

Simple Mailer Basics



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A *JAC Traffic* Product

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About the writer

Marcy McManaway has been working online as an affiliate marketer, site owner, and blogger since 1997. She now joins the JAC Traffic Products team as their Email Marketing Expert. Mailers have been her specialty and this ebook helps you capitalize on the knowledge she has gained via her email marketing advertising over the last 2 decades.

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[JacTraffic](#)

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Introduction

Marketing with Mailers is an essential part of your advertising success. Similar to traffic exchanges, you are viewing other members websites to earn credits in exchange for views of your own website. However, unlike traffic exchanges, you earn your credits reading their email and viewing their website by clicking on the credit link, within the email.

Many people are turned away from mailers because of the large amount of email they receive. This is why it is imperative to have a separate email account just for mailers. This will be discussed within the ebook.

Those that use them swear by them and this includes me. I recommend that, if you have not began using mailers... today is the day to learn.

I hope this ebook provides you with enough information to get you started on your way to mailer success.

To Your Success!

Marcy McManaway,
JacTraffic Team Member



Table of Contents

Introduction to Mailers.....	4
Setting Up Your Mailer System.....	5
Types of Mailers.....	11
Splashpages and Squeezepages.....	15
Integrating An Autoresponder.....	16
Tricks and Tips.....	17
Benefits of Upgrading.....	18
Planning Your Strategy.....	19
Making SimpleMailBuilder Work For You.....	20
Resources.....	21

Introduction To Mailers

What is a Mailer?

Mailers have many names and types. When I speak of mailers, I am including all of the different names available. Safelist, listbuilder, mailer, viral list builders, etc... They are all very similar, but with different features. There are also different types of mailers. Basically there is the standard ones that don't require you to click a credit link and those that are just credit link based.

In this ebook, I will be talking of the ***credit based mailers only***, because that is what I use and for me they work. I recommend that you stick with these if you are a beginner.

A mailer is a "***mailing list***" of the websites members who have opted-in to receive email ads from other members of the same mailing list. Therefore, this follows the rule of being spam compliant. In exchange for members viewing the other members emails, which advertise their product or business, they receive "credits" which allow them to promote their own product or business to the list.

Each mailer has the basic same features, but the terms of memberships vary at each. Almost all have a free option, but there are a few, that are pro members only. These advertise that using them means you are promoting only to paying members. If that interests you, you will need to test the mailer, to see if it works for you. I find there are more people using the free options and get my best results there, but that is my opinion only, so do your research. I would start with the free options, if you are just starting out.

There are many benefits to upgrading at some mailers.

I will get more into that later in this book.

Setting Up Your Mailer System

If you are just getting started in mailers, you must know that the setup process takes the most time. Once you get your mailers up and running, you will find that it takes no time to get your ads out.

Reading mails will also take some time, but you will learn tips and tricks as you go and this will make it easier. This is also one of the benefits up upgrading. Upgraded memberships receive monthly credits, which means you have to read less mails. More about that later.

Before signing up for mailers, I recommend that you set up your email accounts first. I use gmail primarily and I believe most of us who use mailers, do also.

If you don't have a Gmail account...Go Here

<https://accounts.google.com/SignUp?service=mail>

Set up 2 gmail accounts

example: mailerxyz1@gmail.com
mailerxyz2@gmail.com

Many mailers require 2 accounts:

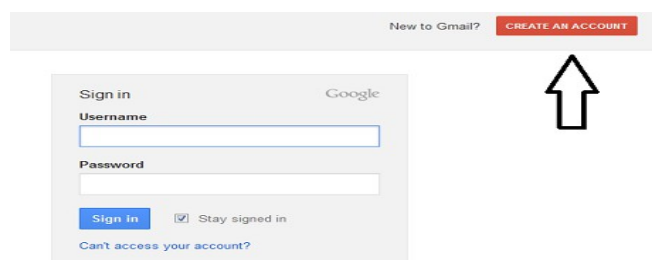
LFMVM mailers only require one.

One for your contact email and One for the list account

Your contact email account will receive information from the site itself with news and updated information. You will also receive emails from pro members and sometimes paid solos.

Usually reading mails from your contact account means earning more credits per mail. This is why I primarily read these emails first.

Your list account will receive all the rest of the emails. You will find this account will receive the bulk of the emails.

