

3 Simple Steps To Getting Whitelisted With All Of The Major E-Mail Service Providers



Now You Can Learn The Hidden Secret To Getting Whitelisted and Staying That Way!

This product is brought to you by:

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Introduction

It seems that the buzz around the Internet marketing circles today says that e-mail marketing is dead. Everywhere you turn, there seems to be another marketer or web company coming up with ideas for a solution that will replace e-mail marketing altogether.

For some reason it seems, that many of them (even some of the biggest names in marketing today) have not done their research, or they simply already know the information that I am about to present to you, and want to keep it to themselves.

By and large, I believe it to be the first of those two thoughts above, and I feel that people simply jumped on the "e-mail is dead" bandwagon far too quickly.

I was guilty of it myself, and for whatever reason I too jumped into the mob thinking that e-mail had died and gone forever.

After about a year with not sending out any e-mails, dropping the lists I had and refusing to ever build another list, I decided that something was wrong.

Wrong because for some reason (even though e-mail was supposedly dead), I was receiving more and more junk e-mail than ever, and I was also still receiving my newsletters from a few select marketers that I know have valuable information to share.

I then decided to go on the hunt for information, and to see if I could dig up the dirt of what the real story was.

What I ended up with, was something so powerful, so revealing, and really so simple, that I almost wanted to kick myself in the rear for ever letting my e-mail lists go!

Armed with my new information, and a few strategies to get myself whitelisted (I had never even known someone could get "whitelisted"), I was off to build my new e-mail lists, and have been going strong ever since.

I decided that it was time to share the information that I am about to present to you because for some reason no one was saying anything about this in the marketing circles or elsewhere.

When I sit and think about it, I can see where the people (big marketers) online would not want this information getting out, and would simply go along with whatever the e-mail alternative of the day was.

It's because of something called competition!

I really believe that a lot of the really big marketers do not want this information being "pushed" around, and I also believe that most of the major ISPs', and e-mail providers do not want everyone knowing about this either.

Let's face it, if you were a very successful e-mail marketer, and you knew how to get "whitelisted" (that literally means your e-mails will not get tossed into the junk box or spam blackhole), would you really want your competition to know about it? NO!

On the flip side, I can also understand where companies such as AOL, Yahoo, MSN, and others wouldn't want the e-mail marketing public at large to know about it either.

Imagine all of the extra work and time (not to mention money) that they would spend dealing with not just maybe a few hundred e-mail marketers coming to them to get whitelisted, but many thousands of them.

So, you can do what you would like with this information, but I would advise to spread it slowly, and let it build on it's own rather than shouting it from the roof tops.

Why?... Well look at it this way.

If things get to overwhelming for these major companies, they may very well take what is a free service right now, and turn it into a pay service.

If that happens, they could very well turn it into such a high cost, that it really wouldn't be acceptable for smaller mom & pop businesses to take advantage of the services.

With that being said, let's move forward with the steps to getting you whitelisted, and getting your emails to your prospects and clients.

Keeping Your Emails Out Of The SPAM Boxes and RBL's

Before you get to deep into this special report, and following the steps, I want to make something clear right up front.

If you do NOT send out anymore than 100-150 email per month, then you do not have to follow these steps, and you can wait to do this until you build your email list a little larger.

By sending out 100 or more emails I mean, that you send out your emails to a list of at least 100 people.

As long as you're only sending our 50 or 70 or whatever, as long as it is below 150, then you need not worry about this until you start reaching that point.

SPAM BOX

The "SPAM" box is the box where you see all of those emails that are labeled as spam end up. If you have a Yahoo email account, then you will be very familiar with the little box below all of the others, and it's the box you very rarely check. (Other then to empty it!)

RBL

RBL stands for "Real-time Blocking List" or "Real-time Black List". To see an example of an RBL in action, go to www.spews.org You can type in an IP address in the search form, and it will do a search for that IP address, and tell you if the IP has been blacklisted.

There are several of these RBL's, and many service providers use them to determine if an IP address that they are receiving email from is blacklisted.

The First Step

The first step in getting your email address and IP address whitelisted is to first make sure you're not already blacklisted!

To find out if your IP address has been blacklisted, go to: <http://www.spews.org/> , and type in your IP address, and do a search.

NOTE: The IP address that you do a search on MUST be the IP address that is used by your emailing system, NOT your personal IP address.

To make sure you're checking the proper IP address, ask your email service provider for the proper IP address that your email goes out on when you do a mailing.

