Subject: **Basic Computer Skills**
List Building Lesson #2

Hello again, and welcome back!

It's impossible for me to know the level of
your computer skills, so I am going to pass on
some really basic information that you may or may
not already know. Just **skim thru** this lesson
and use what you like.

Please note - make sure your know how to create
a Sig or **Signature file** for all your out going e-mails.
You will be surprised at how effective this simple
step will be in bringing you traffic and subscribers.

Getting : SET UP
Creating : A SIGNATURE FOR YOUR E-MAIL
How to : CREATE HTML E-MAILS
How to : USE THE BCC E-MAIL FUNCTION
How a : SUBSCRIBE BOX WORKS

List Building is mainly about using e-mail
to it's fullest potential. I will show you these
basic skills. How you proceed from there will
determine the nature and extent of your success.
I would recommend you use a computer based
e-mail program such as Outlook Express.

First, you must be able to manage your e-mail...delete
it or sort it to it's proper place until you need it.
It's helps if you have a management system setup
on your computer.

Getting: SET UP

First thing you should do - create folders to put all
your e-mails. This will make it easy to organize
and save your e-mail messages.

Here's the easiest way to create folders in Outlook Express:

-right-click the folder where you want to place the new
folder (i.e. Inbox or Outlook Express), I would
suggest Inbox and then click New Folder.

-type in a name for this new folder, then press ENTER.

Here are some suggested folders you can create.

WELCOMES:
When anyone joins your program(s) - have your handy
welcome messages saved here so you can send them quickly.

REPLY TO:
Have this folder for messages that you want to reply to.

DOWNLINE EMAILS:
Very Important - Save all those Congratulations Messages
here so you know who is in your downline.
If you join or promote a lot of f'ree programs this
list can get quite long. Make sure you save all
contact info.

REMOVES:
Guess what goes here.

BUSINESS:
Save copies of your business transactions here. Such
as Paypal Subscriptions, receipts, Sales you make, etc.

ADS:
It's a good Idea to Save copies of your ads here.

Next you will need to know how to move messages to a folder:

Highlight with your cursor the message you want to move

- right click it.
- select Move to Folder
- select the folder you want to move it to
- click OK.

New messages you compose can be automatically saved
in your drafts folder. From there you can move them
anywhere. That is as messages come in you can move them
to their folders or delete them.

Here's some tips for sorting your incoming e-mail messages:

No doubt if you're network marketing - you will get
plenty of e-mail messages - this can become a problem
if you don't have some way of automatically sorting
your incoming messages.

Thankfully, most e-mail handlers like Outlook Express
has an Inbox Assistant or Message Rules to automatically
send your messages to different folders that you
specify.

In addition, you can also have messages coming from a specific
e-mail address or with a certain subject line automatically
deleted or blocked from reaching your inbox.

If you want to setup a 'sorting management system'
here's what you have to do:

Using Outlook Express

- go to the Tools menu

- click Inbox Assistant or Message Rules

- click Add.

Give your criteria or rules you want to sort messages.
For example, to sort messages with a particular subject line,
specify that subject in the Subject box. Do the same for
all messages from a certain person - place that address in
the 'From' box.

Next tell what should happen to these messages - move them to
a particular folder, click Move To, and then specify that

folder.

To set up multiple rules for sorting incoming messages, use the Move Up and Move Down buttons in the Inbox Assistant or Message Rules dialog box.

CREATING A SIGNATURE FOR YOUR E-MAIL:

"How to Create Signature or Sig Files"

Before you start you have to compose your signature file in wordpad or a New Mail. Then Copy it.

Outlook Express Users:

- on the menu bar, click "Tools" then "Options".

- when the Options window opens you will see two rows or "tabs" across the top.

- click the tab marked "Signatures".

- click the button labeled "New"

- place your cursor in the "Edit Signature" box and delete any previous signature.

- with your mouse pointer (cursor) pointing to the "Edit Signature" box, single click the RIGHT mouse button. A small pop-up menu will appear.

- point your mouse pointer to the "Paste" option and single click the LEFT mouse button. The ad that you copied earlier will appear in the box.

- check the "Add signatures to all outgoing messages" box.

Then click the OK button.

That's it - Congratulations! - you're done. Make sure you send yourself a letter to check how your new Signature displays.

