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Stop Internet Pollution

By Chuck Bauer

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As we blaze into the new millennium, technology continues it's rapid pace yet most people and businesses are not realizing the consequence of e-mail. Even as we increase our level of electronic communication, so goes the multitudes of new e-mail and internet users flooding the bandwidth. Along with all this new hyper growth comes new internet-based abuses and challenges that affect all of us personally and professionally.

These days everyone receives too many e-mails. Unnecessary messages are annoying. The information contained in this article suggests ways to become a solution to the pollution, decrease spam and allow routine users to have higher levels of electronic savvy. You'll also find out through our Top Ten Starts and Top Ten Stops how to take the necessary steps to protect e-mail addresses from potential abuses.

TOP TEN STARTS:

1. Deleting most e-mails when you do not recognize the sender.
2. Compressing information down to concise points.
3. Identifying who you are in the subject field.
4. Addressing distribution e-mails to yourself.
5. Placing addresses in Bcc field when sending distribution e-mails.
6. Being respectful of other's e-mail privacy and time.
7. Cleaning up e-mails if your intent is to pass them along.
8. Educating yourself to increase your Internet savvy.
9. Forgiving others when they mess up.
10. Using spell check before sending e-mails.

TOP TEN STOPS:

1. Placing your entire e-mail database or lists into the To or Cc field.
2. Using sarcasm and humor in some e-mails.
3. Opening e-mails with a "fwd" or "fw" in the subject matter.
4. Using ALL CAPS or CAPS LOCK in your messages.

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5. Writing anything you don't want shared in public.
6. Changing e-mails addresses every so often.
7. Sending unnecessary attached files.
8. Sending messages using typical spam titles in the subject field.
9. Passing along virus alerts.
10. Replying to spam.

TOP TEN STARTS:

1. START deleting most e-mails when not recognizing the sender

Due to the huge amount of spam, along with the on-going

presence of virus's embedded into e-mail messages, the current trend today is to automatically delete any messages that you are not certain who the sender is. Purge your "deleted items" folder often.

2. START compressing information down to concise points

Keep your messages short, concise and to the point. In other words, have a point then get to it. Most users do not enjoy reading lengthy messages or novels on their screens and they have a tendency to delete or ignore these type of messages. See additional information about information compression by clicking here or clicking your browser to: <http://www.enspiron.cc/article.asp?ID=1>

3. START identifying who YOU are in the subject field

Make sure the recipient knows your e-mail address or is expecting your e-mail. If I am speaking to a client on the phone and following up via e-mail, I'll alert the client to my forthcoming message or reference the phone call in the subject field.

4. START addressing distribution e-mails to yourself

Each receiving recipient sees only two e-mail addresses of which both are yours.

It will be seen on the receiving end like this:

To: "Your e-mail address" Fr: "Your e-mail address" And . . .

5. START placing addresses in Bcc field when sending distribution e-mails

It is a discourtesy to give out someone's e-mail address. When you send an e-mail message to multiple people and use To or Cc to address the message, everyone sees each other's e-mail address.

Creating A Bcc (Blind Carbon Copy) Field:

To send a message without the recipient's name showing: In a message, click To.

In the Type name or select from list box, type the name, or click Find. In the Name list, click the name, and then click Bcc. Click Send.

Or . . .

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You can display the Bcc box in all new messages that you compose. If Word is your e-mail editor, in a new message, click the arrow to the right of the Options button, and then click Bcc. If you are using the Outlook e-mail editor, in a new message, on the View menu, click Bcc Field. If the Bcc field isn't visible when you create a new message, you can add it.

6.START being respectful of other's e-mail privacy and time

Everyone is very busy and most place a high level of significance on their time and privacy. Be respectful by applying the things learned in this article and by sharing this valuable information with others.

7.START cleaning up e-mails if your intent is to pass them along

We've all seen it, the folks who view an e-mail and want to pass it along so they automatically click "forward." In the To field they click in their entire e-mail database and hit send. Instead, stop the pollution by (a) click "forward" on the tool bar (b) remove all the fwd's, message headers and anyone's e-mail address that may appear (c) place your own e-mail address in the To field and (d) place

the e-mail addresses you want to send the message to in the Bcc field.

