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

What You Need To Know: Can-Spam Laws

By Denise Wakeman

Anyone doing business online and using email for marketing needs to know about the CAN-SPAM laws.

Smart online marketers use "permission" marketing: you invite potential customers to join your email list, and offer a newsletter, a special report, or a sequential series of messages to form an e-course. The recipient "opts-in" to the list by replying to an invitation and subscribing. By "opting in", your subscriber is telling you it's OK to send email. They've given you permission and your email messages are not considered spam.

But most people don't really understand what constitutes spam. If you're in business for any length of time on the Internet, you may encounter false accusations of spam simply because people forget they opted in receive your message. To many people spam is simply an unwanted message.

This can cause problems for you with your email service provider. You must be able to prove that you haven't been sending unsolicited email. Your proof lies with the list management system you use that tracks invitations and opt in responses.

Here's what you need to know about the law is so you can rest assured that you aren't breaking it.

CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act) establishes requirements for those who send commercial email, spells out penalties for spammers and companies whose products are advertised in spam if they violate the law, and gives consumers the right to ask emailers to stop spamming them.

Simply put, here's a rundown of the law's main provisions:

> It bans false or misleading header information. Your email's "From," "To," and routing information must be accurate and identify the person who initiated the email.

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> It prohibits deceptive subject lines. The subject line cannot mislead the recipient about the contents or subject matter of the message. Subject and content must match.

> It requires that your email give recipients an opt-out method. You must provide a return email address or an automated way for your subscriber to opt out. You must honor the requests.

When you receive an opt-out request, the law gives you 10 business days to stop sending email to the requestor's email address.

> It requires that commercial email be identified as an advertisement and include the sender's valid physical postal address. Your message must contain clear and conspicuous notice that the message is an advertisement or solicitation and that the recipient can opt out of receiving more commercial email from you. It also must include your valid physical postal address.

One of the best and most efficient systems with a minimum of complaints is the ecommerce system,

www.KickStartCart.com

. They automatically include CAN-SPAM compliant features when they send

out email broadcasts. Furthermore, if you import a list of email addresses into the system each recipient will be required to confirm they want to be on your list. All potential recipients must respond to a confirmation email in order to be included in an email list. This is called closed loop or double opt-in and is further assurance against people using the system to spam or send unsolicited messages.

While the respectable business community strives to be compliant, the spammers find new ways of circumventing the laws and jamming up email inboxes with junk. Unfortunately spam filters never do a reliable job of keeping the spam out and are more likely than not to keep legitimate email from being delivered.

The best assurance against spam complaints is to use a reliable system such as KickStartCart, and to send out valuable relevant content to your subscribers. The ratio of information to promotional messages should be in the neighborhood of 80-20 or 75-25.

As a serious business person using the Internet and email, it's important you comply with the laws so you can avoid getting in hot water with your service provider and keep your subscribers happy.

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. Denise

Wakeman and Patsi Krakoff are Internet Marketing experts and known as The Blog Squad.

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 spam 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

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

http://www.leandernet.com/Spam_blocker/Spam_blockers.php

All about spam blockers on LeanderNet

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<http://www.leandernet.com>



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