

The Golden Age Of Free Email Is Coming To An End

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Golden Age Of Free Email Is Coming To An End

By Richard Lowe

The Golden Age Of Free Email Is Coming To An End by Richard Lowe

It wasn't that long ago that free email accounts were so totally taken for granted that everyone seemed to have several of them. I remember personally owning dozens of Yahoo!, AltaVista, Mail.com and Hotmail accounts (among any others), each with their own special purpose.

Even the internet marketing books recommended having several free email accounts for promotional activities. You see, many "free" advertising-related activities require an email address so that spam can be sent. The exchange is you get a little free advertising and you agree to receive some useless, silly promotional messages. You cannot just put in a fake email address as this would be detected, so typically you would create a free email account just for the purpose. Who cares how many messages get set to an account which will never be read?

This, of course, violated the purpose of free email accounts, which is to display banner and other advertisements as people read their email messages (many of these free accounts also send spam messages of their own to their subscribers as well). Tons of mail dumped into accounts which are never read generate no money for the email services.

Nonetheless, in the heyday of the free accounts this was a minor inconvenience. Ah, those were the days, when businesses would pay major dollars for banners!

In fact, in an even greater perversion of this phenomenon, a few email services popped up which actually paid for people to read

The Golden Age Of Free Email Is Coming To An End

email messages. I don't mean those "services" which paid to send you email messages from advertisers; no, I mean you got paid a small amount for every single message, regardless of who it was from, that you read in the web-based email client. The concept was that advertisers would pay for you to look at the banner ads that displayed at the same time as the messages.

It was even touted among the "experts" that the free email services such as Hotmail was an incredible thing called viral marketing. The concept here was that every message you send using the service has a link to join the service. This gives every single person who reads a message a chance (and often many

chances) to join themselves. Millions (and perhaps tens of millions) took advantage of these offers.

Of course all of this failed to take into account a very basic fact: it really doesn't matter how many people use the service if money is not being made. In fact this proved very true when the internet bubble burst; more users suddenly meant more money being lost.

The long overdue death of the banner ad as a viable means of promotion foreshadowed the failure of many internet businesses. Those with exceptionally poor business models, such as AllAdvantage, fell fast. These were soon followed by the merely idiotic (such as TheVines), the grandiose (such as Kozmos and WebVan) and the merely poorly financed (most of the internet companies).

The inevitable is finally catching up with the world of free email services. These days the announcements seem to be coming almost daily from all of the major services: Yahoo, Hotmail, Mail.com and Altavista. They are either attempting to force their users into paid services or are closing down entirely.

Many of these services are finding that they can survive by providing free basic accounts with extra charges for "special" features. The most common "extra feature" is POP3 access (meaning reading email from your email client). The rationale is the free service cannot make money from POP3 accounts as no advertisements are shown. This is, of course, a very weak argument because the services do place ads in the email messages.

Another common "extra cost feature" is large attachments. The

The Golden Age Of Free Email Is Coming To An End

free email services seem to believe that only a small percentage of people use attachments of over, say, a few hundred kilobytes to a few megabytes. They reason that if this is desired the users can pay extra.

The problem is, well, that most of these free email services are worth exactly what they cost: nothing. Free email services are fat, dumb and lazy. If you don't believe me, just try getting customer support! Their paid versions will almost certainly not be any better, and it appears to me to be exceptionally overpriced as well.

So what are the alternatives?

Mail.Com

One of the few free email services that is worth anything is

Mail.Com. I have used this service many times and have had good luck. Their free version is fast, easy to use and simple, although they do charge extra for POP3 access. I like their web based mail system, although their free service does require advertisements. You can eliminate these advertisements for less than \$10 per year if you so desire.

Everyone.Net

Personally, I love the service provided by Everyone.net. For about \$40 a year, you get your own domain name and ten full-featured POP3 email accounts. You can use your own email program (Outlook, Outlook Express, Eudora or whatever you prefer) or you can read your messages on the web using a simple interface. Everyone.Net also has a very simple filtering capability, which I've found is great for getting rid of the spam. This service is perfect for someone who needs a lot of email accounts without any effort, perhaps for a family or group of friends.

Purchase a Domain Name and Forward Your Email

James S. Huggins wrote an article which explains in detail how to purchase a domain and forward email from that domain to your ISP's account. The concept is as follows:

– You purchase a domain for about \$9.00 a year from a registrar which allows for email forwarding. NameCheap is one of these.

Let's say you registered "johnsmith.com"

– Park the web site on their server. This presents a single page which says the site is under construction.

– Use the NameCheap system to forward all email to "yourname@johnsmith.com" to your own personal ISP email account.

What is the advantage of this? Since everyone will be sending email to yourname@johnsmith.com, you can change ISP's all you want. You don't have to worry about changing your email address – you only have to change the one forwarding address.

Purchase web Hosting

Contrary to popular belief, paid web hosting is not very expensive. In fact, all but the very worst paid hosting services provide far superior service and features than the best free host.

One of the features that is provided with many paid hosting services is a number of POP3 accounts. You can use these for

your own email account as well.

Other Alternatives

Believe me, I do understand that companies on the internet need to make a profit. I also know that many companies which offered free services are struggling with what to do about the failure of the banner ad and internet advertising in general.

I firmly believe that the "advertising supported" concept on the internet is basically flawed, unethical and simply does not work. People should pay for whatever services they use at a reasonable rate. The concept of having someone else pay for the service in order to display advertising tends to distance the user (the web site or email user) from the vendor (the free mail provider) because the customer is actually the advertiser and not the user. This results in poor service and oftentimes a complete lack of responsibility for the actual users of the services.

However, some of the larger, more traditional free email providers have habitually offered horrible (at best) customer service and have proven time and again that they could not care

less about their users. These companies have come up with business models that simply did not work and built tremendous organizations on top of those models.

By purchasing the new pay services from these companies, you will get the same horrible customer service and lack of care (because these are the same organizations), only now you will be paying to be abused.

The final and perhaps most important argument against giving money to these previously free services is they tend towards the extraordinarily expensive side when compared with the alternatives. The only advantage to staying with one of these free services (as far as I can see) is you won't have to change. And sometimes, my friends, change is a good thing.

Additional Reading

Own Your Own Email Address

http://www.jameshuggins.com/h/web1/own_your_own_email_address.htm

An excellent article by James S. Huggins about how to purchase a domain name and create forwarding addresses.

To see a list of article available for reprint, you can send an email to: <mailto:article-list@internet-tips.net>?subject=send_article_list or visit <http://internet-tips.net/requestarticles.htm>

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.

Get Your Emails Organized, Part II : Fight Spam !

By Detlev Reimer

Get Your Emails Organized, Part II : Fight Spam ! by Detlev Reimer

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 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 Whers 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

The Golden Age Of Free Email Is Coming To An End

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 .

The Golden Age Of Free Email Is Coming To An End

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/>



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**