowe Jr. is the webmaster of Internet Tips And Secrets at <http://www.internet-tips.net> – Visit our website any time to read over 1,000 complete FREE articles about how to improve your internet profits, enjoyment and knowledge.

### **Build or Buy—Should You Build Your Own Opt-in Email List?**

**By Mohamed Rabea**

The easiest way to acquire an email list for your ezine or email marketing is just to buy one. They're not too expensive, and they provide you with a long list of names and email addresses.

But if there is one thing I've learned as the owner of an ezine, it is that the easy road is not always the

one that brings you the best results. The problem with buying an email list is that none of the people on that list know who you are. When they receive an email from you, most likely they will just delete it without bothering to open it.

That is why it is so beneficial to build your own opt-in email list. Yes, creating a list from scratch is the more difficult and time-consuming solution, but at least it is a solution. Email lists rarely bring the desired results, so the money you spend on them might as well be flushed down the toilet.

Email marketing and ezine distribution isn't about blasting a bunch of strangers with sales pitches and information they don't want and didn't ask for. If you really want to achieve results with your email list, you need to build your own.

Here is a list of questions you need to ask yourself when building your email list:

\*Who is your target audience and what do you have to offer them?

\*What kind of relationship do you want with the recipients of your emailings?

\*What method or methods will you use to collect email addresses? Web forms, registration or subscription forms, trade shows, telephone contacts and sales calls are all viable ways to get the email addresses of people who will be interested in what you have to offer.

\*Will your emails come in the form of ads, newsletters, deals and specials, company announcements and press releases, or discussion lists?

\*Will you handle the creative aspects of your mailings, such as copywriting and editing, or will you need a little help?

Once you're ready to start building your list, use outside lists to help you get started. You can recruit opt-in list members by renting an opt-in list to send out an announcement. You could also try taking out an ad in a targeted email newsletter or discussion list.

Mohamed Rabea is the owner of one of the Internet's most popular home based business and

marketing websites, available from

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Lifetime Email Addresses

Death Becomes Her

What is Road Hazard Warranty? Do You Really Need It?

Email Tips

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