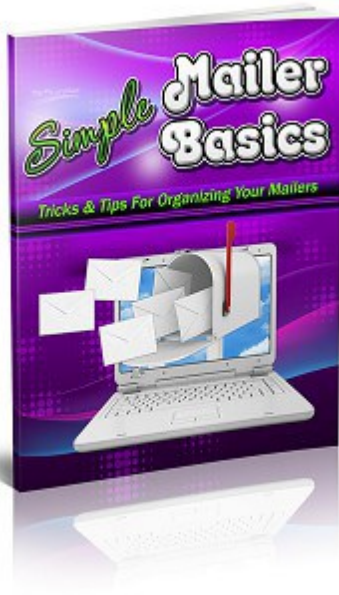


Simple Mailer Basics



A JAC Traffic Product written by:
Marcy McManaway & Catherine White

Simple Mailer Basics

INTRODUCTION:

Welcome to Simple Mailer Basics 2.0. We are happy you agree that Marketing with Mailers is an essential part of your advertising success. You will find you are viewing other members websites or ads to earn mailing credits which can be used to show your websites or ads to other members of the advertising site. You will earn these mailing credits by viewing the ad and clicking a link within an email or a link within the email message within the site.

You can expect to receive a large amount of emails once you join a few mailers. It is essential, at this point, you set up a separate email account just to receive these marketing emails. We will talk about this more within the ebook.

Those that use mailers on a regular basis are convinced they receive better results than any other site exchange method. We recommend, if you have not begun using mailers yet, you get started learning today.

We hope this ebook provides you with useful information to get you started on your way to Simple Email Marketing Success!

Best Regards,

Your JAC Traffic Team

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Introduction To Mailers

What is a Mailer?

Mailers have many names and types. When we speak of mailers, we are including all the different types available as membership sites. The Mailers we will feature in this ebook may be called: Safelists, Listbuilders, Viral List Builders, etc. Each membership site is very similar with, perhaps, some different features. In this ebook, we are concentrating on Mailers which require the members of the site to click on a credit link to gain mailing credits.

As a member of the Mailer, membership site, you are agreeing to become a part of the “Mailing List”. You are opting in to receive email ads from other members of the membership site, who are, also, on the “Mailing List”. Since you have opted-in to this mailing list, this makes the Mailer CAN-SPAM Act compliant. As a member of the Mailer, you agree to view emails ads in exchange for mailing credits which will allow you to send your own ads to other members of the Mailer.

Each Mailer has the same basic feature. The terms of your membership will vary from Mailer to Mailer. Most Mailers have an option for free members and upgraded members. When you are just starting out, join as a free member. Get acquainted with the site and its unique features. Send out a few email ads and track your results. There are many benefits to upgrading at Mailers which we will discuss later in this ebook.

Setting Up Your Mailer System:

If you are just getting started in mailers, you must know the setup process takes the most time. Once you get your mailers up and running, you will find that it takes less time to get your ads sent.

Reading emails will, also, take time to earn your mailing credits. But, you will learn tips and tricks as you go which will make it much easier. This is one area where upgrading at a mailer is beneficial. As an upgraded member, you will receive a

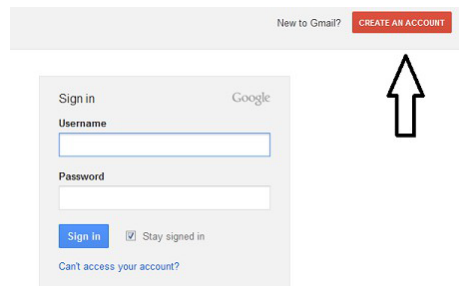
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monthly mailing allotment of credits and you should earn more mailing credits with each email ad you view.

We HIGHLY RECOMMEND using Gmail to receive your mailer emails. Gmail is a FREE Service. If you don't have a gmail account, take time to set one up now. Some of the mailers may require 2 separate accounts. One to receive the marketing emails and one as a primary contact email. Set up 2 gmail accounts now for these purposes.

Example: MyMailers1@gmail.com

MyMailers2@gmail.com



Use one of the emails as your primary contact with all your marketing mailers. Use the other one to receive the marketing emails. If a mailer only requires one email, then use the email you have set up to receive your marketing emails.

Some mailers may allow their upgraded members to send ads to your contact email. This type of ad will, normally, earn you more email credits when you read them and click the link inside. If you receive these, read these first to take advantage of the increased credits.

For those mailers where you only need one email, you can set up folders in Gmail to receive those mails specifically from one site.

