

Ultimate Safelist Survival

“The Ultimate Guide to Safelist Advertising for Maximum Results...”



By Michael Cobb and Soren Jordansen

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***** See Appendix i to find out how you can make money with this report! *****

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Introduction

I have used safelists in my advertising since I first got started in internet marketing in late 2004. Safelist advertising has always been very effective for me and has played a vital role in my rise to successful full time internet marketer.

A lot of people have asked me how I get those results from safelists and that has resulted in a number of guides and countless hours spend in conference rooms and forums trying to teach people how to duplicate my results.

I was at such a conference the other day and Jon Olson aka The Traffic Exchange Guy proclaimed me the King of Safelists. That made me think that the King would need to have his own ebook, hence my typing away right now.

I actually started writing this book 6 months ago but I deleted it all and decided to start over. It was simply filled with useless ramblings about the history of safelists and it made for a very boring read.

What you need and want is a simple and to the point guide filled with steps you can start implementing right away. The key topics I will cover are...

- How to use safelists efficiently and get results
- How to brand your name and face using safelists
- Use safelists to build your own list

However the main goal of this ebook is to show you that “Safelist Advetising Does Work... But Only When Done The Right Way!”

A note on automation

Auto submitters, auto inbox cleaners, auto validators and all other sorts of auto rubbish almost killed the safelist industry and they are the reason many marketers will tell you to ignore safelists. After reading this ebook it should be clear to you that these automation tools are a waste of money and they will actually harm you more than they will help you.

Step 1: Setting things up.

Email accounts.

The basic principle behind safelists is that advertisers get together and agree to receive email ads from each other. Therefore you can expect a lot of email especially when you start using a lot of different lists. So in NO circumstance should you use your main email account when you sign up for safelists.

There are quite a few companies offering paid safelist friendly inboxes, my advice... don't waste your money. I use and recommend [Gmail \(Google Mail\)](#) it's the best solution for safelists and it is free. Don't bother using some of the other free email accounts such as Yahoo, AOL or Hotmail their spam filters will only bring you headaches when using safelists.

You will need two email accounts, one as your contact address and one where you will receive the actual safelist emails. So create two Gmail accounts and name them something that you can easily remember e.g.

[YourNameContact@gmail.com](#) and
[YourNameSafelist@gmail.com](#)

Joining Safelists

Now that you have your email accounts set up it is time to start joining some safelists. There are thousands of safelists on the market but 90% of them are utter rubbish and only populated by auto submitter users. Until you have your own testing and evaluation system in place I recommend that you focus solely on [Traffic Hoopla's Top 20](#). These lists are proven performers and won't waste your time.

When you join the safelists you will have to click a confirmation link, usually at both your contact and list address. IMPORTANT: don't delete the emails after you have clicked the link, we want to keep them for the next step.

Setting up your Gmail labels

The labels and filtering options in Gmail are very useful when dealing with safelists. Now that you have joined the safelists, you use the welcome emails to set up your labels. I will use [Adtactics](#) as an example...

1. Open your Adtactics welcome email in Gmail and click on “Show details” in the header.
2. Mark the from email address and press Ctrl + C to copy
3. Click the “Create a filter” link next to the search boxes
4. Paste the email address (Ctrl + V) into the “From” field and press “Next step”.
5. Check the “Apply Label” box and choose “New Label” in the drop down menu.
6. Type in “Adtactics” as the name of the new label and press “Ok”.
7. Click on “Create filter”.

All email from Adtactics will now have this label applied and be filtered into your Adtactics folder. Follow the steps above to apply labels to all the safelists both at your list and contact address. This is a huge time saver in the long run and it will form the basis for some of the advanced tactics I will cover later in this book.

Track your ads

Tracking your ads is a must when using safelists. You need to know what lists are effective, what ads work where and what subject lines and ad copies gives you the highest click through rate. I will get into greater detail on the actual use of tracker links later, but for now just trust me when I say you need to track your ads ;o)

I use and recommend two different tracking services: [Hitsconnect](#) and [TrackThatAd](#). HitsConnect is hands down the best but TrackThatAd has a viral listbuilding feature that has worked great for me.

