

Unsolicited Email: Yes or No?

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!

Unsolicited Email: Yes or No?

By June Campbell

Unsolicited Email: Yes or No? by June Campbell

If Internet marketing is on your list of things to do, you will have to decide what role email will play in your marketing activities. Unless you've been living in a cyber-cave, you already know that the topic of bulk email is a contentious one. While opponents and anti-spam groups protest and lobby to ban the use of unsolicited email (spam), our mailboxes continue to fill with ... well, crap.

And make no mistake; this influx is an inconvenience. Yes, you can set up email filters that send spam to cyberheaven, but in doing so, you risk filtering out what could be a genuine message. I found this out the hard way a couple of weeks ago when my filters trashed what turned out to be an authentic work offer from a potential client.

In my view, the following activities are unacceptable under any circumstances and are poison to relationship selling. Use them and your reputation will be damaged and you leave yourself open to all sorts of retaliations. If you're serious about establishing your Internet business and if you see yourself as being around for the long term, I can only say, don't go here:

- Mass mailings of get rich quick schemes and other nonsense.
- Mailings designed to deceive — and they come in many forms. Mailings with deceptive subject lines, mailings that remind the reader of conversations that never occurred, mailings suggesting the sender has visited my web site but containing subject matter that make this impossible to believe, mailings erroneously stating that "this message is in accordance with law such and such", ... are deceptive. How many people want to do businesses with someone who employs deceptive practices right from the beginning?
- Messages sent to ezine addresses and autoresponder addresses.

Unsolicited Email: Yes or No?

- Distributing opt-in email to other marketers without express permission.

Although the items above are clearly no-brainers, recent columns published at Klikz.com (www.klikz.com) offered some interesting thoughts on whether there can ever be an acceptable use for unsolicited email in B2B marketing.

Klikz readers raised some of the following issues:

If you attend a conference and collect business cards, are you spamming if you use their email address to make contact?

Is it spam if a conference organizer emails past attendees to notify them of another upcoming conference?

Is it spam if you email your customer list to notify them of a time when service will be unavailable or to notify them of a safety concern, for example?

Is it spam if a company with whom you have previously done business contacts you without permission to announce a new service that could interest you?

I suspect that for many of us, the issues raised above constitute "gray areas." Some of us will say unsolicited email is never acceptable. Others will say, "Yes, there could be exceptions." On a personal note, I wouldn't object to receiving such emails if I weren't already receiving a couple of hundred of the unacceptable-under-any-circumstance spams every day. The sum total just gets to be too much.

Many experienced Internet marketers advise that you use bulk email only if your list has opted in and you are certain that the list is "clean". If you decide to deviate from this policy for some reason, consider your options carefully and decide whether the risks are justified in your unique situation.

Spam! What's the Real Problem

By Dean Walden

Most people now know the official definition of spam– Unsolicited Commercial Email (UCE for short).

That definition does several things we should look at. It categorizes spam as commercial It limits it to email Calling anything unsolicited creates vagueness

Even though all the above things may be true, there are several more things about spam that seem far more annoying. First: Spam doesn't have to be commercial to be a nuisance. Second: Unsolicited commercialism is so widespread that you can't avoid it by just changing websites. Third: A lot of people give out their email address one day and don't understand why they get email the next day from

Unsolicited Email: Yes or No?

that website.

Also what if Bill Gates decided to give \$10,000 to the next 20 people who opened an email from him. That would be unsolicited, but who would care. (what if your spam filter tossed it out).

On the other hand there are people who will claim to be giving away money when they only want your bank account #. Don't give it to them.

Even if all the above were acceptable, what is it about spam that really, really gets your dander up? Isn't it the untruth. Isn't it the out and out deception involved? If all email were limited to truthful advertising and genuine value, wouldn't that be the solution?

Think about it, only offers of genuine value and truthful claims come to your inbox. Then we'd all have to make choices that (whichever choice you made) moved us forward.

Of course, there are a few things we should do to protect ourselves from problems. don't open unexpected attachments don't sign up for every get rich quick scheme you see remember that many, many online entrepreneurs will take your money and run. MLM (Muti-Level Marketing) stands for Millions Lost to Management

There probably isn't an absolute solution to spam. What is spam to one person is a god send to the next. Perhaps a national preference list would be better than a no-send list.

The one thing that will never change is human nature. If there is a real solution to spam it's probably learning to deal with it defensively. It's more than a little bit like driving a car. You can't really control the other drivers you must do what you can and that means operating your vehicle (whether it be a car, website, or business) in a safe, responsible manner.

Copyright 2004 Dean Walden

Dean Walden operates numerous websites including:

,

,

and

I'm an internet veteran since 1994 with skills in programming, css, html, java and publish love poems to 1500 subscribers. The password to my site at this time is password.

Spam! What's the Real Problem
How To Get Your Email To Stand Out From All The Junk
How SPAM Sells Sex, Greed and Survival

Get Rid Of Unsolicited Bulk Email
Email Marketing

Email Spider Software
Newbie's Guide to Stop Spam
Instant Email Scramble
Guerrilla Mailer
Email Commando



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!