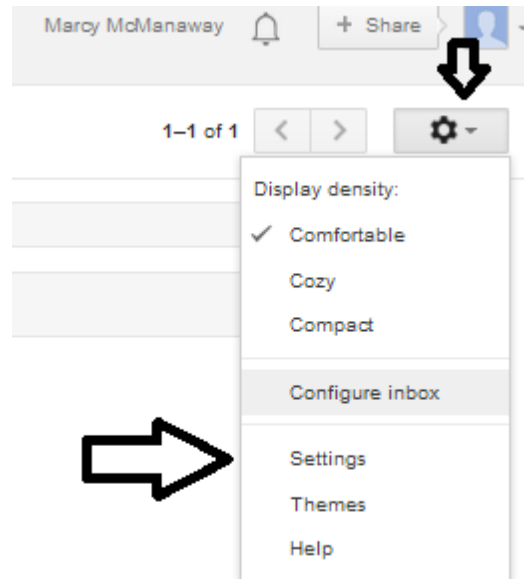
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USING GMAIL FOLDERS:

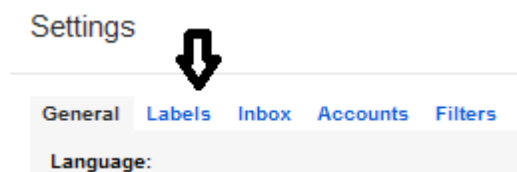
You can set up your Gmail folders when you sign up at a mailer or after you start receiving mails.

Before Using Your Mailers... If you have a list of mailers that you know you are going to use , you can make folders and they will be available to filter your messages before you start.

First go to your contact email account and log-in. Next you will want to go to the right side of your screen and click the down arrow and find settings

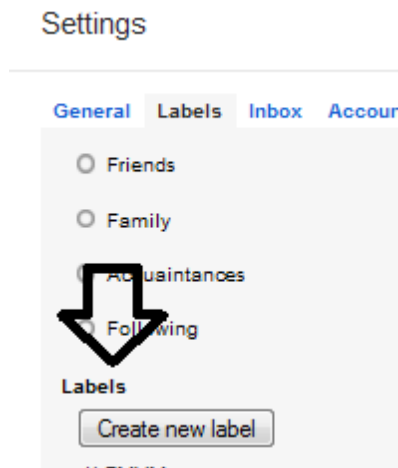


In settings you want to find the label tab and click there.

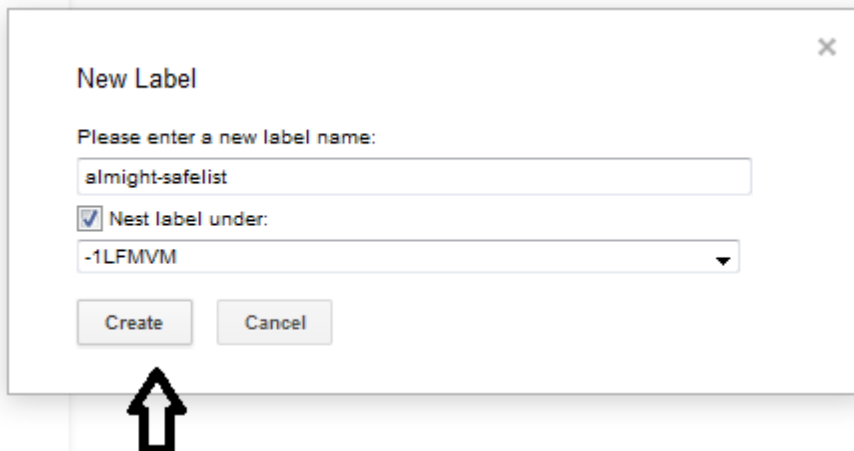


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Scroll down and find the “create new label” button.



When you click this a box will appear where you create the label. Enter the name of the mailer here. If you would like to group mailers together you can create a main label and file others below it. I did this with the LFMVM mailers. My first Label is LFMVM and the mailers that use this script is filed under it.



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Gmail ▾

COMPOSE

Inbox (31)

Important

Sent Mail

Drafts

Spam (267)

▼ -1LFMVM

-mycashlist

almight-safelist (1)

eliteviralmailer

iblastmyad

igotmails (1)

-ViralNugget (235)

2012-ads.com (8)

activesafelist.co...

Adcheiver (259)

admastersafelist.com

ads4earnings.com ...

adsolution (18)

adtactics.com (11)

adtroopers.com

adz-2-profits.com (...)