The next place you need to check for blacklisting, is at Google Groups. Go to: <http://groups.google.com/> , and do a search using your IP address once again.

If you add your IP address there, and nothing comes up, then your IP address is probably clean. But, I have one last check for you to do.

Go to: <http://www.whois.sc/> , and again, type in your IP address that your email goes out on. If all goes well, you should see a "reverse DNS entry there, and that reverse DNS entry will be the same IP address.

If it is not, then you have a problem. In order to be whitelisted, one of the requirements is that you have the same reverse DNS entry as you do for your outgoing email IP address.

Most likely you do, but if for some reason you do not, then you will need to find an email service provider that has the same reverse IP address DNS entry as the outgoing IP.

NOTE: When I say "email service provider", I am referring to whoever handles the sending of your emails to your list, either an email auto-responder service, or something else, they must comply with these rules, or you will not be whitelisted.

One last place that you may want to check you IP address is at:

<http://www.us.sorbs.com/> . Again, this is all about making sure that you have a clean IP address before trying to get whitelisted.

If you happen to find out that the IP address that you're on is indeed blacklisted, then the very best option is to move onto another service provider that is not blacklisted.

The one thing you need to keep in mind is that IP addresses have been around for years, and many of them do get dropped because of being blacklisted. You simply do not want to end up on one that is blacklisted.

It is an extremely difficult job to get an IP address that has been blacklisted off of those lists, in fact such a time consuming job, that it is simply best to move on.

I never recommend using any 3rd party email service providers, because it is simply too easy for their IP address(es) to be blacklisted because there are so many other people sending mailings from them.

If the service that you use (for example your 3rd party auto-responder service) is not "actively" keeping track of all of their clients, and making sure their own IP's stay clean, then you have no business being with that service provider in the first place.

There are tons of little auto-responder services today that simply do not have the money or the man power in resources to keep up with their IP's staying clean, let alone, being whitelisted.

The best option is always going to be to make sure that you run your own auto-responder, this way you know what's going on, when anything happens, and you can take action immediately to keep your IP address clean, and operational.

Unfortunately, it is beyond the scope of this report to go into any detail about how to set up your own auto-responder, or even where to find the software needed.

My suggestion to you is that you do your research, and do not simply relay on what others say. This is far too important a matter to just go on here-say alone. Find the facts, ask questions, and you will be well equipped to get yourself set up properly.

Step 2

OK, now before we actually go and have you fill out any forms for getting whitelisted, we need to go over a few things, and make sure you get yourself into a position that will look like you're on top of things when handling your email lists. (But, you're on top of things anyway, right?)

Let's first take a look at the CAN-SPAM laws that you MUST abide by if you want to be whitelisted:

1) You must have a clear notice of how your email recipient can opt-out of your email list.

Please do not try any tricky tactics such as moving your opt-out link 30 or 40 lines below your signature, or making things look very messy as to confuse the reader.

The bottom line is, if they want to opt-out, let them. You do not want them on your list anyway, and you'd never offer them anything they would want. Just play it by the rules (in this case, by the law), and you will be better off in the long run.

2) Provide a "functioning opt-out link in "every" commercial email you send out. (again, read above)

3) Provide a valid physical postal address of the sender.

4) You MUST use a non-misleading headline.

5) Use a consistent "from" email address

6) Include "valid" contact information.

To stay up to date on the CAN-SPAM laws, go to:

<http://www.spamlaws.com/>

OK, so far we have looked at the CAN-SPAM laws, but that is not enough. The CAN-SPAM laws are actually very flexible compared to the rules you're going to have to follow in order to get whitelisted with AOL, MSN, Netscape, Hotmail, and others...

But please, don't let this drive you away. Once you get

everything in place, and you have your lists(s) set up properly, it's a walk in the park.

A Look At AOL's Requirements

When you get whitelisted at AOL, this will also take care of a few other providers such as Netscape and Compuserve, along with some others as well.

Here are the "major" rules that AOL "will" be looking for out of you, and they "will" be watching and reading your emails for about a month to make sure you are a legitimate marketer, and not a spammer. Here they are:

REQUIREMENTS FOR AOL:

- 1)** E-Mail **MUST** be solicited
- 2)** **MUST** come from servers with valid "reverse" DNS records
- 3)** **MUST** come from secure servers *
(More about this in a moment)
- 4)** **MUST** contain simple and very obvious unsubscribe instructions

* A secure server is a server that **DOES NOT** have an "open" relay. Open relays are what many spammers use to mass mail, and hide the true "FROM" information of the email.

