

Using the power of NON-spam email

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Using the power of NON-spam email

By Christopher Sewell

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If you own a local retail store or local service business where customers come into your office or shop, you're going to love this report. I'm going to show you how to maximize your current customer base and improve sales by using NON-spam email.

Your business doesn't need a website to do what I'm going to show you here. This method is so simple, but overlooked by most local business owners, that when I explain this simple system to you, you'll be kicking yourself that you didn't think of it sooner. Best of all, you can start using this system TODAY.

If you're running a local business of any kind:

- * cleaners
- * pet supply shop
- * hair salon
- * grocery store
- * lawn service
- * window washer
- * ice cream shop
- * dentist
- * personal trainer, etc...

...you should be using email RIGHT NOW to increase your profits.

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Let's say you own a local hair salon, for example. Obviously no one is going to go on the Internet looking for a hair stylist. People will not type the words "hair salons" in a search engine to find a local hair salon. So what you should do is maximize the income potential of every local customer that does frequent your establishment.

Here's what you do: When a customer is paying for their service and they come to your register, make sure you collect their contact information. You want to get their first name, last name and email address logged into your database. I'm sure next to your

cash register you have a computer where you could easily enter this information. If you don't have a computer next to your cash register...GET ONE!

Or you could simply write down this information on a sheet of paper to be transferred to your database later on. If the concept of a database seems to complex, just enter the information about each customer in a simple text file. The text file should look like this:

```
"EMAIL", "FIRST NAME", "LAST NAME"  
"EMAIL", "FIRST NAME", "LAST NAME"  
.  
.  
.  
"EMAIL", "FIRST NAME", "LAST NAME"
```

That's it! If someone asks you what you need this information for, tell them it's for your "preferred customer list" to tell them about specials being offered at your establishment before the general public hears about them.

Don't say "mailing list." No one wants to be on some old, impersonal, stuffy "mailing list." But a "preferred customer list" sounds more valuable. Which would you rather be on? I think it's pretty obvious.

Do this for EVERY customer that comes through and

leaves your doors. What you'll notice is that after doing this for a month, you should have a few hundred or a few thousand email addresses of customers. Now that you have their email address and name, you can contact these people as often as you like by email for FREE. Instead of sending postcards, letters or paying someone to call past customers about new products/services or specials that you offer.

You can simply send them a small email notice FREE!

This is NOT spamming. These people have given you permission to email them. After all, they voluntarily gave you their email address. They have used the products or services of your shop. They love what you sell. Yes, they will be happy to hear from you by email. They will consider this EXCELLENT customer

service interaction.

So what you do next is whenever you have a new product, service or special you want to announce – first hit your "preferred customer" list with and email announcement. This should help you generate some quick cash for your business.

Christopher Sewell enjoys showing beginners how to build a successful business online. Want MORE valuable tips on how to build a successful online business, or tips on how your local retail store can use the Internet to increase profits – download Chris's FREE 24–page training guide today at <http://www.beginnersguidetoecommerce.com/>

A Quick Look At Email Spam Filters

By Oliver Turner

You must be eagerly finding for a way out to stop receiving Spam mails in your inbox. Take a quick look at email spam filters to get some idea on how to check spam. There are a number of email spam filters that you can use in your computer. For official purposes, you have anti server software spam where the spam filter is located in the server level to trap all email spam. They prevent them from reaching your inbox. The email spasm not only slows down the performance of the server, but also occupies a lot of storage space. Emails are the easiest and the best way for these viruses to spread.

Working of Spam Filters

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Anti spam software and anti spam solutions are essential to aid you in getting a clean inbox. The server spam filter or anti spam server is a software application that scans all the incoming email messages. With the help of their configuration, they identify Spam and prevent them from reaching your inbox. The spam mails not only eats away the storage space and make selecting your personal emails difficult, they also can contain viruses. Using anti spam filters is necessary as it saves both your time and money. But even when you are using anti spam filters, it is recommended to check the messages just to make sure that no personal message has been marked as spam. Even the server spam filters marks email as "false positive" to those that are identified as spam, but in reality they are valid messages. There are various anti spam programs that identifies Spam and sends it to the junk mail folder.

Not all spam filters work in the same way. Some of them are pre programmed where the know spammers are inserted. They accordingly block them. Some of the programs filter the emails based on the keywords used in the mails. Some of the email spam filters are configured and you can easily customize it or the network administrator can also customize it according to the requirement of the company.

We have made a research to find the best acne treatments. Find it only on

All about spam blockers on LeanderNet

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