EMAIL DELIVERABILITY & WHITE LIST INSTRUCTIONS

Email Deliverability 2
Email Blasting 2
White Listing 2
How To Avoid Junk Mail Filters 3
What Words To Avoid 3
Email Frequency 3
Open Every Email 3
Email Should Be Helpful 3
Your Email Provider 4
Hotmail, MSN or Live 4
Yahoo 7
Gmail 9
AOL 14
CleanMyMailbox: *18*
CloudMark *18*
Mailblocks *19*
MailWasherPro *19*
McAfee *20*
Spam Assassin *21*
Spam Interceptor *23*
Spam Sleuth *24*

Email Deliverability

This is a big part of our capture page marketing system. The capture pages are the largest because you will get people to follow up with but to get them on the auto responders so they get scheduled emails automatically is important.

There are a number of things that we do on a regular basis to ensure we deliver emails. We have regular blacklist monitoring of our IP address; we have a dedicated IP address so we are not affected by the practices of others and we also practice the follow tips that we are going to recommend to you.

This will ensure not only your own business but also that of everyone that is using this system to build their business.

Thank you for taking the time to consider this and follow the good practices.

NOTE: We do monitor email sending habits as well as SPAM complaints. If we believe your practices are jeopardizing the success of everyone else we reserve the right to terminate your account.

Email Blasting

If you wish to blast emails to large numbers of people there are services that you can do that with and we have provided the names of some of those services in the Resource section of our website. You can find the link to the resource section on the right hand side of your Dashboard or Member's Area.

White Listing

A whitelist is a list of email address or domains that are allowed or specified to go to an inbox and not be filtered out as spam. Putting our email address in your whitelist will not only make sure that our emails get to you but when the email company sees that people are adding our domain to a whitelist they recognize the domain as valid.

In a business like ours in which we send out emails we look at all the ways to stay in the good graces of the email providers.

That is why we have a strict spam policy and don't allow leads to be imported into our system.

How To Avoid Junk Mail Filters

What Words To Avoid

Email providers use filters that identify words most common with spam. Some of these words would be, yes, you guessed it; Viagra, Free, Gamble and a host of others. It is best to avoid words like these.

Here is a good online tool that will help you have better deliverability.

http://www.contactology.com/check_mqs.php

Email Frequency

Sending emails too frequently is suspicious. Please limit broadcasts to what is reasonable. Consider how often you like to receive emails from a company. If you blast an email to everyday we are most likely going to receive complaints and we will conduct an investigation. The broadcast tool is really to be used to update people about special offers, events and things of that nature. We are sure you understand the frustration others experience by thinking of your own experience with companies or people that send you emails too frequently.

Open Every Email

You will not receive many emails from our admin. We do ask however that you open every email we send and don't just delete it. This is actually reported to the email company and if a lot of emails from a person or company are deleted without being opened the email provider assumes that the emails are low quality, perhaps spam and it affects deliverability.

Email Should Be Helpful

An email with a big image is not seen as helpful. Emails that have content that is meaningful is the best kind of email to send and will keep a good reputation.