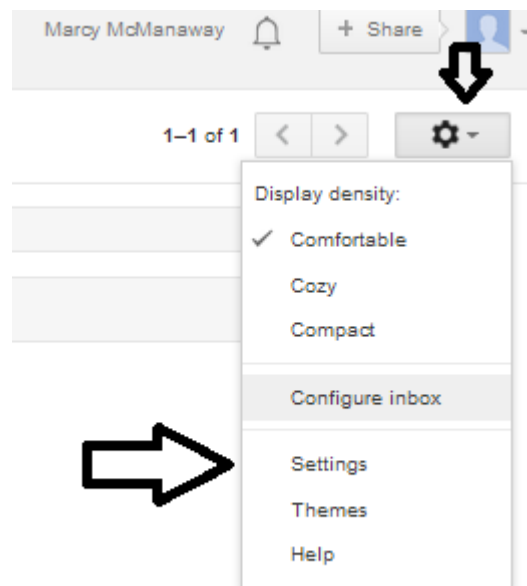


For mailers using just one email I usually send these to my contact email, so that I can read mails from all mailers without having to jump back and forth. LFMVM mailers use only one email. I will set these up in an folder all their own.

Using Gmail Folders

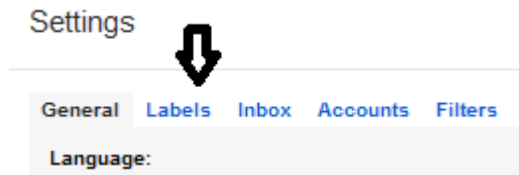
There are actually a couple ways to set up your mailer folders in Gmail. You can do it before you sign up to the mailers or after. I will show you both ways.

- **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.

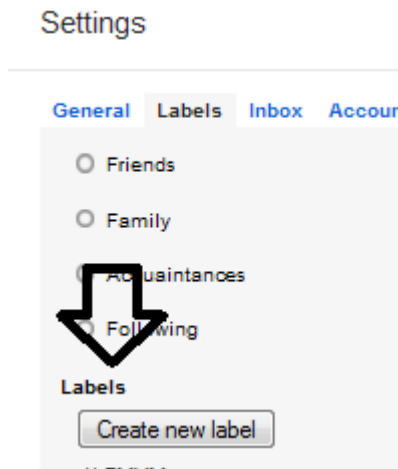


Simple Mailer Basics 7

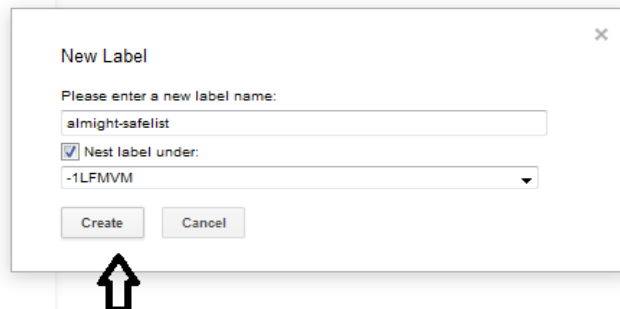
- In settings you want to find the label tab and click there.




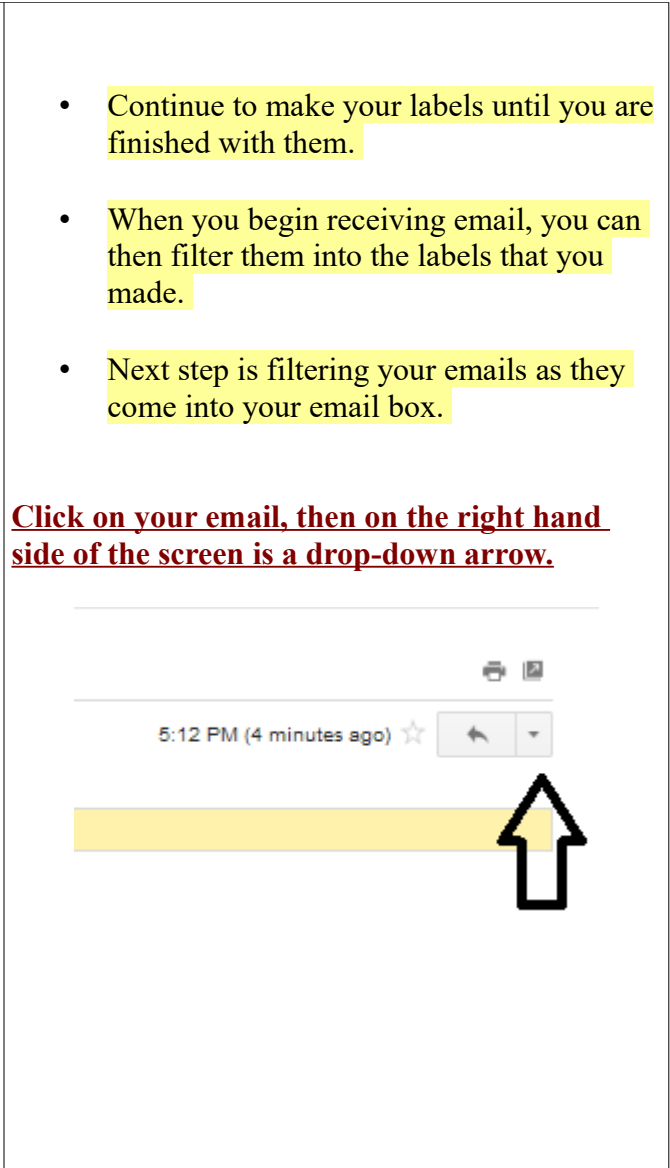
- Scroll down and find the “create new label” button.



