



The Traffic Advantage Safelist Guide is Copyright 2008 by Al McGourlay, [Traffic Advantage](#) and [Grow Your Own Assets](#) , All Rights Reserved.

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## Welcome to the [Traffic Advantage Safelist Guide!](#)

I'm Al McGourlay, the owner of the [Traffic Advantage Safelist](#) .

This free short guide has been put together to allow you to decide whether you wish to join a Safelist by giving you the rundown on what a Safelist actually is, how you can benefit from membership and what you can and shouldn't do to get the best out of it!

### **So let's get on shall we?**

A Safelist is basically a group of people who all agree to receive other members' mails promoting their products in return for being able to send their mails. This agreement means you will never be accused of the dreaded Spam as everyone has had to confirm their membership via a confirm email which is sent by the auto responder programme to ensure no-one is playing pranks by putting friends emails in the sign up box. It's a simple procedure but one that works very efficiently.

Safelists are "credit" based. What this means is that in order to post an email to the other members you need to earn credits by opening, reading and clicking the special credit links at the bottom of the mail.

What this does is ensure everyone reads a high percentage of the mails they receive which means a high click rate for your product or website!

### **So why should you join a Safelist?**

You'll have heard the phrase, "The Money Is In The List"? It's true!! But building your own mailing list can be mighty expensive when you consider you need an auto responder, free stuff to give away and if you want street cred you also need your own domain name and server host. Safelists give you an instant list with no set up and you don't need any

of the above. Especially useful if you are an Affiliate Marketer!

### **Before You Start...**

Make sure you have an email address dedicated to Safelists alone. You will be getting a lot of mails! This will be your "List Email" that you will be asked for when joining. You'll also be asked for a "Contact Email" this can be any mail address you use regularly and will be where the lucrative Solo Ads will be sent. You don't get too many of these so need to worry about your mailbox filling up. :)

### **Sooo, you've signed up...**

Smart move!

Now what to do?

### **The Don'ts....**

Yeah, sadly the Don'ts come before the Do's because in many respects they are most important as you don't want to lose your membership, right?

- Don't send porn, hate mail, defamatory or any other form of potentially harmful info.
- Don't use headers like Notification of Payment Received, Admin, About Your Account, Account Expiring, You Won!, etc etc. You'll get booted for that!
- Don't use an autoresponder as your list email address so you can spam the sender, you get booted for that too!
- Don't reply to the sender with an ad of your own.
- Don't harvest email addresses to use in spamming.
- Don't use foul language, ever.
- Don't use overly long text in your mail, most people scroll down to the credit link and let the webpage do the selling anyway!

- Don't forget to mail every time it is available, you may well have paid for an upgrade so get your moneys worth! Every mail is a potential sale! It rhymes huh? Yeah, I used to write poetry (seriously lol), just keep that rhyming thought in your mind, it's a good mantra ;)
- And lastly....don't miss out on the current Safelist marketing revolution!!

## **OK Now for the Dos!!**

- Do use snappy headers/subject line to grab the readers attention.
- Do keep your sales copy short, \*Just Click Below\* is, believe it or not, more effective than 400 words or flashy HTML. Why? The reader does not need to search for the credit link so no built in frustration before they get there! If the reader loses interest before they even get to your sales page...you've lost them forever, even if you get them to click in future, the page they see will not give them good vibes, they remember the bad vibes from before at a very deep psychological level.
- Do cloak your affiliate links. Excluding Clickbank (who allow commissions from buying thru your own link (???) ), there are those out there who don't like to sign up/buy from affiliate links. Glory only knows why they should want the big guys to get ALL the cash? They also expect You to click on their Aff links? Surely it's best to know you're helping someone make a living and hope they'll help you too? That's a gripe for another day lol! Just use the online link cloaker, most Safelists have them. If not just go to [tinyurl.com](http://tinyurl.com) and do it there for free.
- Do use every mailing opportunity to send mail. Like I said before, every mail is a potential sale!
- Do include your name and if you like, a contact email address/Skype/MSN etc. Please remember the potential of sending our your email etc to strangers and the spam it may attract! If you use your List Mail address at least the mail will go to an account where you anticipated a large input.

- Do send the same ad with different header subject lines often. Did you know that it has been proved statistically that it can take as many as 7 visits to the same website to gain the level of trust required for a visitor to sign up/buy? Yeah, shook me that statistic did! It's also why Traffic Exchanges (where you surf sites to get credits to allow others to see your chosen sites) and Safelists are so popular and effective. They get blanket coverage and your site is seen often enough to foster the trust required to get those elusive sign ups/sales!
- Do click on the ads you are sent! I always spend at least an hour each day browsing the headers and clicking the ones that appeal most to me. That's the importance of headers! Everyone on the planet does that unless they are desperate for credits, so the header is extremely important.
- Do set up a "Swipe File". I'm on the lists of most of the Big Hitters as it were, and what I do is this. (can't remember which of em recommended I do so in an ebook I bought) But.. you see a subject header you like and you save it to a Word doc or similar for use when you have a product that is appropriate to the header. Name it "Swipe File" for ease of use. Dead easy and one of those tips you "know" but don't realise you "know" until you're told!
- Do persevere and have a plan and target in mind when you start marketing.

Thank You for taking the time to download and read this short guide and I hope it has been of assistance to you. If you know someone whom you think would benefit from reading then please do forward it to them!

Please take the time to scroll down to the resources page and have a look around!

Regards, Al McGourlay

[Traffic Advantage](#)

[Grow Your Own Assets](#)

Scroll Down ;)

## Resources For You To Browse At Your Leisure

[Traffic Advantage \(of course! ;\) ;\) \)](#)

[Virtual Metal Detector](#)

[Traffic Persuasion](#)

[Safelist Pro](#)

[Power Effects](#)

[InstaBuilder](#)

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[Traffic Ace](#)

[CashSpeeder](#)

[ViralExchange](#)

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Thank you again for reading and browsing and don't forget all the free stuff you get at Traffic Advantage even as a free member!

Wishing You Every Success,

Regards,

Al