8.START educating yourself to increase your Internet savvy

Educate yourself on the proper uses of the Internet and stop with excuses such as "It's too late to teach an old dog new tricks." An easy way to educate yourself is to search out on the various search engines for information about Internet Pollution or e-mail etiquette. Your company might consider "E-Mail Essentials," a significant half day training offered by the author through The Enspiron Training Company.

9.START forgiving others when they mess up

Almost daily, I receive e-mail messages from acquaintances that violate most of the information contained in this article. Instead of spending useless energy registering a complaint or ignoring it, I politely make a specific request for them to change what it is they are doing and why. If you're going to be part of the pollution solution then provide suggestions on "what they should do."

10.START using spell check before sending e-mails

Using your built in spell checker is a sure way to avoid embarrassments, especially when communicating professionally. Don't compromise your messages, use spell check.

TOP TEN STOPS:

1.STOP placing your entire e-mail database or lists into the To or Cc fields

As previously stated, some people place all their email addresses

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in the To or Cc field. There are two disadvantages to this: (a) the recipient knows you have sent the same message to a large amount of people, and (b) you are publicizing someone else's email address without their permission.

2.STOP using sarcasm and humor in some e-mails

Without face to face communications your joke or statement may be viewed with disapproval or even worse - you may hurt someone's feelings. Genuine intimacy with our fellow human beings is a rare commodity these days - and many people who shy away from intimacy hide behind the veil of humor. If it doesn't buy you anything, then don't say or write it.

3.STOP opening e-mails with a "fwd" or "fw" in the subject matter

These types of e-mails create a huge amount of pollution. The messages are typically laced with multiple forwarded subjects not to mention including each person's e-mail list that decided to hit reply or forward to the original message.

4.STOP using ALL CAPS or CAPS LOCK in your messages

USING ALL CAPS MAKES IT LOOK LIKE YOU'RE YELLING! TRY READING THE WHOLE SCREEN LIKE THIS - NOT EASY TO DO!

5.STOP writing anything you don't want shared in public

Never assume your email messages are private or that they can be read by only the recipient. Face the fact, sending e-mails is just like having a "LIVE" microphone around a politician.

6.STOP changing e-mails addresses every so often

Much of our Internet pollution is due to people changing e-mail addresses every so often. Many people have to change due to the high amount of spam that they receive. Others change because of the all new ISP that just came out. Yet, messaging everyone in the world about a new address, again, pollutes the electronic traffic, not to mention everyone needs to update their database.

7.STOP sending unnecessary attached files

Sending some attachments can annoy friends, family, and clients. Many files may even seize their e-mail system. Compress attachments and only send them when they are necessary and productive. Or, load you attachment onto a website and direct your recipients to view the document using a URL link instead.

8.STOP sending messages with a typical spam title in the subject matter

A relative every once in awhile sends a message and in the subject field it says "Hi." Great . . . especially considering "hi" is one of the most recognizable spam subject titles. Spammers use basic titles in their subject lines that are designed to create curiosity with the recipient so they'll open or forward the message.

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Amazingly enough, we use some of the same titles in our legitimate e-mails. Another way spammers infiltrate is to misspell words in the subject line. Watch out for specific subject titles such as Urgent, Important, Sunday, Your Message, Invoice, Send Card To, Your Account; or any subject fields that are misspelled.

9.STOP passing along virus alerts

E-mail users are still forwarding virus alerts - thinking that by sending these they'll save some poor soul from a for-sure computer melt down. The fact is some virus alerts have embedded viruses in them. If you receive a virus alert, delete it without opening it or forwarding it. Check the main homepage of your virus protection software often. Keep an eye on your favorite television news station or Internet news station like CNN or Fox News for your official virus alerts.

