

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!**

Unsubscribing from lists

By Richard Lowe

Unsubscribing from lists by Richard Lowe

I'm sure you've received messages from mailing lists and wanted to unsubscribe. Perhaps you don't remember subscribing in the first place, or maybe you've just grown tired of the subject. For whatever reason, you just want to get off the list, and you want off fast.

On virtually every list, it is common practice to put the unsubscribe instructions at the bottom of every message (Yahoo groups, also called egroups, is an exception in that sometimes there are no unsubscribe instructions at all). You simply do what is described and you will be removed from the list.

In most cases, a simple blank email to an email address or a clicked link is all you need to do. Sometimes you need to include the word "remove" or "unsubscribe" in the subject or body of the message. It just depends upon the conventions of the list.

Now, this article only applies to mailing lists to which you have subscribed (opt-in). Before you click on any link or send an email off to parts unknown that the message is not spam. Never reply or click on any links in spam – just delete the message unread.

Don't get mad about receiving mailings from various lists. Most of these now require double-opt-in, which pretty much means you have to want to be subscribed. This is very safe for the list owner because not only do the list members subscribe to the list, but they must also do something else (usually return a blank email) to verify that they indeed do want to subscribe.

Unsubscribing from lists

It's generally not a good idea to try and reply asking to be removed from the list. Most lists have specific unsubscribe functions and simply writing an email saying "please remove me" will not work. Quite often, in fact, a reply will instead be sent to ALL members of the list, which simply makes you look foolish.

Also, the list owner is using one of the list services because it automates everything. Think of the effort that he or she would have to do through of all requests were handled manually. Thus, it is in everyone's best interest to spend a couple of minutes to learn how to unsubscribe so it is done properly.

If you send an email to unsubscribe from a list and it doesn't work, you may

have subscribed under a different email address. Take a look at the message from the list to see where it was sent. If it was sent to another email address (lots of people have more than one) you may have to send a blank email from that address to unsubscribe.

Egroups – This has merged with Yahoo groups. See that section for more information.

Listbot – Listbot is no more. It has been shut down.

Onelist – This has merged with Yahoo groups. See that section for more information.

Smartgroups – To remove yourself from one of these lists, simply send an email to `groupname-unsubscribe@smartgroups.com`. Groupname is the name of the smartgroup. You can also log in and unsubscribe (or change your email settings) from the web.

Topica – To unsubscribe from a Topica email list, scroll down to the bottom of the email. Simply click the unsubscribe link. Alternately, you can send an email to the specified address. It does not matter what the email contains. Do not reply to the message that you received, as this will simply go to the person who posted and will NOT unsubscribe you.

Various message boards – The unsubscribe function varies, but is virtually always explained at the bottom of the message. I've found that most message boards use a clickable link (this is because they are frequently installed on web sites which do not allow for returned email messages). Sometimes message boards require you to log in and change your settings to stop receiving emails.

Unsubscribing from lists

Yahoo Groups – Unsubscribing from egroups is easy, but the instructions are often hidden or missing entirely. This seems to be especially true of the digest form of lists. To unsubscribe, simply take the name of the egroup (usually in the subject surrounded by square brackets) and create an email address of that name followed by "-unsubscribe@yahoogroups.com". For example, to unsubscribe from "[toms-list]" send an email to "toms-list-unsubscribe@yahoogroups.com".

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.

How To Make Your Subscribers Stick To You Like SUPER GLUE

By David McCammon

One of the biggest obstacles to building a good sized opt in list is the drop out rate. Sometimes it seems subscribers are leaving as fast as they are joining. This slows down the overall growth rate.

This can make the whole process of list building frustrating. For this reason many list builders get into a pattern of starting and quitting which can further slow down the overall list building process.

Unfortunately most of the strategies for list building suffer from a negative quality. The conventional wisdom still has Internet marketers using ebooks, software, e-courses, auto responder series and such to build and keep their lists.

The problem is that at least as far as building and keeping mailing lists ebooks and software have become practically worthless. Even the highest quality most information packed ebook has very little value.

Many marketers don't want to hear this but it is absolutely true. First, the information that it gives you is almost always something that we've heard or read before.

How many different ways can an author repeat the same things. How many times have you heard that it is important to build lists for instance? Or to collect email addresses before sending prospects to your affiliate page?

What about writing articles for free traffic or tracking your ads so you know what works and what doesn't? Most secrets are not really secret anymore so ebooks tend to be just reworded and recycled information.

Secondly, once the ebook has been read or e-course is finished what's to keep your subscriber from un-subscribing? You have to constantly try to keep the subscribers interest. This is very hard to do because we are constantly bombarded with more and more information from different sources.

Unsubscribing from lists

In looking back over time at which newsletters or lists that I stay subscribed to I find a common characteristic in about 75% or more of them. That common theme is an association with password protected sites.

This can be password access to a directory or a download site. It can be access to special software that I use while logged in. Sometimes the password is changed monthly so that I will remain on the list but not always.

Right now I belong to a couple of websites that are regularly upgraded with free downloadable ebooks and software. I belong to a password protected ezine directory that is regularly upgraded.

I also belong to password protected sites that offer everything from free ad trackers and banner

rotators to free scripts and clickbank storefronts. It is unlikely that I'll be unsubscribing from these associated lists/sites anytime soon.

When you give subscribers something that is continually useful. Something that they really want, you don't have to worry about keeping them. They keep YOU!

For instance most internet marketers are familiar with clickbank. I joined a free membership site that offers among other things a free clickbank portal. All I do is enter my clickbank username and I can sell thousands of clickbanks products from one url.

Why would I unsubscribe from this list? Other companies charge \$30 to \$90 for this type of storefront.

Here's the key. Give your subscribers access to something that others are making them pay for. Give them for free what they would be willing to pay for.

Do this and they will get to know and trust you. And they'll buy from you. This trust takes a little time no matter what some sales letter might say to the contrary.

Take the time to build trusting relationships and you'll do very well. This has ALWAYS been true in business and Internet marketing is no different.

(c) 2004 by David McCammon

David McCammon has been marketing successfully for more that 20 years. He has taught hundreds how to work at home AND have fun at the same time. Get the tools and the day to day strategy to make Money the FUN WAY:

How To Make Your Subscribers Stick To You Like SUPER GLUE
Quick Tip –Use Article Announcement Lists To Promote Your Articles
Ezine, Discussion and Announcement List Etiquette

Your Information Should Be Sacred

3 Proven Ways to Make Your Party Make You the Talk of the Town Everyday

eZy Auto Hitz

Adwordiser

Time Management Secrets

EmailMasterPro

Mega-Wealth Audio Library



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!