2. Your inbox is a tool

Big mistake

Most people just log in to their safelist email inbox and mass delete all the ads. This is a huge mistake, you need to study what other people are advertising and how. Here is a list of things you need to study and why... (always have a couple of Notepad windows open when checking your inbox)

- Scan all the subject lines and when you find one that makes you want to know more copy it to your Notepad. This way you will build a portfolio of attention grabbing headlines you can use in your own promotions.
- Most of the good safelists are credit based and you need to click credit links once in a while (kinda hard if you have deleted the emails)
- Same as with the subject lines, when you see an ad that makes you want to buy/click or join, copy it to a Notepad. Build an arsenal of these ads, analyze what the advertisers are doing and implement it in your own ads.
- Keep an eye on what other members are advertising. If 80% of the members on one safelist are advertising the same product/program you won't be successful with that unless you can do it better than the rest. So advertise something else or even better try advertising something that will help those 80% sell their product ;o)

And a word on fairness... safelists are an ad exchange and if you just delete all the ads without paying attention you can't expect anyone to read your ads.

The Inbox Routine

Thankfully the Gmail labels you have just set up will make your life a whole lot easier. Here is a step by step guide on what you should do with your safelist inbox every day...

1. Start by logging into your safelist contact address inbox
2. Go through all the labels and scan the subject lines as outlined above.
3. Read the ads that interest you and remember to copy the effective ones to your Notepad file
4. Click for credits, clicking credit links in your contact mails will often earn you 10 times the credits you will earn from clicking the normal email and it

can be a huge time saver.

5. Delete everything

Time to log into your safelist email inbox

1. Again go through all your labels and write down the good subject lines and ads plus note down if a lot of people are advertising the same thing at one list.
2. Click credit links from the lists you need to build credits in
3. Delete everything.

There you have it. This method is not rocket science but it is something most users don't do. It will give you a clear advantage.

You can also buy credits and upgrades from most safelists. Its usually very cheap and it can save you some clicking time. I personally do a mix of purchasing/upgrading and manual clicking.

3. Posting ads

So now we have done our inbox routine and we have clicked for the credits we need. It's time to start posting some ads, but first we must understand one very important thing...

There are different kinds of safelists and you need to use a different approach for different lists.

In other words we have to serve our ads in the best possible way and give people what they are looking for.

Regular Safelists

This is the original kind of safelist, no credits or other bells and whistles. This is just a pure exchange of email ads between members and people do not have an incentive to open your emails. This is also where your inbox research and Notepad files will pay off because you need to have a good subject line to get people to read you email and you need a good ad copy to get people to click

through to your site. Regular safelists are the hardest to master but some of the older lists have tens of thousands of members and you can get some great results from them because the clicks you do get will be targeted traffic to your site. [Herculist](#) is a good example of a regular safelist.

Credit Based Safelists

Are a lot easier to get results with. No matter how lame your subject line is some people will still open your email because they need to get to the credit link at the bottom. This is what we need to keep in mind, they will scroll past your ad to get to that link and you will have 3-5 seconds to catch their attention. So your ad needs to be short and nicely formatted. Including a funny or shocking headline with some bullet points and your link will work fine. If you are allowed to use HTML do it and if you are a traffic exchange nut think of your credit based safelist ads as Splash Pages. Of course a good subject line will mean more people opening your email and you might even be able to pre-sell the message so they don't scroll right past your ad. These lists are a dying breed though and are slowly giving way to a new breed...

Credit Based Safelists with page views

These lists work exactly like the credit based safelists above with one exception, you get to specify what URL people visit when they click the credit link in your emails. So the same rules apply: a good subject line helps but is not essential and you need to catch their attention fast with a splash page style ad copy. However the credit link will give you a second shot if people ignore your ad copy. Just remember that they might have ignored your subject line and ad copy completely as they are just going for the credits, thus sticking your main sales/join page in as your credit link will not work. In the main ad copy you link to your main page for the targeted traffic and the credit link has to be a splash page or a lead capture page to benefit from the random traffic. You can think of the credit links as a traffic exchange. [Adtactics](#) is a perfect example of this type of list. Adtactics was also the first ever credit based safelist and the owner Jon Atwood is among other things known as the Credit Based Safelist Pioneer.

