JERRY IANNUCCI's
SAFELIST
MARKETING
TACTICS
THE ULTIMATE GUIDE TO SAFELIST MARKETING

MASTER RESELL RIGHTS

Congratulations! You now own master resell and distributions rights to this ebook. You have permission to sell this book for any price or give it away as a free gift.

You do NOT have the rights to edit this book or reprint any portions of it without the author's permission. This ebook can only be redistributed in its original pdf format.

To obtain a custom version of this book which contains your personal affiliate links please visit http://www.SafelistTactics.com.

Table of Contents

Introduction

Hello and welcome to Safelist Marketing Tactics.

Before we get started, I thought it would only be proper for me to introduce myself. My name is Jerry Iannucci and I live in St. Louis, MO USA.

I got my start in Internet marketing in 1996 while working for one of the first SEO/IM companies to provide Internet marketing services to their clients. I also helped put the very first commercial search engine submission software (back when there were 100+ search engines) on retail shelves in the US.

I was first introduced to safelist marketing in 2002. At the time safelists were a massive free-for-all that involved blasting your ads out to thousands of lists that nobody else read. I didn't find safelists to be very effective for whatever it was that I was promoting at the time and after a few weeks of wasting my efforts I stopped using them to focus on other methods of traffic generation.

I rediscovered safelists in 2007. By this point most safelists had transitioned to an incentive based marketing platform which rewarded members for opening their emails and visiting your site.

In 2011 I launched my own safelist called [Mister Safelist](#) which is still one of the most active safelists running today.

The purpose of this book is to help you get a better understanding of how you too can use safelist marketing to build your business with a minimal amount of time and money.

The Rise and Fall of Traditional Safelists

Let's start by answering the question of what exactly is a safelist?

A safelist is a website that allows its members to exchange email ads with one another. That means you could send an email an advertisement to the entire membership of a safelist and, in exchange, you would agree to receive email ads from other members in your inbox.

When safelists first appeared online in the late 90's this concept worked well enough. You didn't need to worry about spam complaints when sending out your ads because everybody on the safelist had already agreed to receive your emails.

As the popularity of safelists grew so did the number of people who wanted to own them. By 2001 anybody could spend a few dollars to buy their own safelist membership site often renting them by the month. Soon there were hundreds and then thousands of safelists operating online. It became a full-time job just to keep up with joining new safelists, sending your daily ads, and then sorting through the thousands of emails you received every day.

At this same time, services started popping up which were supposed to make managing multiple safelist memberships easier. These were called "safelist submitters" or "safelist blasters" and were available as a membership site or as a piece of software you installed on your computer.

The idea behind a safelist submitter was great. You could join thousands of safelists with the click of a button and then blast your email ads out to all the safelists with a second click.

Along with the safelist submitters came a way for users to manage the massive amounts of email they were receiving every day. These came in the form of "mailbox cleaners" which would automatically delete the contents of your safelist inbox after a certain number of days or if it reached a certain capacity. This would keep your inbox from overflowing with safelist ads and keep new emails from bouncing.

This seemed like a perfect solution. Automatically send your email ads to thousands of safelists every day and automatically delete all the emails you received for being a member of all those safelists.

So wait, if we could stop reading the ads from other safelist members then who was reading our ads? The answer... nobody.

<u>Traditional Safelists vs Credit Safelists</u>

Back in 2001 when safelists were starting to take a turn for the worse, Jon Atwood launched a different kind of safelist that rewarded members for reading their emails.

Credit safelists are similar to to traditional safelists except that they require the members to be more active in order to send out their ads.

When you join a credit safelist, you receive emails from other members just like in a traditional safelist, except each of these emails contains a "credit link" which you need to click in order to earn credits. Before you can earn the credits, you need to visit the advertiser's site for a set amount of time. You can then use the credits you earn to send your ads to the rest of the list.

Credit safelists generally work better than traditional safelists because the members must spend some of their time visiting your website in order to earn enough credits to send their own ads. That means you are guaranteed traffic to your site regardless of how well written your emails are.

Of course with credit safelists you still have to deal with receiving a mountain of email ads in your inbox every day and just because your site is getting traffic doesn't mean you are getting sales...but we'll deal that in a bit.

Viral List Builders

Viral list builders are another form of list mailers. They work basically the same way as your standard credit safelist. You still receive emails from other members and you still read those emails to earn credits that you can use to send your own emails.

The biggest difference with the viral list builders is how many people you can contact. Assuming you have enough credits, safelists will usually allow you to send your ads to the entire membership.

Viral list builders encourage you to build a downline of referrals under you that you can send your ads to. Your downline forms under you through multiple levels. The more people in your downline the more people your ads can reach.

TOTAL IN YOUR DOWNLINE:	295 MEMBERS
Level #	Referral Count
Level 1	68
Level 2	180
Level 3	47
Level 4	0
Level 5	0
Level 6	0

It may sound like a lot of work to refer new members, and it can be.

Thankfully most viral list builders don't limit you to just emailing the people in your downline. In addition to these people, you can usually use the credits you earn from reading emails to contact other members who are not in your downline. The number of members you can contact is normally determined by your membership level. Paying for an upgraded membership at the top viral list builders is one of the best way to make sure your ads are reaching the maximum number of people.

Do Credit Safelists Really Work?

Depending on the type of website you are trying to promote, there is a chance that the traffic you receive from safelists will not be the best way to promote your site. The traffic you receive from using safelists caters to a very specific audience and is not suitable for all websites.

One of the first things I learned when I started doing Internet marketing was to ask myself two questions before promoting a site.

     1. What kind of people would be interested in my site?
     2. Where are those people surfing?

If you have a website that is trying to sell tennis rackets, you would probably want to target tennis players. What kinds of sites attract tennis players? Maybe there are a few tennis players who are using safelists, but I am guessing that is probably only a very small percentage.

So what kind of people are using safelists?

You can get a good idea of who the average safelist user is just by looking at some of the sites they are promoting. You will probably notice a lot of ads from people promoting ways to make money online. You will also probably notice a lot people promoting ways to get more traffic. There will always be a few people who are trying to sell tennis rackets but those people don't usually stick around for very long.