Your Email Provider

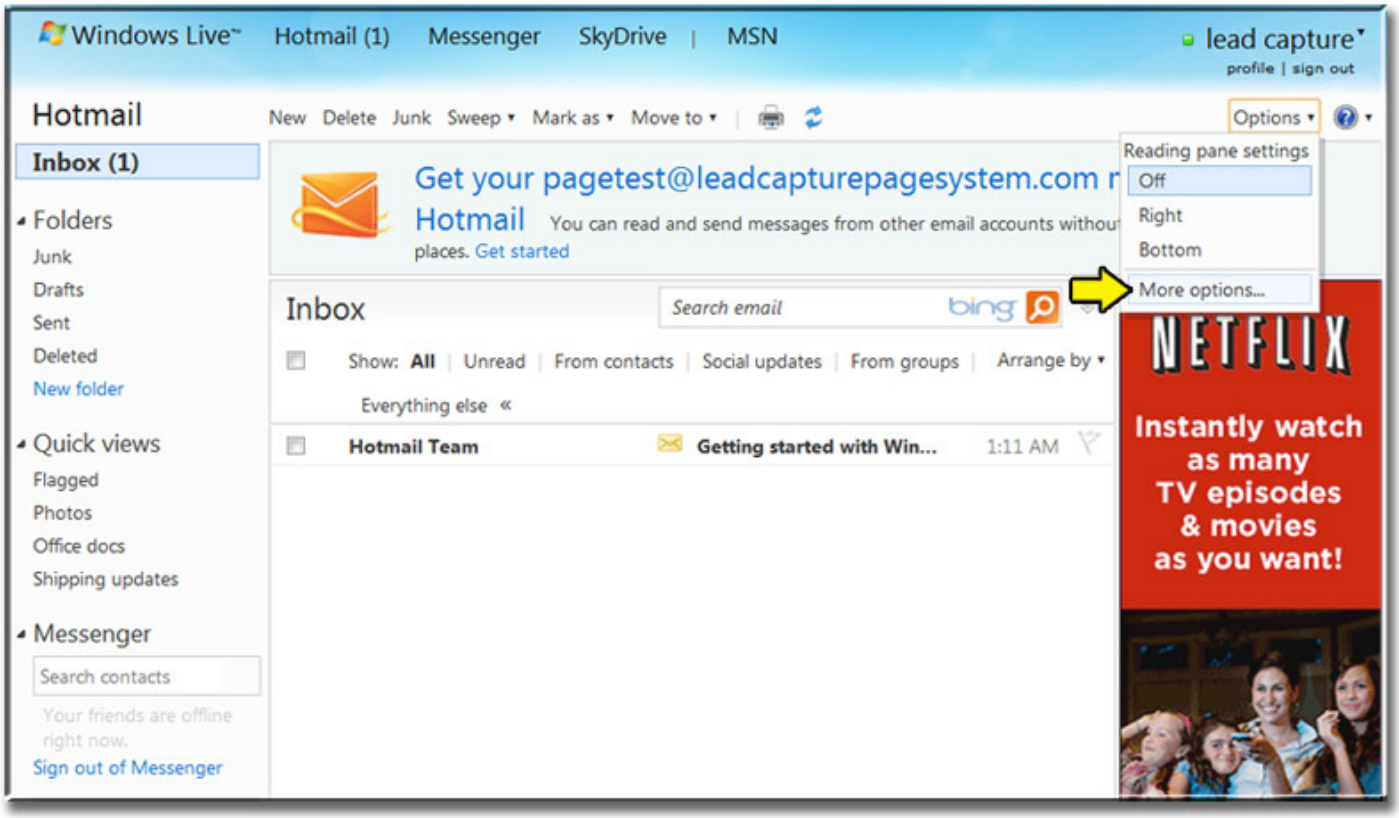
We have provided instructions for how to white list our email address with some of the most popular email providers and spam filters.

Hotmail, MSN or Live

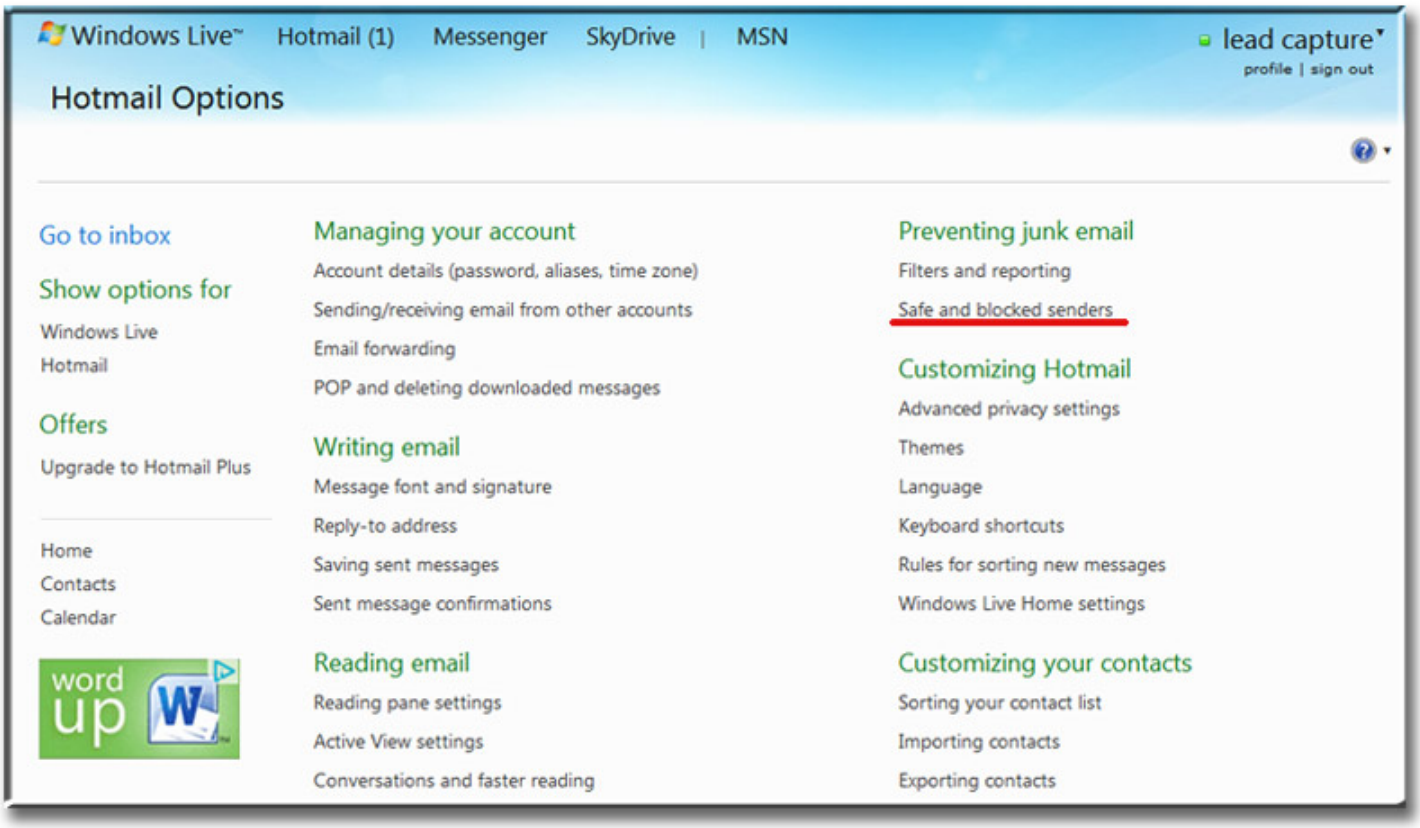
Please take a moment to follow the whitelist instructions below.