If a server has an open relay, basically a spammer can toss his email at these relays, and bounce their emails off of these relays and onto the email addresses on their lists. This is how many of them never get caught.

To find out if you or your service provider has a secure server, you will have to contact someone that knows how to handle open relays, and to have them check this for you.

If you're using a service provider, they should be able to answer this question for you.

A Look At Yahoo's Requirements

Yahoo's requirements are similar in some ways, yet very different in others. Here are the requirements for getting whitelisted in Yahoo:

REQUIREMENTS FOR YAHOO:

- 1)** Cannot send email with fake or forged header information *
(This can be tricky, we will look at this in a moment)
- 2)** MUST send email from your own IP address
(In other words, your email cannot bounce off of another server)
- 3)** IP address MUST have a valid "reverse" DNS entry
- 4)** You MUST obtain your mailing list valid, largely excepted means (No tricky or shady sign up forms)
- 5)** MUST include a "valid" opt-out link in every email
- 6)** You MUST remove permanent bounce backs
(If you get a "permanent fatal error" on an email, you MUST remove that email from your list ASAP)

* Email headers are "behind" the email, you can't see them on the surface. In order to see them, you need to look at what's called the "source" of the message.

Most email programs have a way for you to "view headers" or to view the "source" of the email. Find that, and view the source code for the email, and the headers are all of the code you see at the very top of the email message.

The reason I said this could be tricky, is that not many people know how to set up the email headers properly, and if you've had a programmer create your email auto-responder or email system that wasn't up to date on how to set up email headers properly, your emails will be tagged by Yahoo.

The reason this is tricky, is because you can really code some

very bad header information, but the email will still get sent out by the program.

So, just double check with whoever you're using for your emailing system provider or find out from someone that understands header information, and make sure that these entries are correct.

Also, Yahoo will watch ever email you send for about two weeks to verify that you know what you're doing, and that you're not a spammer.

A Look At Hotmail

Hotmail is a slightly different approach, and one that some people reading this may not be able to do right at the moment.

Hotmail uses a company named "BondedSender". In order to get whitelisted with Hotmail, and other very large service providers, you must sign up with the BondedSender program. Here's an overview of current pricing as of this writing:

Max Messages Per Month	Application Fee	License Fee	Bond
500000	\$375.00	\$500.00	\$500.00
5000000	\$750.00	\$2,000.00	\$1,000.00
50000000	\$1,000.00	\$5,000.00	\$2,000.00
Unlimited	\$1,250.00	\$10,000.00	\$4000 (Quote)

Now, at first I know that you may be thinking that, "*that is a lot of money to spend to be whitelisted*", but think about this.. If you're the least bit experienced with email marketing, then you should be able to make that back within two or three mailings. (depending of course on your business and products)

It will all depend on the size of your list, and your experience, but generally speaking, you should be making far more than this from email marketing per year to justify the costs.

Also, please remember this. BondedSender handles all of the email handling for not only Hotmail/MSN, but for Roadrunner,

outblaze, and over 31,000+ other domains!

Becoming a bonded sender through BondedSender (which uses IronPort and Return Path services) will get you whitelisted with no less than 31,000 ISP's.

Step 3

Getting It All Put Together

OK, we have looked at a lot of different things here, so before we move on let's take a little time to review what you've learned so far.

In step one, you learned how to find out if your IP address has been blacklisted, and many of the services that can help you find this out.

You learned that if your IP address is in fact blacklisted, that it is much more profitable, and a whole lot less time consuming to move on to another IP address, than to try and get that IP address cleaned up.

You also learned in step one that it is extremely important that you research your email service providers history and IP address that you're using for your email sending purposes.

You now know that using 3rd party auto-responders, and mailing services can be an extremely risky business.

In step two, you learned about what is required from you to stay within the CAN-SPAM laws (you must research this yourself, as these laws are being updated all of the time), and what companies like AOL and Yahoo are looking for from your mailings as well.

You now know that it is no longer an acceptable practice to use "tricky tactics" for grabbing peoples email addresses, and that people who are signing up to your list must be well informed as to what they're actually signing up for.

You now know that your IP address must have a "valid" reverse DNS entry, and you know how to check to see if that is true.

You learned what a "secure server" means, and that whatever

server you're sending mail from MUST NOT have any "open relays".