All safelist members have one thing in common…They all want traffic!

So let's talk about the people who are using safelists to promote ways to make money. These are often people who are promoting a home business opportunity that pays them to recruit new members. Many of these people start using safelists because they are looking for a way to generate free traffic for their affiliate pages.

Since many of the people who use safelists are only doing so to promote their own business opportunities, it can be very difficult to sell to these people. It would be like trying to sell tennis rackets to another tennis racket salesman.

This isn't to say that you shouldn't try to promote business opportunities with safelists. The other people who advertise business opportunities on safelists are known buyers. If they joined one opportunity they might be willing to join another, especially if they aren't seeing very good results with their current business.

The second group of people who use safelists are the ones promoting other marketing services. These could be other safelists, marketing ebooks, or any other product/service designed to help Internet marketers.

We already know that the people who are viewing your safelist ads are only doing it so that they can earn enough credits to promote their own site. It makes perfect sense that promoting other traffic related products or services to these people would get the best results.

Will safelists work for your site?

If you are promoting a business opportunity or a way for people to make money online… they can work, but you are going to have a lot of competition to deal with.

If you are promoting a website that sells tennis rackets…sorry, safelists will not work for you.

If you are promoting something that would interest other Internet marketers, especially something for free… Absolutely, but only if done correctly.

Creating Safelist Email Accounts

Because of the volume of email you will receive when you start doing safelist marketing, it is important for you to have two dedicated email addresses setup that will only be used for your safelist marketing activities.

You will need a **contact** email address and a **list** email address.

The **contact** address will be used for receiving emails directly from the list owners and sometimes a few solo ads from members. This can be your primary email address, but expect to receive at least one or two emails a day at this address for every safelist you join.

The **list** email will be the address that receives the bulk of your email. This is where you will be receiving the email ads from all of the other safelist members.

There are a number of websites on the Internet that provide free email accounts. For the sake of keeping this simple for everybody, I am going to use Google Gmail to create our safelist email accounts. The process is basically the same for whatever email provider you use, just make sure you choose one that offers enough storage to handle all the email you will be receiving. Gmail is commonly the preferred email provider.

The first thing to do is to go to http://mail.google.com and click the button in the bottom right corner of the screen to "Create an account".

Fill out the application form to create your new **contact** and **list** email addresses.

Get started with Gmail

First name: Jerry

Last name: Iannucci

Desired Login Name: safelist @gmail.com

Examples: JSmith, John.Smith

check availability!

safelist is not available, but the following usernames are:

○ safelist663
○ safelist944
○ safelist329
○ safelist863

Don't worry if the login name you choose is already taken. There are millions of Gmail accounts out there and Google is happy to suggest a new one for you to use. Also, don't worry if the name they pick for you isn't very fancy. Nobody will ever see it except for the safelists you are joining. Just make sure you write it down so you won't forget it.

After you have your first Gmail account setup you can click "Sign out" at the top of the page to log out and start all over again with your next address.

After you have created your **contact** and **list** email accounts at Gmail you will be ready to join your first safelist.

Joining Safelists

Besides just writing this book, I am also the proud creator of one of the most active credit safelists called Mister Safelist. I will be using my safelist as the main example for most of this book, but the process is nearly the same for every other safelist.

The first thing you will need to do at Mister Safelist is create a new account.

Go to the Mister Safelist homepage and click the "Join Now" button.

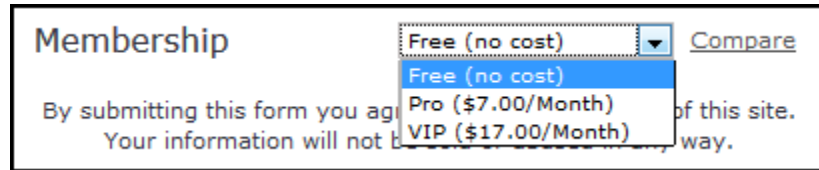|	
First Name:	Jerry
Last Name:	Iannucci
Primary Email:	contact663@gmail.com
List E-mail:	safelist663@gmail.com
Username:	SafelistTactics
Password:	••••••••••••••
Confirm Password:	••••••••••••••
Withdrawl Methods: (for any money you earn)	⦿ - PayPal
PayPal E-mail	mypaypal@gmail.com
Membership	Free (no cost) ▾ Compare

By submitting this form you agree to accept the terms of this site. Your information will not be sold or abused in any way.

Join Now

Fill out the application form with your information including your **contact** and **list** email addresses that you created in the previous chapter.


Most safelists offer premium memberships that give you more advertising credits and other advantages over free members. If you can afford the upgrade when you are signing up, or if you are offered a special deal when logging in, it can be a good idea to grab it. However, for the purpose of this guide, we will just assume you are taking the free membership.
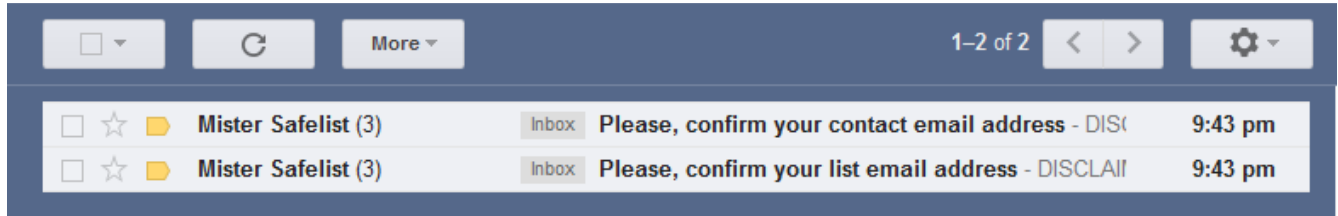
You can always upgrade your account later.