It will only take a few moments and will help improve the deliverability of your emails to your recipient's inbox. That is right, it will help your emails get to the inboxes of your prospects.

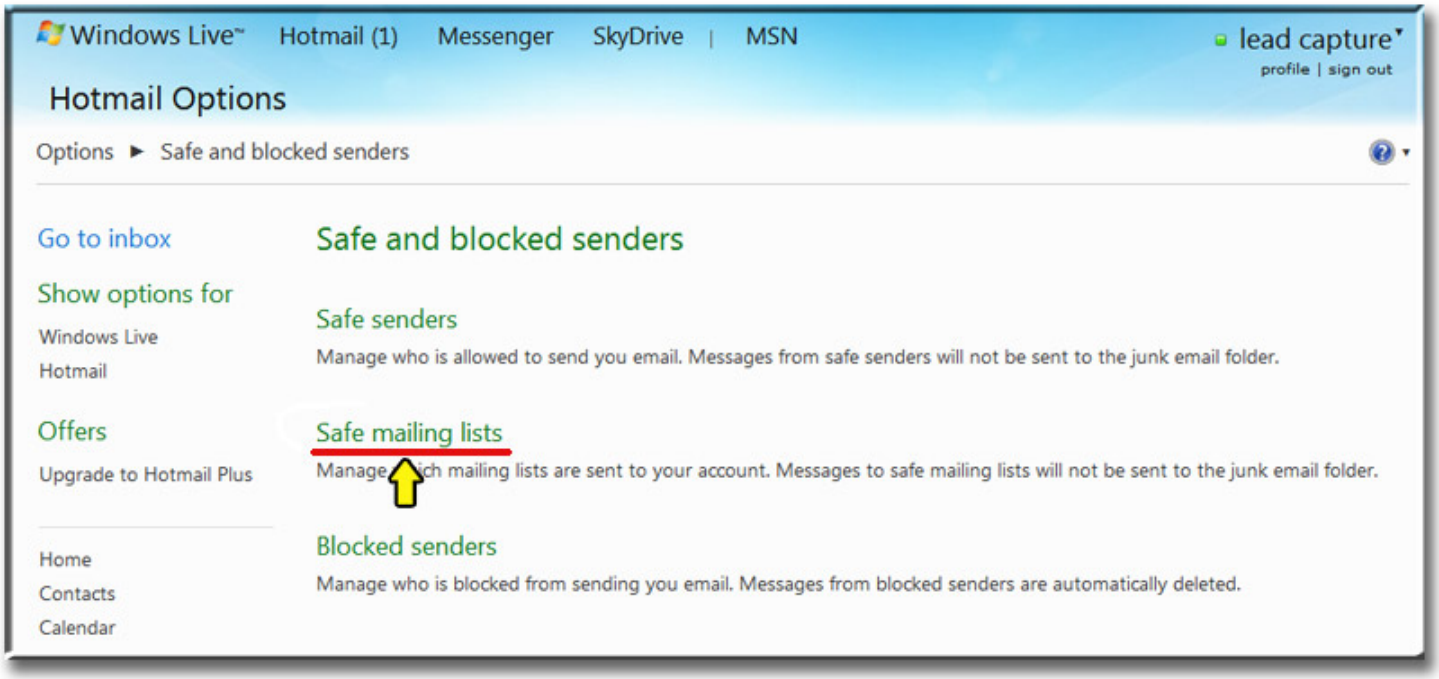
Open your Hotmail, Live or MSN e-mailbox. On the menu bar running across the top of your inbox you will see an item labeled "Options." It is the second last item to the right. Left click on "Options." Then click "More options".



