

# *3 Deadly Mistakes*

*Killing Your Safelist Advertising*



*And How To Avoid Them*  
*To Make Your Promotions Work!*



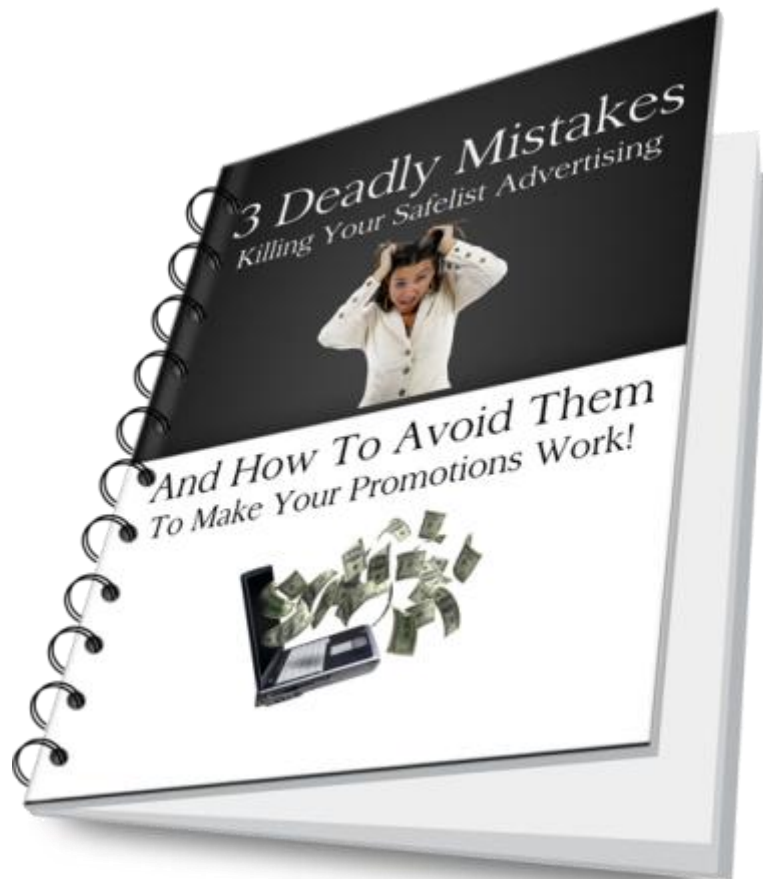
# 3 Deadly Mistakes

Killing Your Safelist Advertising

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To Make Your Promotions Work

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**MOTTO:** Safelist advertising works! It's the people who kill their own results!  
Are YOU one of them?

## INTRODUCTION

If you're reading this reports, you've been using safelists for some time already and maybe you're wondering now why your advertising efforts bring so minute results. Maybe you're sending thousands upon thousands clicks to your offer page to see just a few measly sales. Or maybe you reach good results already and want to find out if they can be better. Either way, please read this report, digest it, and apply what I am writing about, and your results will improve. Guaranteed!

What this report is about concerns using credit based safeliste, i.e. ones where you get credits for reading other people's e-mails and use those credits for your own advertising. Therefore, the advice contained here can be easily applied also to text ad exchanges, and it will work equally well.

Now, let's have a look at what is killing your safelist advertising, and what you can do to reach better results, i.e. better conversions, more sales, and of course more money in your account.

## CHAPTER I. The Subject Line

The subject line and the copy, i.e. the body of your advertising is the first thing that another safelist user sees. Now, let me ask you: do YOU read the subject lines of the safelist ads you open to get credits? I doubt it. So if YOU don't read them, why expect anybody else to do otherwise? I guarantee you that you could send a safelist ad with the subject line "Aliens Ate My Dog At Midnight" and it would get open the same, and the link inside it would be clicked the same. It is because the person who opens it is not interested in your message but in the credit link itself. This in turn lead us to another conclusion, a very painful one, that your copy is also irrelevant. You could put a fragment of "Romeo And Juliet" there, and anybody reading your ad would click the credits link the same. Not very encouraging, is it?

So is the subject line and the copy totally irrelevant? To a great degree, yes, but many people make it even worse. Seriously.

Let's look once more at the subject line, and at what can be done to make it stick out like a sore thumb and be noticed even by the fastest safelist ads readers. But let me start with what NOT to do.

