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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!

Protect Your Email Address

By Debbie Hamstead

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Spam only occurs when the spammer is able to get your email address. They have a variety of methods for doing this, some legal and some not.

Either way, the result is the same. You have become a spam victim. The single most important action that you can take to prevent spam from occurring is to keep your email address off of those lists.

There are a number of ways that this can be accomplished, starting with never giving out your address to anyone whom you do not know or are not conducting business with.

You wouldn't broadcast your phone number over the internet, so why is your email any different? Be careful when putting your email address into directories or other form of printed lists.

Those directories could end up on the internet giving millions of people access to your email.

If, for example, you are a member of your alumni association and they decide to build a webpage with that information, your address has been exposed however unintentionally.

Make sure of the privacy practices that are in place with any organization that you give your email address to.

Do not give your email address out willingly over the internet. Your email address is often required when purchasing goods.

If you are willing to give them payment information, then you should feel comfortable giving them your email.

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However, the fact that they will process the sale in accordance with law does not mean that they won't sell lists to spammers.

The sale of goods over the internet is regulated and enforced much more stringently than address list distribution. Often it is just too difficult to prove.

The site may ask you if they can share your information with their "partners" or "affiliates". These are simply companies to whom they sell information for the purpose of advertisement – spammers.

This box is almost always automatically checked for yes, so make sure you uncheck it before submitting your order.

Perhaps you would like to join a mailing list, newsgroup, or register with a certain website. Before doing so, read the privacy policy of the website involved and make sure that they will not sell or share your information with anyone else.

In a forum situation do not allow others to email you via that site. They can simply post a response on the site and you can check it at your convenience.

Keep your email address hidden and not viewable to others when setting up the account. Spammers will try to join mailing lists for the sole intention of harvesting the addresses of other members.

If all else fails, create a junk email account. This account can be used to fulfill the requirement while keeping your real email address secret and off of any lists.

Do not respond to any spam that you receive. This includes following the opt-out link at the bottom of the page, sending irritated replies, or doing any business with a company that sends you spam.

They have already shown their willingness to ignore your privacy, and in most cases, the law. Responding only confirms your email address as real and attached to someone who reads their mail.

You will likely continue receiving spam from that company, and additional spam from other spammers to whom they sold your address.

Understanding that the reply only confirms your identity and keeps you on those distribution lists is a key to solving

your problem.

Likewise, do not use auto-responders with your email. Auto-responders are away messages that automatically let those who are sending you email know that you are unavailable.

This is very convenient if you are going to be gone for some time. Unfortunately, this auto-response lets the spammers know that your email address is active.

Finally, do not forward chain letter emails. Forwarded chain letters can contain hundreds of email addresses before you ever get to the body of the letter.

Spammers collect these email addresses and then build distribution lists. They may also try to identify the addresses of people with whom you communicate.

This would allow them the ability to sneak by any anti-spam software by pretending to be from someone that you know.

Debbie Hamstead is the webmaster of <http://www.StompingOutSPAM.com> Offering a comprehensive Quick Start Guide to keeping SPAM out of your inbox. She also manages <http://www.nichesites4profit.com>

Affiliates Need to 'Capture' the Email Address

By David McKenzie

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One of the secrets to a successful online home based business is capturing your visitors' email address so you can contact them again and again. The most effective way to capture email addresses is by offering a free newsletter, free email course or free ebook.

For affiliates, capturing the email address is a bit more difficult, but certainly no less important.

If you resell products or services on your web site this is done through affiliate links. Quite often your visitor comes to your site, clicks an affiliate link and leaves; perhaps never to return again.

You MISS capturing the email address!

So how can you ensure you get that email address?

Protect Your Email Address

While you will never capture everybody's email address there is a way to increase the number of email addresses you do capture.

You need to redesign your web site and change the focus away from affiliate programs and towards getting email addresses.

Here are 3 web design techniques you can use immediately:

1. Offer a free newsletter on your home page or entry page and make the sign up process really easy.
2. Offer a free email course on your home page or entry page.
3. Take the affiliate links OFF your home page. You are much better putting affiliate links in your newsletter or email course.

To have a better chance of getting the email address it comes down to offering your visitors something else before giving them access to your affiliate links.

The best offer' is something for free like a free newsletter, free email course or free ebook.

Believe me, altering your web site like this does work. I used to have lots of affiliate links on my home page but not many sales.

Now, most of the people who purchase through my affiliate links are already subscribers to my newsletter or my email courses.

Do not underestimate the importance of this. Redesign your web site to capture your visitors' email addresses.

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!



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