- 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.

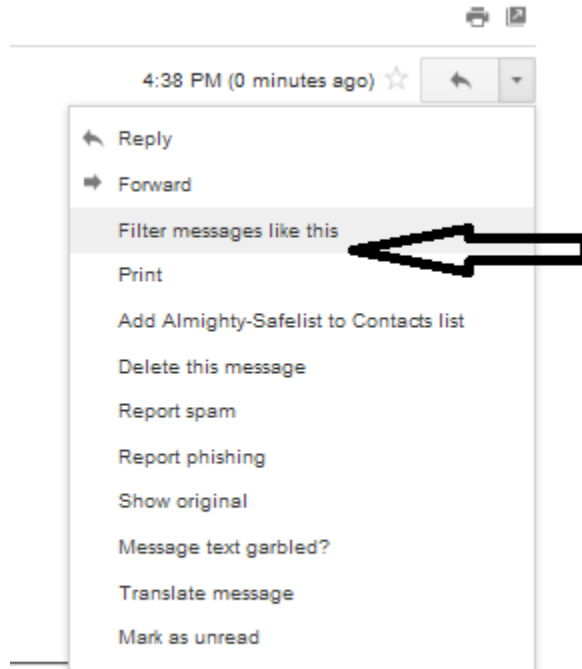


- When your label is created it will appear on the list on the left hand side of your gmail box.

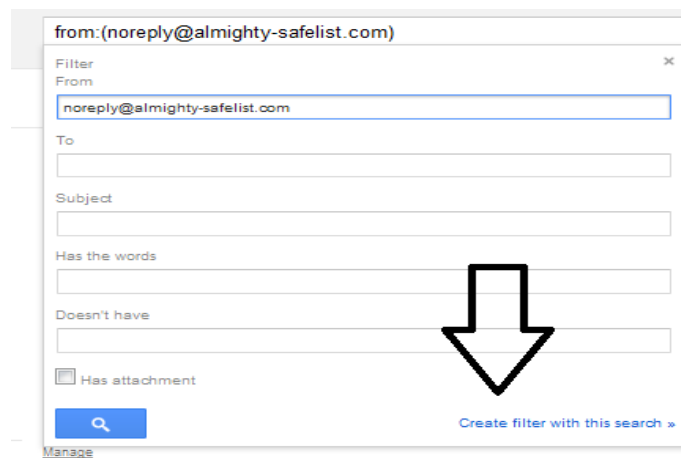
 <p>Gmail ▾</p> <p>COMPOSE</p> <p>Inbox (31)</p> <p>Important</p> <p>Sent Mail</p> <p>Drafts</p> <p>Spam (267)</p> <p>▼ -1LFMVM</p> <ul style="list-style-type: none">-mycashlistalmight-safelist (1)eliteviralmaileriblastmyadigotmails (1)-ViralNugget (235)2012-ads.com (8)activesafelist.co...Adcheiver (259)admastersafelist.comads4earnners.com ...adsolution (18)adtactics.com (11)adtroopers.comadz-2-profits.com (...)	<ul style="list-style-type: none">• 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. <p><u>Click on your email, then on the right hand side of the screen is a drop-down arrow.</u></p>  <p>5:12 PM (4 minutes ago) ☆ [reply icon] [drop-down arrow icon]</p> <p>[Yellow highlight bar] [Upward arrow icon]</p>
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Simple Mailer Basics 9