10.STOP replying to spam

Each time you reply to spam or hit unsubscribe, you are confirming that your email address is "live." Authenticating this will only create even more spam. Just hit the delete button or use email software to remove the spam.

The Internet and E-mail is everything they said it was going to be. People all around the world are using this medium to connect and communicate with others. The "Net" has certainly changed how we live, work and play. Even Senior Citizens are now jumping in at a unprecedented rate of activity. Before they can speak, our children now have a mouse in their hand. Major corporate aircraft now have a mouse for the pilot and one for the co-pilot located on the cockpit consoles.

As the Net continues to evolve, so do we as users utilizing the latest and greatest types of technology. Because of this wonderful phenomenon, we have no idea of what it will be like in ten years or how we'll all be affected by this incredible medium. We have just barely scratched the "tip" of the iceberg. Yet,

we have a duty to safeguard and defend the Internets unique makeup.

Become a solution to the pollution by implementing the ideas and suggestions found in this article. Start now on the road of increasing your awareness and reducing the huge amount of Internet pollution that we deal with on a daily basis.

If you have questions about this article or would like to schedule a training in regards to "E-Mail Essentials," leadership, customer service or sales matters, contact Chuck directly or you may view all his speaking topics at: <http://www.enspiron.cc/opics.asp>

View other articles by Chuck at <http://enspiron.cc/articles.asp>

Chuck Bauer is an accomplished speaker, writer, and author. He has performed hundreds of trainings and workshops throughout North America. He is a member of the National Speakers Association, Coach University, and Attraction University. When he is not training or writing, he is a committed bodybuilder and private pilot. Find out more about Chuck and the Enspiron Training Company at www.enspiron.cc.

Space Pollution

By K.A.Cassimally

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I bet you haven't ever wondered about pollution of space. Yes, man started polluting space ever since Yuri Gangarin (first man in space) saw Earth in its entirety.

Earth is not only orbited by satellites but also by paint particles, pieces of glass and even apparatus used by astronauts in the past. These may be small (that's what we think - I mean maybe there're not) but note that if ever a spanner were to hit an astronaut's face shield, the latter would break down into fragments. The astronaut would, for his part, go straight up to heavens (or down in hell) and there would also be even more pollutants in space (the shield fragments).

Now, for those of you who have ever bothered to reflect upon space pollution, did you know that microscopic fragments also make up the space pollutant family? I didn't until I read an article (link below) from The Guardian newspaper.

Anyway, where was I? Yeah, there are even more things out there that are considered as pollutants. I read about particles invisible to the human eye and undetectable by Earth radars. Best thing though: they have the explosive power of a bullet!!!

With more and more satellites, probes and men in space, no doubt that pollution is going to rise. We really have to prevent this. How? Till now, space pollution has not proved to be a major threat to us, inhabitants of the earth. So, naturally there does not appear to be any hurry to find a solution. NASA though has put a small probe in a swarm of space debris so as to know them better. But as I just said, nobody is really caring about space pollution right now although I should think that in some fifty years (ok, maybe I'm exaggerating), this may well transform into one of those many threats to life on Earth!

If you have read this column up till now and are still undisturbed about space pollution please make a final effort and read this final paragraph (my last attempt to pass the message)

Astronauts' faeces are also (well in the past they were) released in space. Imagine me (a cool guy and proud guy) walking one hot day back home. All of a sudden, `splash', I receive an astronaut's faeces on top on my head!

Now that you are (finally) convinced about the main adverse effect of space pollution, read this article again and. Thrust me, you will be looking out at the sky and waiting for something to fall down, `Splash'!

K.A.Cassimally is the editor in chief of Astronomy Journal and Astronomy Journal Ezine. He is also the co-founder of the RCPL Astronomy Club. K.A.Cassimally is best known for his article 'Harry Potter and the Moons of Jupiter'. He is also Senior Columnist at BackWash.com where he writes 'Not Scientific Science'. Website:

<http://www.rcplastronomyclub.zik.mu>:<http://www.backwash.com/content.php?id=358>Email:
kcassimally@rcplastronomyclub.zik.mu



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