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**Get Your Emails Organized, Part II : Fight Spam !**

**By Detlev Reimer**

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In the last few years the extent of Spam (unsolicited email) has multiplied a hundred times. Have you taken measures to reduce spam to a minimum ? If not, I will give you some hints how you can fight this new evil of the information age .

Those annoying violators of your privacy are not worth your valuable time...

**Pseudo Excuses Of Spammers**

Those guys hide their shameless behaviour after pseudo excuses like "Thank you for your request" or "Re : More information" , "Thank you very much for your offer", "I saw your ad", "I've just visited your website" etc. – so people could think "Mmmmmmh, I'm not sure if I have NOT requested that stuff or perhaps he has a real request" ; it could be a legal email, though...

Following the rules outlined in this article, you'll be able to free more of your time for doing business again and not getting overwhelmed by a flood of emails.

**Use A Different Email Address For All Your Marketing Needs...**

I'm almost certain that you will have more than just one email address for your email needs . Or rather not ? Then you are making a big mistake.....

Do you already have your own domain ? With your own website, you will have included a lot of email POP-accounts which are just

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perfect to fit your desire to be protected against spam . If you don't have your own domain, you should order one ASAP or you are not serious about marketing on the Internet....

You should at least set up the following e-mail accounts :

1.) E-mail for subscriptions to newsletters ONLY

-e.g. : ezines@domainname.com

2.) E-mail for private purposes (friends, relatives, colleagues)

-e.g. : firstname@yahoo.com , firstname@hotmail.com

3.) E-mail for public ads (public e-mail address )

- e.g. : ads1@domainname.com ----> This Is The Email Address Where SPAM Goes To

4.) E-mail for outgoing ad messages (e.g. if you're the owner of an FFA-page and you send confirmation e-mails; this would be the "sender"-address) -----> This is the email address where you have to deal with autoresponders/undeliverables/ and also SPAM

5.) E-mail for personal marketing contacts only (e.g. contact with other newsletter publishers/JV-partners/affiliates etc. )

- e.g. : firstname@domainname.com

And additionally, if you publish an ezine, you'll need these :

6.) E-mail for article submissions

-e.g.: articles@domainname.com

7.) E-mail for advertisement info

-e.g.: ads@domainname.com or adinfo@domainname.com

Then you create new inboxes for each of these new email accounts . The next step is to set up rules for filtering the incoming emails into the right folders ( described in part I of "Get your emails organized" ) .

With this very basic filtering system, you can categorize your incoming emails at a glance. You will also be able to delete all spam mails you received with two clicks of your mouse .

The 3 Golden Rules Of Spam Reduction :

NEVER EVER use your private/subscription addresses/marketing contacts email addresses for public purposes. Never leave these addresses on websites and don't use them in your email correspondences (except for validation purposes from ezines you are subscribed to, e.g. to get your free ads) !

NEVER EVER post to FFA-pages (by the way, you won't get any results from using them as these pages are hardly ever seen by a human ....- Owning an FFA-page is something different) !

NEVER EVER reply to spammers (this is just a hint for them that the email address is VALID !) !

And last but not least : I've come across a great resource that fights spam with their own methods at :

<http://www.monkeys.com/wpoison/>

This is a cgi-script that fights spam by creating dynamic email-addresses . The harvesting software collects that many email addresses that a lot of them are just rubbish for the owner who uses those methods .

Although you can reduce the amount of spam by adopting the rules and habits I mentioned in this article, I am quite sure that spammers will survive because not everybody knows how to prevent or reduce spam and those intruders will find new victims....

Article by Detlev Reimer. Feel free to use the article with these bylines included. Detlev has just finished creating his first product, a database program for Internet marketers which will help you to save and organize e.g. your advertising, customer and contact data. For further details, please visit : <http://www.promobuddy.com/> . Sign up for his newsletter at <http://www.internetmarketing-success.com/>

### **Cost Of Spam And Why Use Anti-spam Filter**

**By Julia Gulevich**

E-mail is now being abused. The flow of spam on the Internet is the proof. It is annoying to download hundreds of disgusting spam emails into the inbox looking for some legitimate messages. Not only you waste your valuable time to delete junk emails by hand, you also waste your money as each spam message in your inbox takes precious kilobytes of bandwidth you paid for. In addition, spam messages can contain viruses, which can infect your computer system, and hidden tracking codes, which work as

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soon as you click on the message and let the spammer know that your email address is valid. With all that said, it would be great to delete the messages that you don't want to receive beforehand and launch your email client to pull down only good emails. Anti-spam software can do this for you. It helps you fight against annoying spam.

There is a wide choice of anti-spam filters available on the Internet. The common services or features they offer are:

- **Whitelist and Blacklist.** The decision whether an email message is spam or good is taken based on the sender's email address. The whitelist contains "friendly" email addresses, and the blacklist contains potential spammers, or simply people you don't want to communicate with.
- **Filtering based on the message subject or content.** Some words or phrases are met in spam emails more often than others. These are usually vulgar or adult words (sometimes too offending). Thus, filtering based on a keyword is rather helpful.
- **Virus scanning.** There is possibility that spam email contains a virus in the attachment. Certain anti-spam programs allow you block emails with various suspicious attachments.
- **Automatic spam detection.** Some anti-spam filters can check inbound email and delete the emails they consider as spam automatically at a regular basis.
- **Email recovering.** Some spam blockers provide you with the ability to move spam emails to a quarantine folder and keep them for a fixed number of days. In addition, there is the possibility to recover an email from the trash if you need it.

So, with the great features and benefits that antispam software offers, you can now easily block the majority of spam emails.

Author is a technical expert associated with development of computer software like

. More information can be found at



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