

"The Difference Between An Opt-In list And A Safelist"

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**"The Difference Between An Opt-In list And A Safelist"**

**By Dirk Dupon**

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You may already know what an Opt-In list is. It's a list that you build by capturing (and collecting) email addresses from people who visit your site.

You do this by using a special subscription form, or a pop-up window, that sends your leads name and email address to an autoresponder.

You can then use this list to send practical info and tips (or announce new products) to your leads, or invite them to join a new eCourse or affiliate program that you created.

Now, what is a Safelist?

Simply stated, Safelists are in fact nothing more than a group of individuals, who agree to receive and send email messages to each other.

The fact that they agree to receive email make these lists "safe", hence the name Safelist...

A Safelist can be used to advertise web sites, Ebooks, business opportunities, affiliate programs and so forth.

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A Safelist works well for people who don't have a web site, and can't build their own Op-In list.

===== SIDEBAR =====

Here's an example of a Safelist that I personally run and maintain: <http://www.ebooks-made-easy.com/safelist>  
You can join this list at no cost, and send out an email to the members every 3 days. If you have something to share with others, this is your moment! :-)

===== SIDEBAR =====

The important thing about Safelists is that they are also Opt-In, meaning:

- People agreed to receive your message through a confirmation message
- People can leave or unsubscribe from the list at any time and not receive further mailings

This kind of Opt-In email benefits you as a marketer because it enables you to get your message out to thousands of recipients at a daily base, without ever being accused of S-P-A-M.

However, if you find a list that promises deals like...

- 1,000,000 Fresh Email Addresses Every Week - \$120
- Email List - 50,000 Email Addresses Of Marketers - \$55
- Exclusive 15 Million Of Emails CD - \$120

... then get away from them as far as you can!

You see, these kind of lists are not "safe".

The people on these lists did not request to receive your email. These lists were all harvested using some kind of web crawling software.

So these lists do not fall under the category Safelist.

(No matter what the people offering these lists may tell you) and if you email to them you are S-P-A--M-M-I-N-G!

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So, don't ever do it... instead, do it the right way :-)

To your Ebusiness success!

Dirk Dupon, from <http://www.ebooks-made-easy.com> wrote a 4 Day Ebook eCourse, that shows you how anyone can write, create, promote and sell an Ebook on the Internet. Get this amazing eCourse now, and start making online profits tommorow!

### **How To Make Safelists Work For You**

**By Nathan Brown**

Since I own Safelist Training 101 people often ask me questions like, "Do safelists work?" "Can you really make money using safelists?"

The answer is yes, BUT you have to use safelists correctly. This is important because most safelist users are using safelist incorrectly. They get horrible results, and after a while they blame their results on the safelists. They never realize that if they changed their tactics, they would change their results.

To make sure you are using safelist correctly you need to educate yourself about safelist marketing before you go any further.

First you need to understand the basics about safelists. You need to be able to answer the following questions: What are safelists? How do safelists work? What kinds of safelists are there? What are you allowed to do with safelists and what is not permitted? What is the difference between a free and a paid safelist? How can you tell which safelists are worth joining?

Once you understand the basics of safelist marketing, you need to learn how to get great results from safelists. Getting great results from safelists requires being able to answer these questions: How do you handle the flood of ads you get from safelists? What is the best way to get your ads in front of safelist users? When you send ads to safelists, how can you make sure your ads are getting sent? How do you create safelist subject lines and ads that get a high response? How can you analyze your safelist marketing to learn exactly what is working and what needs improvement? Why do safelist marketers need their own website and how do you set one up quickly, easily, and affordably? Where do safelist users want to spend their money? What makes a safelist user respond to your ad? Why do safelist marketers need an email list and how do you create one quickly, easily, and affordably? How do use your own safelist email list to generate the most profit?

You may already know the answer to some of these questions, but it is important that you know that answer to all of them if you want to make serious money with safelists!

By subscribing to Safelist Training 101 you can take a big step in the right direction.

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How To Make Safelists Work For You  
Are Safelists An Effective Way To Advertise?  
How to Successfully Market With Safelists  
Success Guaranteed With Your Opt In List  
Safelists And Why I Havent Even bothered Yet

ScrollPops  
Pure Profit Software  
Pay Per Text Marketing  
Disaster Preparedness and Crime Protection Manual  
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