First of all forget about all those fancy characters so many people use so willingly. Yes, your message may be more visible then, but it looks amateurish and spam-like and you want to present yourself as a professional, right?

Secondly, never use CAPS while writing your subject line, except for a word or two that you want to emphasize. That's it. People abuse caps all too often.

Finally, drop excessive punctuation, especially things like three exclamation marks at the end of your subject line.

All the above make your ads look amateurish and although the link in your ad will be clicked, your ad may pass unnoticed.

Now, let's see what to DO in order to improve the subject line. Again, I'll present three tricks that can be helpful here.

Trick number one: the cliff hanger. People are driven by curiosity, and our mind requires that whatever we read be complete from the beginning until the end. You can upset the reader's mind by presenting them a subject line like this:

"I have just found the easiest..."

And you provide the rest of the subject line in the copy itself:

"...way to get hundreds of subscribers a week.

-----"

And your copy follows here.

Trick number two: controversy. Yes, just this. Make your subject line controversial, but... forget about phrases using the word "dead", "not working", and similar. They're overused and worn already, and won't arise much controversy. A controversial subject line should irritate the reader, challenge an established belief, stimulate thought, or encourage them to doubt something that has seemed so obvious in the past.

On the other hand your goal should be to keep things realistic. While you want to instill doubt or to encourage questioning, you will want to avoid being so intentionally controversial that you destroy your credibility before you get the chance to present your offer.

Examples of good controversial headlines:

"A single fact about <topic> that all gurus 'forget' to tell you about"

"Are you one of the herd? Stop following, start leading!"

"If you're not doing [Action or Approach], you will eventually fail."

Trick number three: how-to headlines. People love to be guided, love finding answers to their questions, and a how-to headline can become more visible to

them, or just attract their attention once they click on your message in their e-mail program. The trick here is simple, you just provide solution to one of their problem and this will make them pay more attention to your copy when they open the ad.

Examples:

“How to build a reputation in your niche at warp speed”

“How to think, behave, and profit like millionaires do”

“Find out how to triple your profits while working less”

There are of course more techniques to building a winning subject line, but then this report would become too big to call it short. You'll find all these and more techniques discussed in detail in the e-mail course on list building that you've just subscribed to.

## CHAPTER II. The Copy

Once we have a winning subject line, let's get down to the copy itself and let me tell you that this is the part where almost all people using credit safelists and text exchanges fail miserably. Why? Let me ask you once again: do YOU read the ads to get safelist credits? Or do you just scroll down to the credits link? See? Why do you expect others to behave differently. What your readers are looking for is the credits link to click, and nothing more. No matter how long your copy is, they will just slide down to that one link, disregarding all the rest. After all, you do exactly the same!

Again, however, the case is not at all lost, and you can get your reader's attention by following two simple rules that most people so easily violate.

Rule number 1: Nobody is interested in reading your ad copy. People want to click the credits link as soon as possible to get their credits.

Solution: Like in case of the subject line, make your copy **STRONG** and **SHORT**. This will serve two purposes: a strong copy has the chance to grab your reader's attention while its being short will make the credits link appear "above the fold", i.e. the reader will not have to scroll down to find it.

Make your copy a one-, two-, maximum three-liner. To make it strong, make it correspond to the subject line. If used the controversial, or how-to subject line, you can repeat it in the copy and add a line or two to increase its effect.

E.g., when your subject line is: "Find out how to triple your profits while working less," your copy could read:



“Do you want to triple your income in less than one year? It’s possible and I’m going to teach you how. So don’t go anywhere. Click the credits link to find out how!”

And that’s it. Strong and short, attention grabbing, curiosity raising subject line and copy with the call to action.

Rule number two: Make your ad copy jump into your reader’s eyes!

Solution: Many credit based safelists allow even their free members use HTML for sending their ads. Strangely enough, not many people click the link reading “click here to send as HTML” or something like that, which opens the HTML editor and allows you to beautify your ad. There will be more about it in the e-mail course, but just have a look at this:

Hi John,

Do you want to triple your income in less than one year?  
It’s possible and I’m going to teach you how.  
So don’t go anywhere, but click the credits link to find out how!  
Cheers,  
Robert

And now look at this:

Hi John,

**Do you want to triple your income in less than one year?**

**It’s possible and I’m going to teach you how. So don’t go anywhere.**

**Click the credits link to find out how!**

Cheers,  
Robert

It virtually jumps right on you, leaving you defenseless. You have to notice it, especially if all the other ads were as dull as a gas bill.