You also now know that you must provide a clear and simple means for the reader to "opt-out" or unsubscribe from your email list using both an "valid" unsubscribe link, as well as providing your postal address.

OK, now let's move on to the actual process of getting you on these whitelists, and getting your email messages in your clients "inbox" and not in the SPAM box.

Before moving on, please make sure you have taken care of everything we have gone through here, and make sure everything about your sign up forms, websites, and anything connected with your email list is at 100% to the good.

First, you need to know that these companies WILL BE visiting your websites, checking your sign up process, and making sure that you're playing by "their" rules, so make sure you're 100% up to date, and that you feel comfortable and ready to go.

Here are the addresses you need to get started in the process of getting whitelisted in order as presented via the steps.

AOL Sign Up Form and Information:

Serves: AOL, Compuserve, and Netscape
http://postmaster.info.aol.com/tools/whitelist_guides.html

Yahoo Sign Up and Information:

Yahoo Mail
http://add.yahoo.com/fast/help/us/mail/cgi_bulkmail

BondedSender (IronPort and Return Path)

Handles emails for: Hotmail/MSN, Roadrunner, Outblaze,
and over 31,000+ other ISP's and domains

Overview:

<http://www.bondedsender.com/commercial.html>

Application:

<http://members.bondedsender.com/bsp/register/index.do>

If you're a smaller email marketer (Less Than 150 emails on

your list), then the most important for you right now are the first two. After you build your list, then you will want to move onto the BrandedSender Service.

That's it! That's all of the information you need to get yourself whitelisted, and start really out performing your competition.

There are many, many other aspects to successful email marketing, and I highly recommend that you do a little more reading by some of the top information marketers to see just how you can improve your conversion statistics.

But, as long as you follow this report, and make sure you get everything set up just the way that the above companies ask you to, you will be whitelisted normally within 20-40 days, and your competition will still be landing in their subscribers SPAM box, or floating around in some black hole somewhere.

You have made an excellent choice in reading this report, and an even better choice in taking action with the information that has been presented in this report.

Just a little statistic here to get your mind moving...

Last year was one of the worst years as far as email marketing went for a larger majority of the people who use email as a means for their marketing efforts.

While everyone was running around like a chicken with it's head cut off trying to find a new way to handle what they thought (and they still think this) was the end of email marketing, a marketer by the name of Corey Rudl had his best email marketing year ever!

He jumped up from just over \$1,000,000 per year in email marketing profits, to well over \$4,000,000 using email to make money from his lists.

Now I ask you this... If email is dead, then how did Corey and a few others in the know pull it off?

The bottom line is, email marketing is stronger than ever, and the people who find the answers, and take action will be the ones who produce the profits, while everyone else lays around crying about how

bad things are.

You now are armed with that very information, all you need to do is apply it, plain and simple.

I hope that you have found this information as exciting as I did when I first discovered the truth about email marketing, and how it can still be the most powerful marketing tool known to man!

Wishing You Success!

Resources

An Email Resource Box You Can Copy and Use

Sample Unsubscribe CAN-SPAM Compliant Resource Box
(Formatted To 65 Characters)

=====

You're signed up to the <?Publication Name?>
as: <?First Name?>, from IP: <?IP Address?>

If you believe you have received this email in error, or simply no longer want to receive these notifications, please visit the URL below.

You will automatically be excluded from any future mailings including my hot software tips, and special advanced pricing just for subscribers.

<?Unsubscribe?>

Or, if you would prefer unsubscribing via postal mail, please contact us at:

YourSite.Com
P.O. Box 99, City, State, Zip, Country
PH: 555-555-5555 M-F Bus. Hours EST

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NOTE: It is not necessary (as of this writing) to provide your phone number. Also, "YourSite.Com" could also be the name of your business, it does not need to be your domain name.

Sign Up Forms and Applications

AOL, Compuserve, and Netscape

http://postmaster.info.aol.com/tools/whitelist_guides.html

Yahoo Mail

http://add.yahoo.com/fast/help/us/mail/cgi_bulkmail

BondedSender

Handles emails for: Hotmail/MSN, Roadrunner, Outblaze,
and over 31,000+ other ISP's and domains.

Overview

<http://www.bondedsender.com/commercial.html>

Application

<http://members.bondedsender.com/bsp/register/index.do>

Check Your Email For SPAM Triggers and SPAM ranking tools

Free To Use Email Spam Checker Tool

<http://www.enetplace.com/spam-checker.html>