** AOL Users **

Instructions are based on AOL Version 7.0, adjust the instructions
if you are using an older version or download version 7.0 from AOL.

- near the top of the AOL Screen, place cursor over the blue button
labeled "Mail".

- it should change to a brighter blue and the word "more" will appear

- click "more" with your LEFT mouse button.

- after the menu appears, point to "Mail Signatures" and
LEFT click.

First, if the Signatures box has anything in it, click the item and
click the Delete button below the window. Do this until the box
is empty.

- click the Create button below the Signatures Window.

- with your cursor pointing to the "Signature" box, click the LEFT
mouse button, then click the RIGHT mouse button a single click.

- a small pop-up menu will appear.

- one of the options will be "Paste".

Point your mouse pointer to the "Paste" option then single
LEFT click. Your ad should appear in the box.

Click the OK Button. Click the small X button in the
upper right corner to close the setup window.

That's it - Congratulations! - you're done. Make sure you
send yourself a letter to check how your new Signature displays.

How to: CREATE HTML E-MAILS

- on your web site create a new directory called /htmlmail

i.e. http://www.mywebsite.com/htmlmail where /htmlmail is the
new directory for all your HTML e-mail files and graphics.

- next open your favorite HTML editor (FrontPage, etc.) to

create your HTML e-mail

- design a simple HTML e-mail; name it newsletter.htm and upload it and your graphics to your new directory (i.e. http://www.mywebsite.com/htmlmail/htmlmail/newsletter.htm) Be sure not to use javascript, flash, or nested tables. Use quickly loading graphics.

- use absolute URLS for your graphics and links. Simple tip: just consider all your graphics as banners - left click on any graphics, click properties and the absolute url will be displayed. This image url has to be placed in your HTML e-mails.

- lastly, open your E-mail Program (Outlook Express) then go to create mail click insert/click text from file/ scroll to your saved HTML document and paste it into your new mail.

- test it on yourself first and make sure everything works.

It maybe a good idea to save your HTML page or newsletter as a template, then when you're ready to send another e-mail most of the work will already be done.

'List Blitz' Bonus Gift and List Booster!

*15 Free Instant Ezine Templates from Bob Basians which you can Brand with your own information. Create a professional ezine in seconds!

You can download it here:
15 Free Templates

How a Subscribe Box Works

Just in case you don't know how a Subscribe
Box works; I thought I would explain why they
are such powerful tools in helping you build your
Newsletter or Ezine subscriber base.

A Subscribe or Subscriber's Box on your website is
designed to capture a person's name and e-mail
address. The whole process is all done automatically.

Most Marketers recommend that you put a Subscribe
Box or Link on "ALL" your web pages.

After you set up your letters most autoresponders
or management systems will give you some HTML code
that you can paste into your website. This code
will produce a subscribe box that is linked to your
autoresponder.

Many marketers also recommend that you put a small
pop-up subscribe box on your website. When some one
enters or leaves your site - a small box will pop-up
asking them if they want to subscribe to your ezine
or list. If you don't have a pop-up maker - just go

[here](#) and click on 'free webmaster resources'.

A free gift or report will greatly increase your
sign-ups. Just use one of the free viral products in
these lessons.

Once a person puts their name and e-mail address
in this box the autoresponder automatically sends out
your welcome message. It also automatically adds this
person to your mailing list so they can receive your
whole series of letters that you have loaded into
your autoresponder. (All about your AR Next Lesson!)

Your letters or e-mails should contain useful information
about your marketing system before you introduce them
to your business opportunity or product. This will help
build a relationship with your customer or prospect first.

Once this relationship is formed you will have
much more success with your marketing.

"It has been said 95% of people making any real money on the Internet are the ones who have some version of this system in place."

That is they are sending information that helps their subscribers see the need for their own opt-in list and recommending systems that work to help them build their own opt-in list.

Look for another lesson soon.

Best regards,

Titus

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'List Blitz' Bonus Gift and List Booster!
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*101 Super Tips by Harvey Segal

In many years of marketing I have examined countless free resources but this ebook is ranked at the top of my list. It's the best free 'Internet Marketing Primer' I could find. This ebook will give you all the basics!

[101 Super Tips](#)