Before you can start using your new account, you will need to verify your email addresses. This is to prevent people from using fake inboxes that never get read.
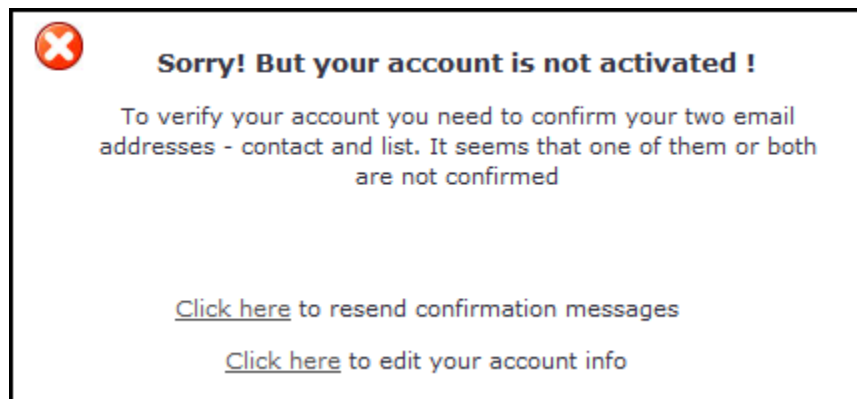
Log into both your **contact** and **list** email addresses and find the confirmation emails.

Don't panic if the emails don't appear right away. If you don't receive the emails after about 10 minutes, you can login to the safelist and click the link that resends your activation emails.

When the emails arrive, simply open them up and click the validation links inside to confirm your account.

Once both of your email addresses have been confirmed you should see a message like this:
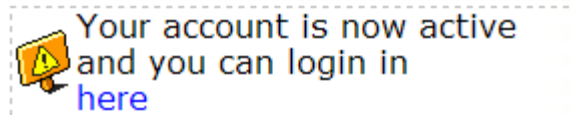
This means your account is active. Feel free to log into the site and start exploring some of the features.

Managing Incoming Safelist Emails

Before we get started blasting your email ads all over the world, you are going to want to add some email filters to manage all of your incoming emails.

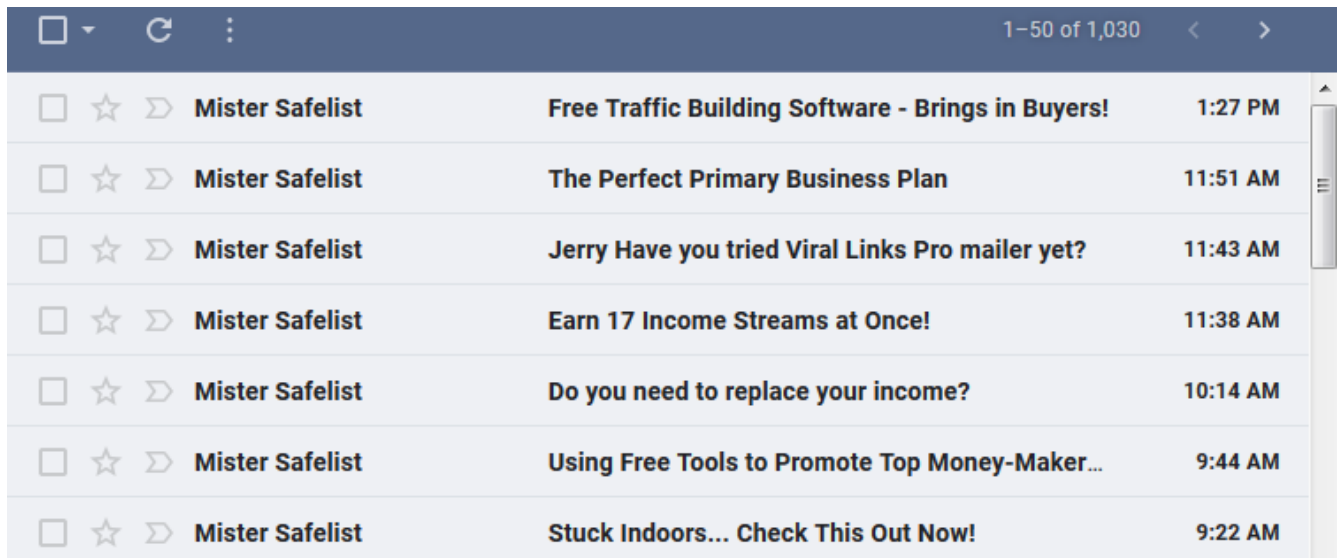It doesn't take long after verifying your safelist email addresses that the ads from other members are going to start pouring in.

That's just from one safelist. Imagine what your inbox would look like if you woke up the morning after joining 10 or 20 safelists.

Thankfully almost all email programs have a way of sorting your incoming mail with something called "filters".

If you are not using Gmail, check the instructions for the mail program you are using and I am sure you will find something similar.

Using Gmail, we are going to setup a simple email filter that checks to see where your incoming emails are coming from and then assign a "label" to those messages that tells us which safelist sent them.