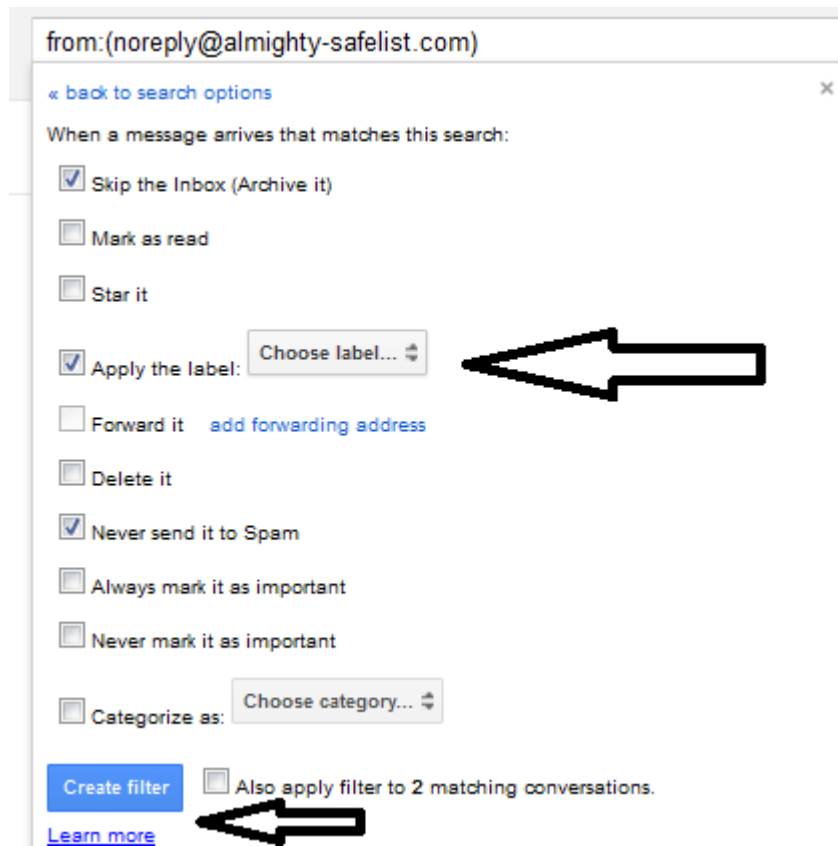
- Click the drop-down arrow and find the “filter messages like these” link. *Click There*



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



- 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.
- 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 ones 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

Again, I am only writing about credit based mailers. So I am going to concentrate on the different script types. You will also see that some mailers have other advertising tools, like banners, text ads, and some have many more. These you can use as you please. I believe that you should use all the resources you can inside a traffic source. That way you are getting all the benefits from the service. I will not be pointing all these out here. I will be concentrating only on the mailer part of the system.

LFMVM

Login Frequency Marketing Viral Mailers

These are one of the newest scripts to come on the market and one of the simplest to use. Because they are new, many of the memberships bases are not huge, but the results can still be good, if the owner is actively promoting the site.

I suggest using a tracker link when using mailers so you will be able to know which mailers work for you and which do not.



I use [VitalViralPro](#) as my tracker of choice, but there are many available. Pick one and use it!

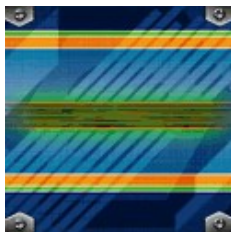
Using LFMVM Mailers

- After logging in Click On "Send Mail"

[ViralSafeList Mailer](#)



- 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!



[Max Mailer Pro](#)



[Mail Our List](#)

You will find a list of LFMVM Mailers at:
[SimpleMailBuilder.Com](#)

Text Ad Scripts

Text Ad Scripts come with many different advertising features. Some are basic and some have many other forms of advertising.

MassiveTraffic List is a good example! It has over 25 different forms of advertising. I highly recommend this one.

[Massive Traffic List](#)



- After logging in click on “System Mailer” You will also see a “Advertising Tab” Here you will find many forms of advertising including solo ads. Make use of both!

Take your time and peruse the site to gain the full benefits of **Massive Traffic List**.

Don't be scared to click a button in your member's area
Huge benefits are found with every click!!

First things First, New Members
Claim Your Free Ads

Click Here and redeem Promo Code: **newmember**
You'll Receive:
1 Solo Ad
4 Banner Ads
2 Button Ads
2 Block Ads

Other sites like these are listed at: SimpleMailBuilder.Com



Custom Scripts

On this page I am going to give some examples of custom scripts and with of my favorite owners. Good owners can mean the difference between a good active site and a dead one. These owners have proven to be good quality owners that promote heavily, which means more viewers to your ads.