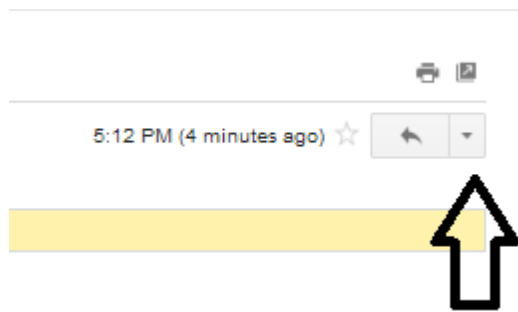
When your label is created it will appear on the list on the left hand side of your gmail box.

Continue to make your labels until you are finished with them.

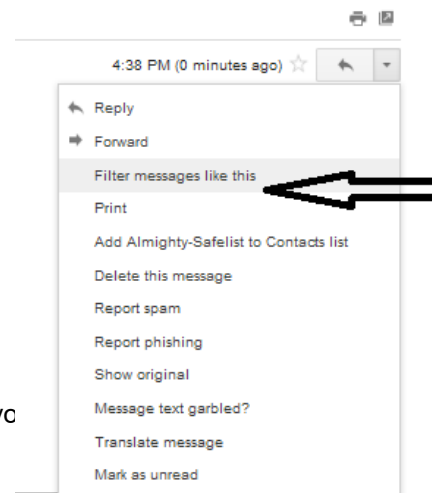
When you begin receiving email, you can then filter them into the labels that you made.

Next step is filtering your emails as they come into your email box.

Click on your email, then on the right hand side of the screen is a drop-down arrow.

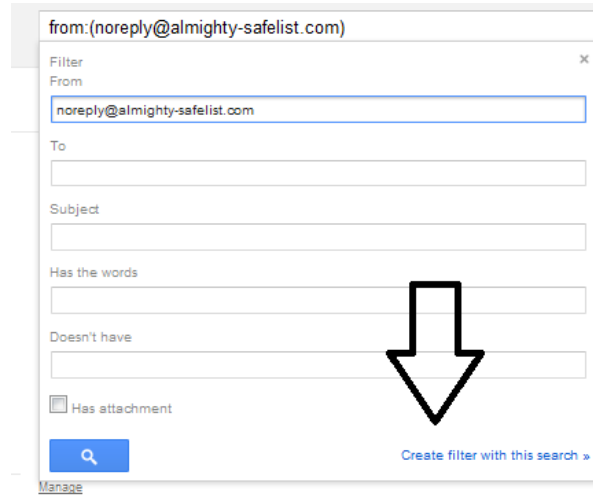


Click the drop-down arrow and find the "filter messages like this" link. *Click There*



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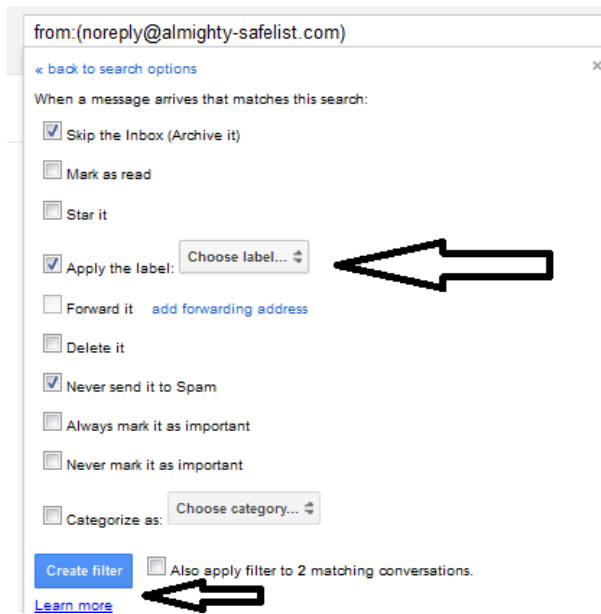
A box will appear with the email address already inserted, just click the link at the bottom.



The screenshot shows the Gmail 'Filter' creation dialog box. The 'From' field is populated with 'noreply@almighty-safelist.com'. Below the 'From' field are empty input fields for 'To', 'Subject', 'Has the words', and 'Doesn't have'. There is a checkbox for 'Has attachment'. At the bottom left is a blue search icon button, and at the bottom right is a blue link that says 'Create filter with this search >'. A large black arrow points downwards from the search icon area towards the 'Create filter' link.

A new box will appear, check the "Skip the Inbox" "Apply label" "Never Send To Spam"

Choose your label here by clicking the label box. If your label has been created, you can choose it from this tab, if not you can create a new label.