To create a new filter in Gmail you will need to open one of the safelist emails in your inbox. Select "More actions" (the triple dots) at the top of the page and choose "Filter messages like this".
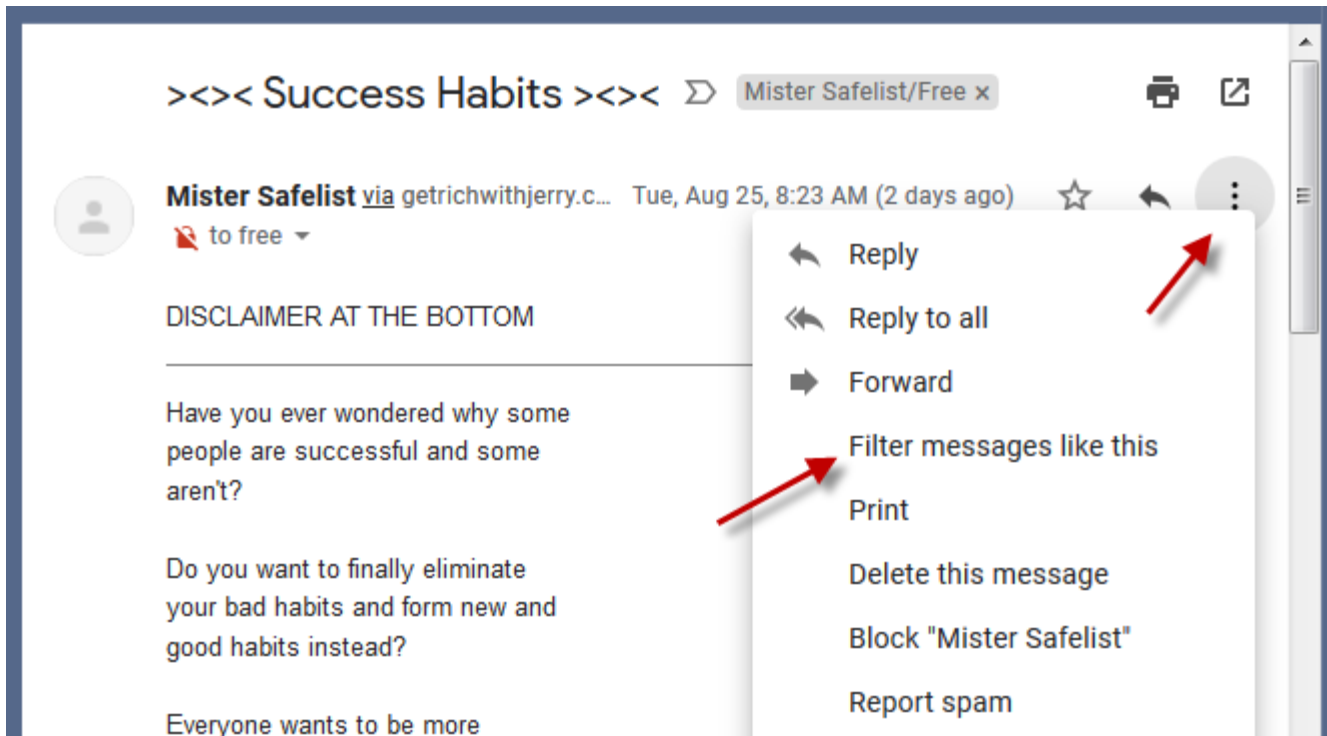
Gmail should automatically enter in the email address that the safelist email was sent from. In this case the "From:" address in all your Mister Safelist emails should be "noreply@mistersafelist.com". If it's not, check the email to find the correct address.

Click "Create filter" to continue.

from:(noreply@mistersafelist.com)

« back to search options

When a message arrives that match this search:

☐ Skip the In **1** chive it)

☐ Mark as read

☐ Star it

☑ Apply the label: Choose label... ⬍

☐ Forward it to: Choose an address... ⬍   add forwarding address

☐ Delete it

☐ Never send it to Spam

☐ A **4** ark it as important

☐ N rk it as important **3**

☐ Categorize as: Choose category... ⬍

Create filter ☑ Also apply filter to matching conversations.

Select the "Apply the label" checkbox and choose "New label". Since we are sorting all the incoming emails from Mister Safelist, let's name this label "MisterSafelist".

You can also apply the filter to the emails that are currently in your inbox. Click the checkbox that also applies the filters to your old emails and click "Create Filter".

Subjects and Ad Copy

While it is true that many credit based safelist members will open almost every email in the inbox and go straight to the "credit link", it does help to spend a little time working out good subjects and ad copy for your email.

You never know who might be scrolling through their list of emails with their finger poised on the "delete" button when an ad jumps out at them that they absolutely cannot ignore.

Take every chance you get to make yourself stand out!

Creating a great subject lines takes practice. One way to get started is to just observe what other people are doing. Take a look at all of the emails in your safelist inbox. Do any of the subjects catch your eye? What makes these subjects stand out from the others?

Open up your notepad and copy any subjects that jump out at you while you are going through your emails. When it comes time to create your own subjects, refer back to this list to get some ideas.

As for the content of your emails... keep it short! As I mentioned earlier, most people are just looking for the credit link. Don't force them to scroll through 10 pages of text to get there.

The purpose of your email copy is to get the reader's attention and make them curious about the page they are about to see. A few lines of text with instructions to click the credit link for more information is all you need.

To learn more about writing good copy check out Copyblogger.com.

How To Create HTML Emails

Many safelists give you the ability to send your ads out as html emails. Sometimes this feature is only available to upgraded members, but if you have the option to send an HTML email instead of a plain text email...do it!

The big advantage HTML emails have is they give you the opportunity to catch your reader's attention before they can scroll past your ad on the way to the credit link. This lets you pre-sell your website before the visitor actually goes there.

Don't worry. You don't need to be a master programmer to create emails in HTML format. Most safelists will give you a basic editor that you can use to design your emails. It's really no more difficult than using a regular word processor to create your ad.

You can start out by centering your text and picking a big, bold font with bright colors. You will want a great headline to capture the reader's attention. See the previous chapter for ideas on how to create killer headlines.

They say a picture is worth a thousand words. That is 100% true when it comes to creating HTML email ads. Having an image within your ad gives the reader's eyes something to latch onto while scrolling down the page.

Use a picture of your product, a banner, a logo, something funny, or best of all...use a picture of yourself! Any picture is better than no picture at all.

If you don't have a picture to go along with what you are advertising, you can buy some royalty free stock photography at a site like Pixabay or just do a Google search for "free clip art".

