

How I Work My Safelists

Introduction

In this article I'm going to explain how I handle my safelists in my daily routine.

But, first you need to understand that each safelist is a little bit different and your way of handling them must adjust to the individual system.

And, you also need to know that I am a "we", meaning that I and my wife are a team. She reads the ads from all sources that we are working and I spend the credits on the ads that we post.

My wife reads a minimum of 10 ads per vendor per day on only the vendors where we have not met our goal.

We gather credits and money from a variety of places and plow it all back into our promotions.



Organization

We use Firefox as our primary browser. Within that system we use an add-on that allows us to set up our pages within Firefox under tabs that have 25 dialers on each. We categorize the tabs into groups like PTC sites, Safelists, Traffic Exchanges, Miscellaneous, and many more. These are our vendors. Each dialer is a link to an individual vendor.

I have worked with databases in the past and have created a simple table that contains information about each of the vendors. I then created what are called queries that make subsets of the main table for each of the projects that I have running.

For instance, I have a query that gets me the total number of members, the number of credits needed, number of credits earned, the date of the last mailing and how many I actually mailed at that time, along with the dialer for the vendor.

If I have more credits earned than needed, I can run one of my promotional campaigns against that list.

I have a number of different queries created for different situations. Another example is when I have promo credits like solo's or banner ads, etc.

For instance, if I have Solo's available, I can send a mailing to the list using that solo credit. Many of the safelist vendors offer ways to earn credits that can apply to the purchase of a solo ad. Many also offer ways to spend the credits you have earned toward a Credit Mailer.

I have 3 gmail accounts:

1. List ads from vendors
2. Contact list of vendors
3. Personal

The last one I try to keep out of my business.

I also use the following browsers:

1. Firefox
2. Microsoft Chrome
3. Oprah

I keep all of my tabs and links to vendor sites in Firefox, I use Chrome for my contacts email boxes, and Oprah for my list boxes.

Within Chrome and Oprah, I have created folders/labels for each of the vendors within my system. In this way I can keep all of one vendors emails in one place and not confuse it with emails from someone else. I use filters to manage the inbound emails.

I leave the root of these systems for all the junk that comes in that does not have a folder/label. I clean it several times a day in both browsers.

Existing Practices

All too often when I sign up for a new safelist, I hurry through all the steps needed to get started. I rarely read all the detail on their opening page unless it pertains to my getting extra promo materials or credits for free.

I use all of the promo codes that I can find for whatever they are giving me.

Frequently, this leads to having missed something quite important and I might lose something of value, if I don't catch it in time.

I'm going to walk through a specific Safelist vendor that I recently joined and nearly lost a ton of credits.

MY Primary Example

Let me illustrate my process using one vendor.

This vendor is [Free Safelist Mailer](#). If you are not a member, then please use the link just shown and I'll be your sponsor. At the moment, [Free Safelist Mailer](#) has 48,912 members.

When you sign up, one of the requirements is to provide both a contact email address and a list email address. Nearly all safelist vendors are recommending Google as the choice vendor for this.

The plan is for only corporate related materials go to the contact email address and the ads would go to the list email address.

I didn't see much need to monitor activity within the contact email address since it would not have any ads in it. Wrong!

A standard practice seems to be to send "special" promotions to the contact email list.

I missed that for a while. And my contact email box started filling up.

Meanwhile my wife is complaining that it is taking "FOREVER" to get any points from the list email box.

Let me show you something:

- A regular ad sent to the list email address is worth 50 credits.
- A "List Solo" ad sent to the contact email address is worth 500 credits.
- A "Super Solo" sent to the contact email address is worth 1,000 credits.

My wife is clicking ads at 50 credits per pop. I don't care who you are, that is a small number compared to the industry norms. We aren't going to get to our credits needed target any time soon.

At 50 credits per view, it will take her 1,000 ads to reach goal and at approximately 30 seconds per ad (this includes wait times and breaks) it will be 500 minutes or just over 8 hours.

Since she is only reading 10 ads per vendor per day, it will take her 100 days to reach goal.

Finally, I looked in the Contact email box. I had over 1,000 ads, so I started clicking them myself. I was getting 500 or 1,000 credits each. No 50 credits at all.

Oh, oh. This is not so good.

All the ads are shown 50 per page. So, I skipped through the pages (backwards in time) until they wouldn't give me any credits due to a time period lapse. I was way deep in days and numbers of ads, so I started from there and headed forward the front of the list reading only the list and solo ads. I would delete the page when I had seen all of the high value ads. I got way over 100,000 credits doing this.

When I reached the first page, I deleted all of the ads left leaving me with zero ads.

I set up a filter rule that sent the ads to my list email box. So, when an ad came into my contact box from [Free Safelist Mailer](#), it would be sent to the other mailbox automatically.

Now my wife is getting all the ads including the ones that were going to the contact email list.

Now comes the BUT.....

Since she now is way over the needed credits, she is not required to do anything with these ads, until I emailed against the list enough times to get the balance in my need to have below the target number required.

Now, there is one more thing, [Free Safelist Mailer](#) has as a requirement. You must read a minimum of 10 regular emails from your list email box on the day that you are planning to send out emails.

OK. This set up a new idea.

It doesn't matter how many credits I have available, I still need to view a minimum of 10 regular emails. So, since I don't usually send ads out every day to the same lists, a few days may pass before I come back to [Free Safelist Mailer](#) again.

So, what I do is go to the very first email sent that is waiting for me to view. On that last (or first) page, I view the List and Super Solo's first, I view one regular ad, then, I delete all the remaining ads on that page.

This will bring me to the next closest page toward the front of the ads still not viewed (normally I get about 3 pages worth every day so several days could be 8 or 9 pages of 50 ads each).

Again, I view all of the list and super solo ads and one regular ad, then delete all the rest on that page.

I do this all the way to the first page. If after I have viewed all the list and super ads on the last remaining page and I have not viewed all of my required regular ads, then I catch up by viewing whatever I need to meet the requirement. Then I delete all the remaining ads on that page.

That should empty my folder for [Free Safelist Mailer](#) ads.

Now my credits will have gotten way bigger and I can send an email out without getting below my required number and my wife doesn't need to see this vendor at all.

Summary

By way of example, we have shown you how we handle our viewing ads for credits.

Our primary business is [MyChoiceThings.com](#), which is a membership site.



"My memory really sucks Mildred, so I changed my password to "incorrect." That way when I log in with the wrong password, the computer will tell me... "Your password is incorrect"

It is also free. You are automatically a member since you signed up for this report. Its function is to provide you with a ground level approach to building a solid foundation for your online business. It assumes that you would be doing things similar to what we are doing.

We have a number of "How-To's" that cover all sorts of topics in our sister website [MyChoiceThings.info](#). You are a

member for this information as well.