The screenshot shows the Gmail filter configuration dialog box. The 'From' field is populated with 'noreply@almighty-safelist.com'. Below the 'From' field is a link that says '< back to search options'. The main section is titled 'When a message arrives that matches this search:' and contains several options with checkboxes: 'Skip the Inbox (Archive it)' (checked), 'Mark as read', 'Star it', 'Apply the label:' (checked) with a 'Choose label...' dropdown menu, 'Forward it' (with a link 'add forwarding address'), 'Delete it', 'Never send it to Spam' (checked), 'Always mark it as important', 'Never mark it as important', and 'Categorize as:' (with a 'Choose category...' dropdown menu). At the bottom left is a blue 'Create filter' button, and at the bottom right is a checkbox for 'Also apply filter to 2 matching conversations.' A large black arrow points from the right towards the 'Choose label...' dropdown menu. Another large black arrow points from the right towards the 'Create filter' button.

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This is another way to create your labels, by waiting on the emails to arrive and filtering them from here. Do whichever way works best for you.

You may also want to check the bottom box if there are more than one email. This one says 2, so I would click it also.

Congratulations!

You now have your Gmail account set up.

You will also want to do this with your second email account. It takes time, but once everything is set up and working. Reading emails will be a breeze.

Types of Mailers

Remember, we are talking about credit based mailers. We will mainly be discussing in detail the LFMVM Script.

LFMVM -Login Frequency Marketing Viral Mailers:

These are simple to use membership sites. There is a rash of new sites out there so many of the memberships are quite small. As long as the site owner is making sure the site is growing, it should be a good place to advertise.

This is a good time to point out; you should be using a tracker so you can see where you are getting results. We recommend [Hits Connect](#) for tracking your results.

Using LFMVM Mailers

Open emails to earn mailing credits. This will allow you to mail the active members at any LFMVM site.

After logging in Click On “Send Mail” or some other similar tab on the menu.

A page will come up that allows you to insert your Subject Line, Email and page link. You will also be able to check a box to save template. Send your mail and your done. It's that simple!

Open more emails so you can send your email offers as often as possible. Be sure to mix up your Subject Lines and find one which produces results. The more you mail your email offers the faster you will grow your online business.

FIND A LIST OF LFMVM MAILERS

Inside [Simple Mail Builder.com](http://SimpleMailBuilder.com)

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Custom Scripts

There are still many custom scripts out there with good owners. Darren Olander is one of the best in the business.

Darren Olander

Darren has used mailers for many years. Today he owns several of his own each with unique features.

[Adchiever](#)



[ViralNugget](#)



[ListJumper](#)



[Build My Downlines](#)



Simple Mailer Basics

[ListSurfing](#)

(Traffic Exchange with Mailer)



MORE RECOMMENDED UNIQUE MAILERS:

[Bweeble](#)



[List Joe](#)



Splashpages and Squeezepages

This subject could be debated forever. **What kind of ads should you use in mailers?** It seems to me it all depends on what you are trying to accomplish. If you are a program owner, you certainly want to use a combination of your splashpages and sales page. A program owner's website will create a list by itself and many have an autoresponder built into their system.

So, whatever they use to advertise, they are building their own list. Tracking these pages will tell you more about which are working best. If you are not a site owner but are considering becoming an owner. We recommend the [LFMVM mailer script](#).

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Affiliates promoting other peoples programs should be using squeezepages. A squeezepage is a splashpage with an autoresponder form on it. It's connected to your personal autoresponder which stores your list. There, you can mail your members at any time.

If you are not building your list with an autoresponder, then I would recommend a splashpage or the main sales page. The main thing is to track results to see what is working for you.

Most people will be using the same tools as you, so if you are able to make your own splashpage or squeezepage, that is best. If you are not a program owner, some mailers provide personalized affiliate tools. These can be used to help brand yourself in the community. You will gain more referrals if you become known and trusted in the online advertising community. The easiest splash page or squeeze page creator online is [Adkreator](#).

Tips and Tricks

Everyone has their own tips and tricks. Here are a few that work for me.

When reading your emails, reading just one mail at a time can be time consuming.

Once in your email account, choose a label of the mailer you wish to earn credits from. Click on the credit link inside the first mail in another tab. While the timer is counting down, click on another mail and do the same. You will be able to open a few tabs. Some sites limit the number of mails you can open at one time. So, be sure to know the site rules.

Once you have opened several mails, go back to the first email, you opened and view the page to earn your credits. Then go to the next and do the same until all mails have been viewed. You want to be sure to view each member's ads, because that is what you want them to do for you. This is what makes the system work, so be sure and view them all, not just rush thru the credit links.