Here's an HTML email I made just to give you an idea...
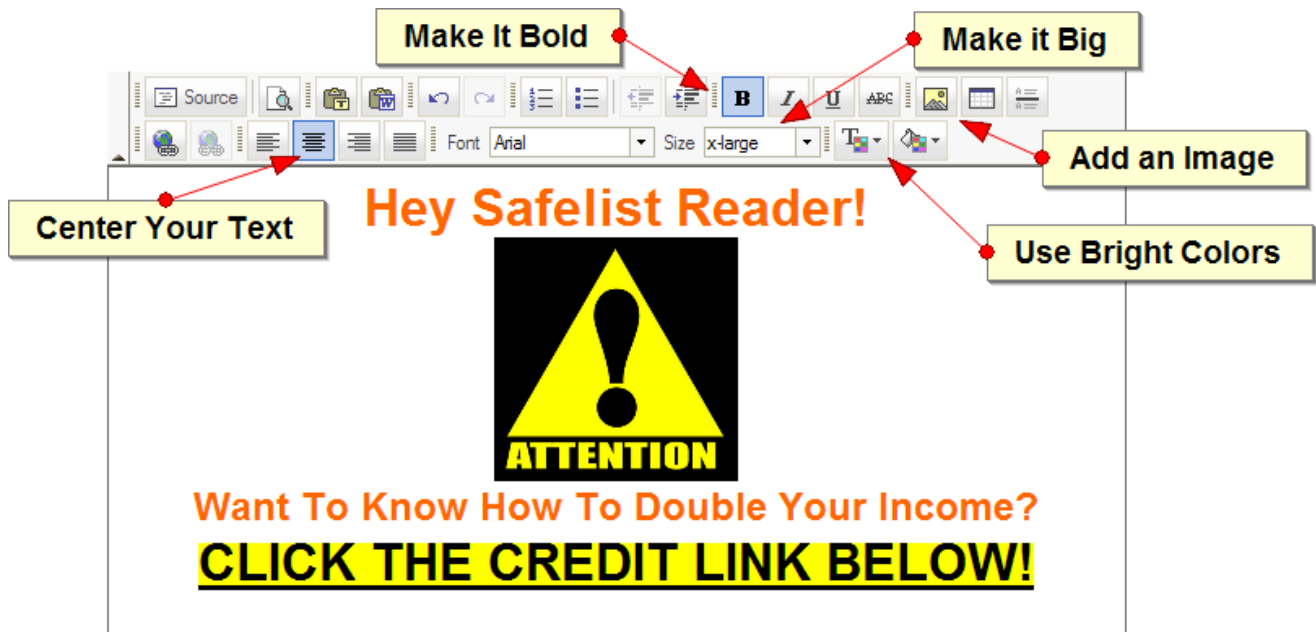
Spend some time practicing with the safelist HTML editor.

Remember, you don't need to do anything too fancy. Your goal is to simply make your advertisement stand out so that hopefully people will pay attention when they click the credit link to visit your site.

Splash Pages

The average credit safelist user is only visiting your website so they can earn enough credits to send out their own emails. They will only be on your site just long enough for the counter to reach zero. If you can't capture their attention in the first few seconds they aren't going to stick around long enough to explore the rest of your site.

One of the reasons people fail with safelist marketing is because they are promoting the same generic affiliate pages as everybody else. After awhile, these pages become almost invisible and are the reason why it sometimes feels like nobody is looking at your site.

If you want to stand out, you need to do something that is going to set you apart from your competition. You need a splash page!

A splash page is a very simple webpage designed to catch people's attention. It usually consists of a picture, a few lines of text, and a big "CLICK HERE" link that leads to your main site. The idea is to catch their attention with the picture, get them curious about your site with the text, and then get them to click your link to get more information from your main site.

Your splash page doesn't need to be fancy. It just needs to be interesting enough to catch the eye of your visitor and have a compelling enough reason for them to click your link to get more information.

Making your own splash page is a lot like creating an HTML email, except you are going to need some place to put it once you are finished making it.

My advice is to get yourself a professional web hosting service. This is a place where you can host your own .com domain names along with html web pages, images, ebooks, or anything else you want to make accessible from the web.

Using a free HTML editor like HTML5-Editor.Net you can easily create your own splash pages from scratch, upload them to your server, and start promoting them with complete control over your pages.

Most hosting packages start at less than $10 a month. I personally recommend ZootHost which is where I host all of my websites.

If you are looking for a free option EasyHits4U offers a splash page maker inside their members area that you can use, and they will even host your pages for you. You're limited by how many you can have but it's a good place to test out your skills until you need something more.

Build Your Funnel

Now we are getting to the good stuff. Are you ready for this? Pay attention, because I am about to drop some knowledge on you.

The real secret to making money with safelists has nothing to do with how many credits you have or how often you send your ads. It's all about what you are promoting, and the only thing you should be promoting in safelists is you.

Who? Yes... you!

Take a look at your safelist inbox. See all those ads from other people? Do you really want to compete with that? The best thing you can do with a safelist is try to convince people to get onto your own list where there is zero competition.

Say it with me...The money is in the list!

Ok, now imagine a funnel. At the top of the funnel is you with your out stretched hand offering a free gift to the weary safelist marketer. This could be a free ebook, an ecourse, or any other freebie that you think another safelist user would want.

In exchange for this free gift, the safelist user submits their name and email address into a form so that you can email their gift to them.

Here's where the fun starts. Once the member is on your list, you can then start to build a relationship with them. It starts with you offering them other free gifts and marketing advice. Over time, your subscribers will come to know you and expect to see your emails in their inbox.

As people get to know you, hopefully they will also start to like and trust you.

All things being equal, people would rather buy from someone they know, like, and trust. All things not being equal...people would still rather buy from someone they know, like, and trust.

How do you build a list?

First you are going to need something to give away.

The best product you can give away is something unique that you create yourself. Write a free report that you think would be of interest to other safelist users. Tips about advertising or traffic generation are always in high demand. Look around and see what other people are using to build their lists if you need some ideas.

If you don't like the idea of creating an entire giveaway product from scratch you can use private label rights (PLR) to give yourself a head start. PLR products are books, reports, or articles written by other people which you can modify and call your own. You can buy quality PLR content from Master-Resale-Rights.com.

If you prefer not to write at all, you can also hire someone to create your product for you. Check out sites like freelancer.com to find people who can do all of the work for you...for a fee.

While it is definitely better to have your own unique giveaway product, there are lots of freebies created by other people that you can give away for free. My own Safelist Marketing Tactics and Autoresponder Profit System ebooks are two that you can start giving away right now.

Once you have a product picked out, you will need to create a lead capture page that you can promote on the safelists. A lead capture page is similar to a splash page, except instead of having a link for people to click for more information, there is a form on the page for them to enter their name and email address.

If you don't want to design and host your own lead capture pages I recommend using Landing Page Monkey. Landing Page Monkey is a quick and easy tool that you can use to create professional looking video lead capture pages. They will even host your pages for you at no extra cost.

The final piece of your marketing funnel is to get yourself a quality autoresponder to manage your leads and automatically send emails to your list. By connecting your autoresponder to your lead capture page and feeding it with safelist traffic, you can build an unstoppable marketing machine powered entirely by your list.