Following these simple tricks relating to the subject line and the copy can significantly boost the visibility of your ads as well as your conversions.

There is one more thing that has to be discussed here: putting links into your safelist ad message. How often have you opened a safelist ad to scroll down through a long copy full of various links. No matter whether it is the same link repeated x times, or x different links, have you ever clicked any of them? I bet you didn't. What for? They do not give you credits, they distract you from reading more safelist ads in the same time, so why bother? Exactly! Why bother?

People will hardly ever click on those links because they are interested only in one link in the whole message – the credits link! So putting any other link there makes no sense at all.

Why do people stuff their ads with those links, then? Because they mix e-mail marketing with safelist marketing. Someone told them and taught them to put a link to their offer after each paragraph, and they blindly follow forgetting that these technique can make more people angry then encourage to click on any of those links.

Safelist marketing IS NOT e-mail marketing, and the only link that should be there is the credits link! Besides, having a URL in the body of your message can be against the TOS of the safelist, and your messages can remain unsent and you can get banned.

Remember:

1. Make your subject line enticing using the cliff-hanger, controversy, or how-to technique.
2. Make your ad copy:
  - a) strong – so that it grabs your reader's attention,
  - b) in HTML – to do the same,
  - c) short – to keep the credits link visible on screen.
3. DO NOT put any links in your safelist ad.

## CHAPTER III. The Landing Page

The landing page is where the readers of your safelist ad will see after they click the credit link. Unfortunately, it is just one more element that kills many people's promotions. You can find everything here, from sign-up pages to video playing pages, registration pages, and even squeeze pages which would be good if not the fact that they are all too long to fit on screen. Who wants to scroll to find the sign-up form? So want to read the text on the page for long minutes if the timer is only 10 seconds? You? I doubt it.

Again, then, if YOU hate it, why do you think others love it? Just because the program owner told you this is his best converting page? Maybe it is, but it is absolutely unsuitable for safelist marketing. Let me just remind that once the page is opened, the timer starts running and when it hits 0 and credits are awarded, the page gets closed! Even if you offered the moon and stars there, if it is too long to be read within that short time, people are not going to take action.

The most common mistake, however, is using sales pages as landing pages. This is something that ruins your advertising completely for a few reasons. You can read about one above – sales pages are long and safelist users don't like reading long pages.

The second reason why sales pages are not appropriate for safelist advertising is that people who use safelists are not using them to buy things, but to get more exposure to their own advertising! They want to SELL not to BUY. So when you try to SELL, you are doomed from the start.

Further on there are registration pages. Again, long pages with a signup form at the bottom. And again, who wants to read them? Who wants to waste time, scroll down, register, no way. The timer hits 0, credits awarded, page closed. Bye, bye.

Some people, however, go even further than that! They join Internet Marketing related safelists and start offering lotions and potions, muscle building and weightloss, forex, golf, you name it that has nothing to do with Internet Marketing! This is the fastest way to disaster. And they sit and scratch their head wondering why out of a gazillion people who saw that page maybe one signed-up. Think!

So these are the mistakes people make when advertising on a safelist:

1. Using a landing page that is unsuitable for safelists.
2. Trying to sell.
3. Advertising a product that has nothing to do with Internet Marketing.

Now let's try to look for remedies. Are there any? Of course, there are.

Let's start with point 3. Would you be interested if I showed you a way to advertise your lotions and potions for hair, muscles, losing weight or whatever you wish that could actually bring you sales? Do I hear a "yes"? Great. Read on.

Let's move to point 2. Would you be interested if I showed you the way to sell without actually selling? And anything you want, and not once but many times to the same people? Do I hear a "yes"? Great. Read on.

And so we land on point 1. Would you be interested if I told you that there is just one little trick that can change your pathetic advertising into a money making machine? Do I hear a "Yes"? Great. Here it goes.

In fact we are going to solve those three problems with just one small thing – a squeeze page! In case you've been living in a cave for the last few years and this is your first day in Internet Marketing, let me just tell you that a squeeze page a very short, specially designed, branded page with an opt-in form where you offer your high value product for free. The only thing you ask for is the visitor's name and e-mail address (more and more often e-mail address only). That's it!