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Once you have earned enough credits, you can delete the remaining emails and move on to another mailer label. Keeping all the emails is impossible; you will not be able to get to them all. If it is an active mailer, your box will be full again the next day. After finishing for the day, we recommend emptying that email inbox.

Use Eye Grabbing Subject Lines.

This is the most important part of your email ad. If you can't get the member to open your email, they won't see your ad. Be descriptive but not deceptive. Use truthful Subject Lines to lure the reader to click.

One way to find these is to scan the emails in your mailbox and see which ones catch your attention. You can alter them to fit your needs and make it work for you.

Use short catchy emails. No one really takes the time to read a long email unless it is sent to your personal list.

No one wants to read a long sales page. They are looking for the credit link. If someone makes me scroll forever to find it, I will move on to another one, without viewing the ad.

Don't be afraid to use valuable "offers."

Add an offer to your splash or squeeze page. Make it so they want what you have. This will get them to your site or on your list. Offer a FREE Product, Like this Ebook, to get viewers to opt-in to your personal list.

Benefits Of Upgrading

You could never afford to upgrade at all mailers. That is why tracking is important. However, it does pay to when you can ...especially at the sites that are working for you. There are many benefits to upgrading.

Here are just a few:

You can mail more often, which mean your ads are seen more often.

The more you mail the better your results.

You usually can mail to more people as well as pro members. Pro members spend money, so you want them to see your ads.

You earn more commissions which allow you to add streams of income to your business. Using your advertising resources to build income streams is great way to build your earnings, which in turn could pay for your advertising at that site.



Make An Advertising Plan

You need to have a consistent routine when it comes to advertising your online business. Whether that includes a daily or weekly plan, it is important to design a plan and stick to it. Block out time to open emails and earn advertising credits to send your own ads.

Then create a unique and eye-catching Subject Line, with a short but descriptive Sales Text, and send your email ads to as many opted in members as possible.

Your schedule should look something like this:

- 1 Hour Opening Mails to Earn Credits
- 30 Minutes Create the Perfect Sales Email
- 1 Hour Sending Out Email Ads.

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That's a simple 2 & 1/2 Hour Schedule. **Realize the longer you work, the faster you will have success!**

How To Use Simple Mail Builder

Simple Mail Builder is an advertising resource. A place where you can go and find all your mailers. You can also work your mailers from there. Just go down the downline builder lists and work your plan.

You could use the downline builder section to help create your weekly plan. Use one section on Monday. Use a different section on Wednesday, etc. Just make sure you are using all the mailers a minimum of once Weekly.

Build Your Referrals in all the programs inside Simple Mail Builder by advertising your affiliate links or handing out the Ebook.

Building your downlines in Simple Mail Builder, as well as all the programs inside, is a fantastic way to add to your online affiliate income.

Simple Mail Builder is also a great resource to send to your list. Add it to your autoresponder messages.

Do you have a primary business with a team? Use this resource to help them advertise. It makes a great teaching tool.

Send this ebook to everyone you know. Let it work for you!

Resources Inside Simple Mail Builder

Mailers

[Viral Safelist Mailer](#)

[Fast List](#)

[List Builder Mayhem](#)

[Instant Viral Mailer](#)

[Land Marketing](#)

[Mail Our List](#)

[Massive Traffic List](#)

[My Free Resources](#)

[Safari Mailer](#)

[Tezzer Mail](#)

Other Resources

[Adkreator](#)

[Affiliate Funnel](#)

[HitsConnect](#)

[LFMVM](#)

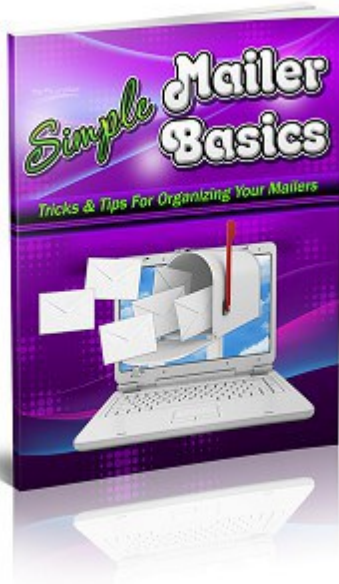
[TE Command Post](#)

[Traffic Exchange Headquarters](#)

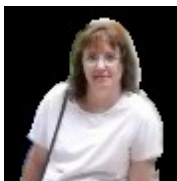
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Visit

[SimpleMailBuilder](#)



To Build Your Mailer Downlines



Cathy White



Jolynn Moss



Marcy McManaway

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