There are a lot of good autoresponders, but the one I most highly recommend is TrafficWave. You can get a free 30-day trial when you join through the link in this book.

There is a bit more to list building than what I just covered in this chapter. If you would like to learn more please check out a free copy of my ebook Autoresponder Profit System.

Link Tracking

Before we get into the nuts and bolts of safelist marketing, I just wanted to stress how important it is for you to be using a link tracking service on all of your adverting materials.

A link tracker is a service that allows you to create tracking links for your site. Every time one of your tracking links is clicked, the link tracker records the data for you, and then redirects the visitor to the site you are advertising.

To create a new tracking link, you simply submit the URL of the webpage you want to keep track of. The link tracker will provide you with a unique URL to promote. By checking your stats every day, you will easily be able to determine which of your advertising campaigns are working best.

Source	Views	Unique	Conversions	Ratio
european	54,710	54%	55	0.10%
viralurl	1,290	76%	26	2.02%
sotam	19,899	61%	23	0.12%
lnp	7,027	49%	18	0.26%
listnerds	4,605	53%	14	0.30%

You can use a link tracker in your email ads, splash pages, lead capture pages, banner ads, pay-per-click ads, etc.

One of the best uses for a link tracker is the ability to do split testing. Split testing involves promoting two very similar pieces of advertising with different link codes.

If you wanted to split test a splash page, you would create two identical splash pages, except maybe you would try a different headline on one of them or use a different background color. By sending traffic to both of these pages evenly, you can use a link tracker to see which one converts to sales or sign-ups better.

Ad	Hits	Unique	Conversions	Ratio ▼
☐ http://mistersafelist.com/splash04.htm	56,449	38%	161	0.29%
☐ http://mistersafelist.com/splash05.htm	73,960	42%	205	0.28%
☐ http://mistersafelist.com/splash02.htm	77,968	42%	194	0.25%
☐ http://mistersafelist.com/splash01.htm	81,638	40%	191	0.23%

It doesn't stop there though. Once you know which page converts better in the split test, you can delete the loser, and make another copy of the winner with another slight change. Maybe this time you use a different picture or new font style. Then test them again.

By constantly split testing your ads with a link tracker, you will slowly begin to increase how well your pages convert. The better the conversion of your page, the less traffic you will need to get a sale.

You will also be able to tell at a glance which safelists are working best for you, and which are a waste of time. This alone makes using a link tracker an essential tool to have.

Click the banner below to join HitsConnect, which you can use to track all of your ads across all of your advertising sources.

Safelist Basics

Now that we have all of the technical stuff out of the way, let's get back to our safelists.

In order for you to be able to send out the maximum number of safelist ads, you are going to have to spend some time clicking the credit links in other people's emails and viewing their sites.

It's not as hard as it sounds, and later I'll show you some time saving tricks that make the whole process much easier.

For now, let's head back to Gmail and check out some of the email filters we setup earlier.
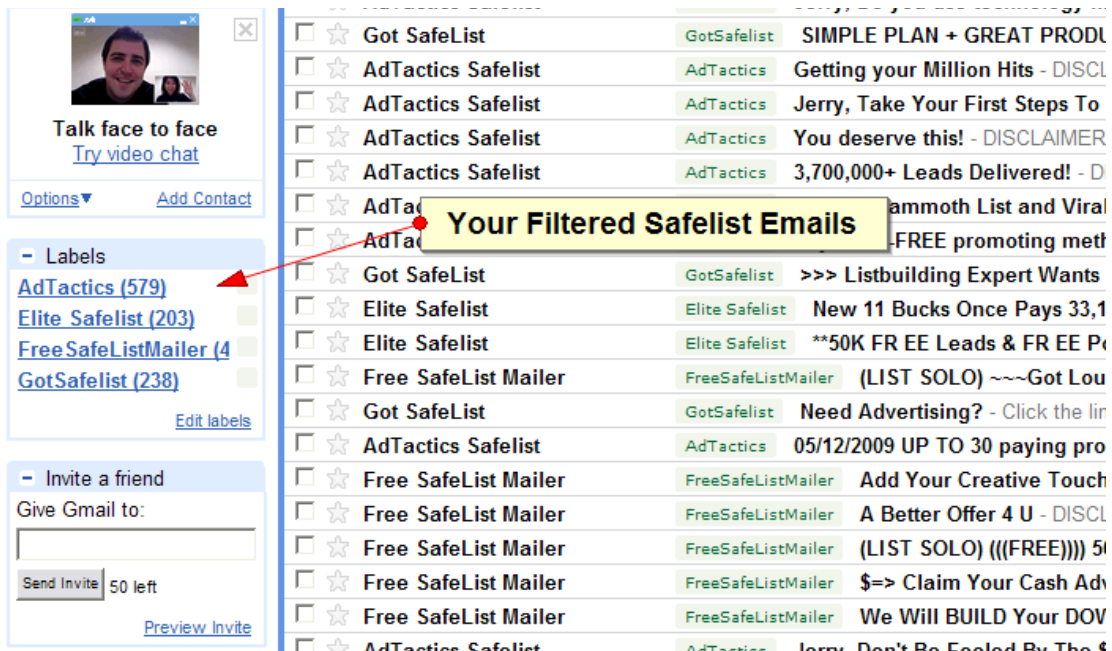
If you scroll down the page of your Gmail inbox, you will see the list of filters in the left column. Clicking one of these will pull up a list of all the recent emails you have received from that specific safelist.

I would suggest working on one safelist at time. Just start at the top and start clicking on the emails. Inside, you should find a link that you need to click in order to earn credits.

When visiting the websites of other safelist members, it's a good idea to actually pay attention to the sites that other people are promoting. After all, why would anyone take the time to look at your site if you are not willing to look at theirs?

There is also another good reason to pay attention while clicking for credits.

Pay attention to how other marketers are promoting their offers.

Check out the way they format their emails, study their splash pages, and see if they are using any clever new techniques to get sign-ups on their site.

When you see something good...make a note of it!

It will help you later on when you want to improve your own ads.

Ok, now that we've got some credits, let's submit our ad...