Now let's look at the details.

It is a **very short** page. It easily fits within the screen and you can see all its elements, including the sign-up (or opt-in) form.

It is a **specially designed** page. Squeeze page design follows a few simple rules: it must have a headline, sub headline, a few bullet points listing the BENEFITS of your offer, a call to action, and the opt-in form with a big submit button and SPAM policy. Sometimes the bullet points are replaced with an image or video, and sometimes they are combined with the product image or video.

It is a **branded** page, meaning it bears your photograph, full name, and signature, so that the people see who they are buying from. Branding is essential, because this is how you gain your presence in the Internet Marketing world. If what you have to offer is high quality, you'll become more and more recognizable with time and you'll gain the status of the authority. It all starts with branding, though.

It has a **call to action**, which is a well visible slogan like: "Enter your name and e-mail and click the button to get your (free report/video/software)." Or anything like that. Just have a look at various squeeze pages you come across to get the idea.

It has an **opt-in form**. This is how you collect your visitors e-mail addresses and build your list. Everybody who will want to have what you offer on the squeeze page will provide their e-mail address.

It has a **SPAM policy** which is a short message under the submit button, like "your data is safe with me. I won't make it available to anybody. You can also unsubscribe from the list at any time," or anything to that tune. Look at the squeeze pages you are shown and you'll get the idea.

The sole and only purpose of the squeeze page is to get the visitors e-mail address. Therefore, you will not place any links on it except for the submit button.

Believe me, you'll be surprised with the change in the results. You may not make any sales again, but this time you'll have a list of subscribers built, and you will be able to send your offers directly to them.

## CONCLUSION

As I mentioned at the beginning, safelist advertising works if you know how to use it. You've had a look at the most serious mistakes people make when using safelist advertising and you now know how to avoid them.

First of all, you are now aware that although your subject line is highly insignificant for a safelist reader, you can get their attention if you use it right.

Secondly, you are now aware that your copy, i.e. the ad is also highly insignificant, but again, you also know how to make it jump right to the readers eyes.

Thirdly, you will remember that your copy must be short, so that the credits link remains on screen. Nobody likes scrolling and look for it. Fourthly, you know that it is a bad practice to put your sales page as a landing page, because people do not participate in safelists to buy to gain more exposure for the products they want to sell.

Finally, you've learned to replace those lengthy sales pages with squeeze pages, because you can not only make more sales this way but also build a list of subscribers that you can send your offers directly to.

All the techniques I described here do not require you to have your own website, but putting up a squeeze page will require an autoresponder. Please see the RESOURCES section for recommendations.

If I got you interested and you would like to learn more about list building using safelists and other free resources, please visit my blog and sign up to my list building e-mail training clicking this link: <http://roberthcwik.com>

Did You Like This Report? Please Share With Your Friends!



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Share on Twitter



Share on LinkedIn

## RESOURCES

Unadvertised bonus! Click the link below to get my list of 30+ best credit based safelists and 20+ text ad exchanges with membership way above 1000 each!

[List of Safelists And Text Ad Exchanges](#)

### Auroresponder

[TrafficWave.net](#) – it is my autoresponder of choice because not only will it allow you to set up e-mail campaigns, but it has also a built in squeeze page creator that can help you set up your squeeze page very quickly and will host it for you (so you don't need to have a domain, hosting, etc.). It is free for the first 30 days, but it can be extended to 60 days. Once you join, I'll show you how. No payment info is required at the registration.

[GetResponse](#) – more advanced as compared to TrafficWave.net and free to use until you reach 100 subscribers. Will host your opt-in forms for you so again, no website needed.

### Squeeze page creator

[AdKreator](#) – create beautiful splash pages and squeeze pages quickly. Just add your autoresponder form code and you're ready to rock and roll. Will host your creations for you!

[TEToolbox](#) – Internet Marketer's Swiss Army Knife – build splash and squeeze pages, use ad tracking, banner rotator, URL rotator, you name it. Whatever you need, it is already there.

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**GET PAID TO SHARE THIS REPORT**

Whatever you decide to do, get excited! You've just found an easy way to make money; even if you sleep! Thank you for reading and sharing!

A handwritten signature in black ink that reads "Robert H. Carl". The signature is written in a cursive style and is positioned on a light-colored rectangular background.