SafeAdLists

Have been said to be the future of safelists, that still remains to be seen though. The concept is that you do not receive mails to your inbox, instead you log in to

your members area and read other peoples ads. In turn you receive credits and these credits are used whenever someone reads the ads you have posted. Here the subject line is totally unimportant, as the ads will automatically open. What you want to focus on here is preventing people from just clicking on to the next ad. Therefore you really need to think of your ad as a splash page: short, precise and interesting. HTML ads are by far the best options here. [Muscle Mail](#) is a SafeAdlist.

Tracking your ads (continued)

As I said you need to track your ads and you need to do it for the following reasons...

- To see if your ads and subject lines need tweaking e.g. your ads aren't getting enough click throughs.
- To weed out the dead wood safelists that aren't producing clicks no matter how you tweak your ads.
- To see if you get a lot of clicks but no results. In that case you either need to promote something else or tweak your sales/join page.

A tracking link in an Adtactics ad could look like this:

<http://trackthatad.com/?i=107932/Adtactics>

And in Herculist:

<http://trackthatad.com/?i=107932/Herculist>

You will get plenty of clicks to your credit link no matter what you do so there is no need to track that. Instead use a tracking link on the actual page people visit and tweak that page if it does not produce click throughs or subscribers.

Don't post the same ad to all the lists.

You need to have 2-3 different ads and subject lines ready at any given time. If you log in to the safelists and post the same ad to all of them your ad will appear 20 times in a row in people's inboxes. You can promote the same product but use different ads and subject lines and rotate these on the different lists.

Step 5. The Clever Bit.

Pay special attention to this chapter it will give you a real edge over the 99% of safelist users that do not follow this advice.

Use safelists to brand your name and face.

To quote Jeffrey Gitomer “all things being equal people tend to buy from someone they know, all things being not so equal people still tend to buy from someone they know”

Branding your name and face is a must in online marketing. A turning point for me was in mid 2005 when a lot of people started seeking me out for advice, wanting to join my downlines and buy my products. They all said the same thing, they had seen my name all over the place and thought I was successful.

When people see your name and face over and over again it will build trust and they will be far more likely to join your list and/or buy from you. Having full contact info on your pages will also increase your conversion rates as people feel far more comfortable buying from you than they do from a nameless and faceless website.

There are 3 ways you should use safelists for branding...

- Always include a signature with your real name and a link for your personal web site in your ads. I don't recommend including an email address in safelist ads as you will probably get a lot of spam and reverse marketing that way.
- If you use HTML ads consider including your photo in the ads
- Always have as much contact info as possible on the web sites you link to. At the very least have your name and picture on them.

You will not get world famous by using safelists but every little bit helps. If people see your name on safelist ads every day and then maybe also see your picture and name on traffic exchanges, forums, blogs etc. This all adds up and will make a huge difference for you.

Capture leads

Focus your safelist advertising on capturing leads. Get people off the safelists and on to your own list. That way you don't have to share them with thousands of other marketers, they will be much more likely to read your emails. You can build a relationship with them and slowly but steadily train them to be buyers.

There are many ways to capture leads from safelists, here are some ideas...

- If you promote affiliate products like Clickbank ebooks don't link directly to the sales page. Instead you should create a lead capture page and offer people a free report on the subject of the ebook you are trying to sell. Then follow up with emails about the actual product.
- Create your own products. These could be a small PDF ebooks or a videos. Offer them to people in exchange for their email.
- There are a ton of brandable ebooks and reports you can use to give away and build a list.
- You can promote programs that automatically sign people up for your auto responder a few that spring to mind are...
 - The [Home-Income-Team](#) lead capture pages
 - [Your Lucky List](#)
 - [Triple Your List](#) and
 - [TrackThatAd](#)

As I mentioned earlier you should also consider using a lead capture page as your credit link, I usually do that and have had great results.

HTML rocks

Always use HTML ads where allowed. This way you can include images, banners, picture and generally make your ads more visually pleasing and much more likely to stop the reader before he clicks the credit link and deletes your ad. Even if you are only going to post a simple text ad consider using HTML to change your font, make it bigger, highlight some words with **color** and effects like *italic* and **bold**. Just remember not to overdo your HTML ads, if your images take longer to load than it takes for people to locate the credit link, you are wasting your time and credits.

What you can sell using safelists.

Nothing really :o) At least you won't get good results if you go directly for the sale. As I said above build your list and then pitch the product. That being said not everything will sell on safelists and you need to keep in mind who your target audience is. The other safelists user are marketers just like you, who are trying to build their business and sell the products. You will get results from offering reports and products that will help them achieve success in internet marketing, but you won't be able to sell many ebooks on dog breeding. There might be some niche targeted safelists out there but I have never tried any.