Most of this stuff is pretty self-explanatory, but I will break it down anyway.

I am using Mister Safelist again for this example. Every safelist is going to be a little different, but the basics are usually still the same.

1. If you are submitting a brand new ad, use the "Credit Mailer" link.
2. Enter a good subject that will catch the reader's attention.
3. Enter your text or HTML email advertisement.
4. Enter the URL for your site or your HitsConnect tracking link.
5. Enter how many credits you would like to use to send your ad. In most cases you will want to enter the maximum number allowed so that your ad will reach the most people.
6. Save your ad if you plan on sending it again in the future.
7. If you saved your ad, the next time you login you can use the "Saved Emails" link to send your ad again. This is a big time saver, and will allow you to login and send your daily safelist emails in less than a minute.

After you have submitted your ad to a safelist, you can move on to the next safelist. I keep a bookmark folder with all of my safelists, and can open all of them with one click. Submitting to all your safelists should only take a few minutes a day once you get the hang of it.

Most safelists will allow you to submit your ads every 24 hours. To get the most benefit out of safelist marketing, you will want to put yourself on a daily schedule of clicking credit links and submitting your ads. It can be a little time consuming at first, but if you follow the tips in this book it will be well worth the effort.

Submission Tips and Tricks

There is no limit to the number of safelists that you can use other than the time it takes to submit to all of them. Many safelists allow you to use their mailer once ever 24 hours, so it's a good idea to try and schedule your submissions to the same time every day.

Some safelists make you wait longer than 24 hours between sends. I used to try to keep track of which safelists I could submit to and when, but I found this to be too hard to keep track of, especially if I miss a day or two here and there.

The easiest solution for me has been to simply bookmark the "**login**" page of each safelist after I join. I add the login page bookmarks to a folder called "safelists" making it easier to keep all of my pages in once place.

In Chrome, you can do this by click the "star" icon at the top of the browser, and choosing to add to a new "safelists" folder.
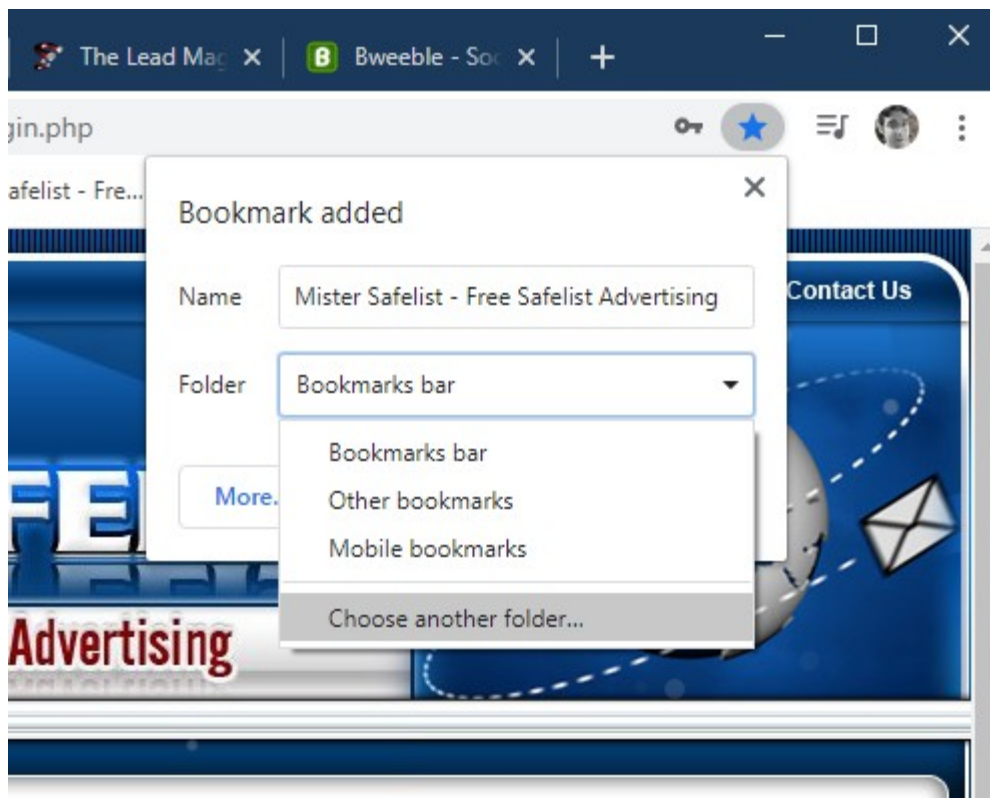
When it's time to do your daily submissions, it's easy enough to begin by right-clicking on the "safelists" folder and choosing to "Open all in new window".

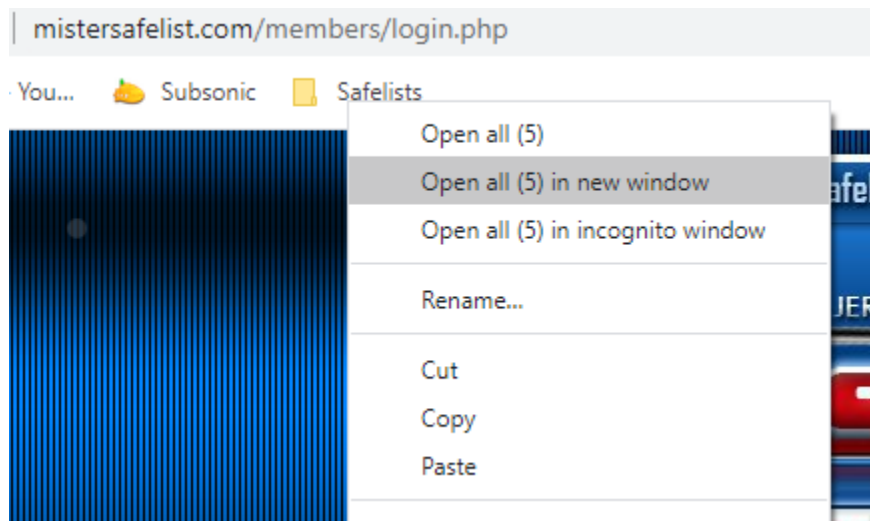This will open all of the "login" pages for you, so that you can begin your submissions.