Darren Olander

Darren has used mailers for many years. Today he owns several of his own and I will list them here. All highly recommended.

Adchiever



ViralNugget



More of Darren's Mailers

ListJumper

Build My Downlines

ListSurfing

(Traffic Exchange with Mailer)

John Bell

Viral List Builder offers good click thrus and he incorporates many bonuses while reading ads.

ViralListBuilder Plus



AdMasterPlus

(Traffic Exchange with Mailer)



[More Recommended Mailers](#)

[Bweeble](#)



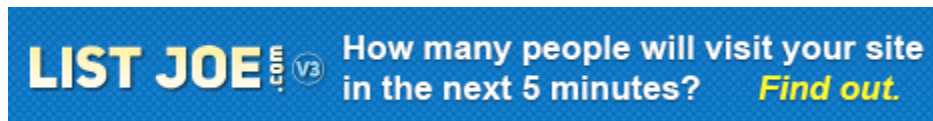
[MaxMailerPro](#)



[EuropeanSafelist](#)



[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 owners 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.

So track track track!

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

If not using one, I would recommend a splashpage, as opposed to the salespage. (which is usually is the sites main page) Splashpages seems to work best for me.

The most important thing tho, is standing out from the crowd.

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, use these pages to brand yourself so those you are advertising to...get to know you. This is called **Branding Yourself**. The importance of being known thru-out the industry will bring you more loyal referrals if they know, like and trust you. Branding yourself means simply to add a picture and name on your pages.

Check Out These Valuable Resources for Making Your Splash and Squeezepages



Integrating An Autorepsonder

An **autoresponder** is software or program that automatically answers emails sent to it. This is where you manage your lists of referrals emails. It stores your messages and automates, when they are sent. You can also email your list at anytime. This is called sending a broadcast.

Autoresponders is a must have if you are marketing online.

You will want to use an autoresponder with a squeeze page. Just follow directions at the autoresponder chosen.

It has been said many times, “The Money is in the List”
It's true!
If you are just starting out, this is the first tool you will need to have.

It's a must have!

Recommended

[TrafficWave](http://www.TrafficWave.net)

One price for unlimited lists



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.

Then go back to your 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 members ads, because that is what you want them to do for you. It is what makes the system work, so be sure and view them all, not just rush thru the credit links.

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.

- **Use Eye Grabbing Subject Lines.**

This 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.

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 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 you 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.





Planning Your Strategy

strategy is making a plan. If you don't have a plan and a consistent schedule for using mailers, you will not have the success that you are looking for.

Having a daily plan will work best in all cases, but I know that doesn't work for everyone. Many people have outside jobs and time is limited. Because of this, making a block of time within your week to work your mailers is important.

I will spend an evening reading mails. I also will read email during webinars to get 2 things done at once. Reading mails once during the week, usually will get me enough credits to mail a couple times. I then mail 2 to 3 times within that week. Many mail everyday and if that works for you great. You will have more success the more you are able do it. Remember upgrading allows you more credits which mean less time reading mails. So that will be up to you as to what works best for your situation.

The more you work your mailers, the faster you will become successful.

Making SimpleMailBuilder Work For You

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 list and mail. Simple!

The downline builder inside Simple Mail Builder is separated into sections. You could create a weekly plan by working one section per day..

Use the downline builder not just to build referrals. Promoting SimpleMailBuilder will build your downlines in all your mailers. It's a great way to earn commissions in more than one program, while promoting just one link.

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

Mailers

[ViralSafelistMailer](#)

[Mail Our List](#)

[Massive Traffic List](#)

[Adchiever](#)

[ViralNugget](#)

[ListJumper](#)

[BuildMyDownlines](#)

[ListSurfing](#)

[MaxMailerPro](#)

[European Safelist](#)

[Bweeble](#)

[ListJoe](#)

[ViralListBuilderPlus](#)

[AdMasterPlus](#)

Other Resources:

[Gmail](#)

[VitalViralPro](#)

[InstantSqueezePage Generator](#)

[SplashPageMaker](#)

[TrafficWave](#)

**For More Mailers and Resources
visit: SimpleMailBuilder.Com**





The End

Visit

[SimpleMailBuilder](#)

To Build Your Mailer Downlines



Cathy White



Jolynn Moss



Marcy McManaway

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