Step 6. Efficiency and persistence is the key.

Some will tell you that safelist advertising is a numbers game and they are at least half right. Of course you will get better results from a thousand ads than from a hundred. But quality is just as important, I will take 100 ads posted to a good credit based list over a million posted via an auto submitter any day of the week. Efficiency and persistence is the key to safelist success.

The Coca-Cola way of thinking.

Think about how Coca-Cola do their advertising. They are not directly trying to sell you a Coke, they just want to show you their name, logo and product as often as possible. Their goal is to have you instantly think Coke when someone says beverage. It's working for Coca-Cola and it will work for you on the safelist... I like to call this the "advertise till they pay or puke" method. Basically the idea is that you post your safelist ads as often as you can over an extended period of time. Your goal being that whenever someone logs into their inbox your ad will be there staring at them. And whenever someone feel the urge to pull out their credit card or enter their email on a subscription form you want it to be likely that they are looking at your ad and site.

When is it best to post?

So there really is no "best time to post" as the best time is as often as you can. But there is one important thing to keep in mind. Generally email are sorted in people's inboxes with the most recent mails at the top. You of course want your subject line to be the first thing people see, so try to get one round of ads out in late afternoon/early evening US time. If your ad is very targeted to an Asian or European audience you post late afternoon/early evening in those time zones.

This is when people are most likely to read your email. But this strategy really only is an add on to the principle of posting as much as you can as often as you can.

Firefox is your friend.

The Mozilla Firefox browser is a huge help in my daily safelist routine, making me much more efficient. Firefox also has the added benefit of being more secure than Internet Explorer and because it's open source there are a lot of cool add ons such as script and sound blockers. But what makes Firefox so great for safelists is the tabbed browsing and the simple fact the Ctrl + left click will open a link in a new tab instead of a new window. Here is how that can help you.

- When you are clicking for credits use the Ctrl + Left click to open the credit link in a new window and delete the ad. When you have done that with 10-20 links simply go through the tabs and quickly close the rubbish and concentrate on the pages you want to see. Remember to look at the sites, you want other users to look at your sites as well.
- When you have joined all your safelists create a simple html page with the log in links. Group them by day and time of day based on how often you can post. So on Monday afternoon you open your html log in page in your browser and use Ctrl + LC to quickly open all your "Monday afternoon safelists" in tabs. Log in and paste your ready made ads to the safelists and click send. Using this method your daily safelist posting will take minutes instead of hours.
- If the thought of creating an HTML makes you scream in terror here is an alternative. Bookmark your log in links in Firefox and use the Bookmark manager to set up Tab groups. You then locate your monday safelist group in your bookmarks and select "open in tabs".

Expanding with solo ads.

As I have mentioned earlier safelist advertising is very affordable and as you of course use tracking links you will quickly learn what lists work best for you. Consider upgrading at those lists as upgraded members can post more often, use HTML ads, use personalization tags etc. Note that many safelists have some good deals if you purchase life time or yearly upgrades. Also consider

purchasing credits to save you some credit clicking time.

Many safelists also sell solo ads. When you identify the lists that work best for you consider investing in some solo ads. These ads will be sent to people's contact addresses and you will get a much higher response rate than on the normal ads. Keep an eye on your own contact address and don't buy solo ads from the lists that send out a lot of them every day. Also see what other people advertise in the solo ads and don't run an identical ad the next day. But safelist solo ads can definitely be a very cost effective source of advertising.

Yes they do work

If you have previously given up on safelist advertising or if you are a new user, I hope I have given you the inspiration to try using safelists. Remember that if you apply some or all of the strategies I have shown you here: "Safelists really do work!"

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Recommended Tools and Resources

Free Email Accounts: [Gmail](#)

Recommended Safelists: [Traffic Hoopla Top 20](#)

Adtracking: [Hitsconnect](#) and [TrackThatAd](#)

Auto responder: [Aweber](#)

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Writing: Soren Jordansen runs numerous internet businesses including the popular [Dragon Surf](#) traffic exchange and he uses safelists as a major traffic engine for these businesses. You can visit his blog at www.SorenJordansen.com to learn more.



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