A popular trend that safelists have adopted over the years is displaying "login ads" to members before they can submit their ads. This can really slow things down and add a lot of time to your daily submissions.

To solve this problem, I will often click the "login" button on one safelist, and immediately switch tabs to the next safelist while the first one is still loading. I might cycle through all of the safelists two or three times, getting them all to the submission pages, which does a good job of avoiding the login ad timers and getting to where I can quickly submit all of my ads.

To save even more time, I recommend downloading a copy of Quick Tab Change. This is a clever piece of software that was developed for using traffic exchanges, but it works just as well with safelists. Quick Tab Change allows you to assign one key on your keyboard to switching between browser tabs. This makes submitting your ads to multiple safelists a breeze, and will greatly decrease your submission time.

The Ultimate Time Saver

I think one of the reasons that so many people flee in terror from safelist marketing after only a few days is because they get so overwhelmed with trying to click all the of the emails coming into their inbox every day.

It's true that clicking for credits every day can be a little time consuming, but it's not nearly as bad as it seems.

The fact is that with most safelists you can earn more credits in a 24 hour period than you can spend. Every safelist is different, but for the most part, if you can get through every email in a 24 hour period, this includes solo ads coming into your "contact" inbox, you should earn enough credits to be able to send your ads for the next few days.

The url of website you are promoting :
http://www.trker.com/go/22876/

Send to: 8594   Credits Left: 1015991
(Free members are allowed to send up to 8594 members)

In this example I have 1,015,991 credits, but as a free member I am only able to send my safelist ad out to 8,594 members every 24 hours. That means I have enough credits to send my ads every day for the next 4 months without having to click a single credit link.

So what happens to all the emails that I continue to receive every day from this safelist? Well, I can continue reading the ads every day to earn even more more credits, I can use them to research what other people are doing so I can improve my own ads, or I can just delete them.

Every time you send a safelist email, make a note of how many credits you have left before you leave the site. If you don't have enough credits left to send your ad to every member of the safelist again, then you will need to do some work before you can send your next ad.

If you have excess credits, make a note of it, and decide what you want to do with the emails you receive over the next 24 hours.

Some safelists do require you to click every single credit link in order to send your ads to the maximum number of people. Keep track of where you need credits and where you don't. This is one of the easiest ways to keep your daily work load to a minimum.

So wait, how the heck did I earn enough credits to last me 4 months?

Here's the real secret to reclaiming your life while still being able to send your safelist ads every day.

As I mentioned earlier, most safelists give you the option to upgrade to a premium membership which gives you extra features not available to free members. In almost all cases, an upgraded member will earn more credits for clicking credit emails than a free member.

Since most premium upgrades last for 30 days, you will want to take advantage of that time by trying to click as many credit links as you can over the next month. It might seem like a lot of work at first, but by the end of the month you should have enough credits to send your ads every day for quite awhile, without worrying about running out of credits.

I wouldn't recommend upgrading all your safelist accounts at once. That's too much work. Try to do one a month, or stagger them by upgrading at a new safelist every two weeks.

If you focus on the bigger safelists first, you will find that the smaller safelists will become much easier to manage. After a few months of doing this, you will be spending far less time clicking for credits, and more time reaping the rewards of being able to send your safelist ads out every day with very little effort.

Another benefit of upgrading is the ability to earn higher commissions from anyone you refer to your safelists. With monthly recurring subscriptions and expensive yearly upgrades, it doesn't take too many referrals before your upgrade price is paid for, and you are actually making some money. Multiply this across all of the safelists that you use, and that can add up to some decent money.

Getting enough safelist referrals to pay for your upgrades and earn a profit does take some effort. If you are a member of several safelists, you can dedicate one of your mailings each week to be used for promoting your favorite safelists. For example, on Monday, you can send an ad on Safelist A promoting Safelist B. You can still use Safelist B, C, and D to promote your primary business, but on Tuesday, you might use Safelist B to promote Safelist C. In this way you are still promoting your primary business, but also building downlines in your safelists that can earn you free credits (less clicking) and even help pay for your upgrades.

Another option is to promote a single page that promotes all of the top ranking safelists, so that other safelist users can join directly from your referral link. You're welcome to create your own page, or you can use any of the ones provided for free by List Hoopla.

List Hoopla has been providing statistical testing of safelists since 2002. You can use their free rankings pages to build your downlines in all of the top performing safelists, and if there are any safelists that you are not a member of, you can join and submit your referral link from inside their members area.

Give This Book Away

I hope you have enjoyed reading Safelist Marketing Tactics.

Now that you have finished the book, I just wanted to remind you that this book comes with giveaway rights! Feel free to make copies for your friends, upload it to your website, or give it away as a gift to your subscribers.

If you would like to replace the affiliate links in this book with your own, please visit the Safelist Marketing Tactics website, and sign-up to receive information about purchasing the rebranding rights to this ebook.

Even if you don't plan on purchasing the rebranding rights, please sign-up at the Safelist Marketing Tactics website to to create your free affiliate account, which will give you the opportunity to earn money when you share this book with others.

Thanks for reading!

Jerry Iannucci
jerry@getrichwithjerry.com
http://twitter.com/JerryIannucci
http://www.GetRichWithJerry.com
http://www.MisterSafelist.com

Recommended Resources

Autoresponder Profit System – The money is in the list

Copyblogger.com – Tips for writing subject and email copy

EasyHits4U – Traffic Exchange with free splash page maker

Freelancer.com – Hire people to write, design, or create for you

Google Gmail – Create free email accounts to use with safelists

HitsConnect – Track your traffic and your results

HTML5-Editor.Net – Free HTML editor

Landing Page Monkey – Create powerful video lead capture pages

List Hoopla – Monthly rankings of the top rated safelists

Master-Resale-Rights.com – PLR content for giveaway products

Mister Safelist - The first safelist you should join

Pixabay – Free stock photography and clip art

Quick Tab Change – Speed up your daily submissions

TrafficWave – Professional autoresponder service

ZootHost – Quality website hosting