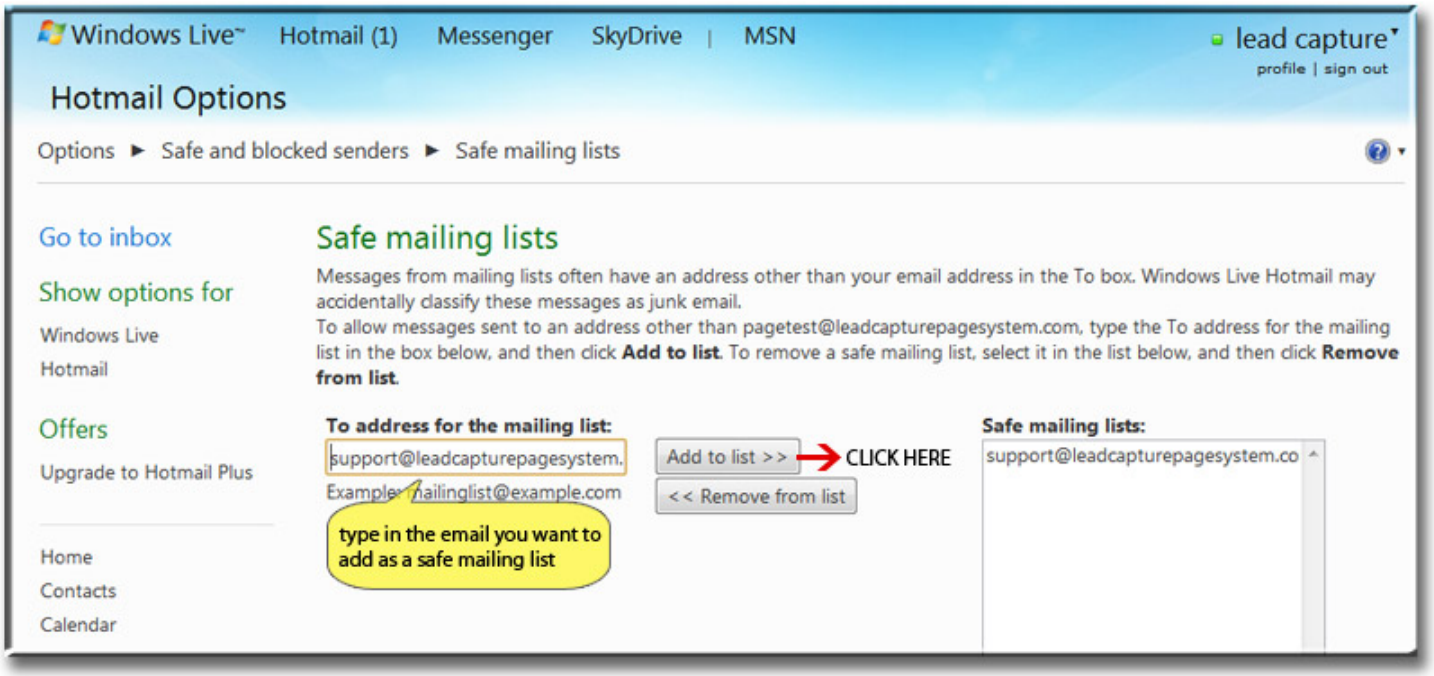
In the new screen, which opens, you will see a heading called "Preventing Junk Email." Select safe and blocked senders.



Click on "Safe Mailing Lists".



In the space provided, type in the e-mail address: **no-reply@ultimatecapturepages.com**, and then left click on the "Add to list" button.



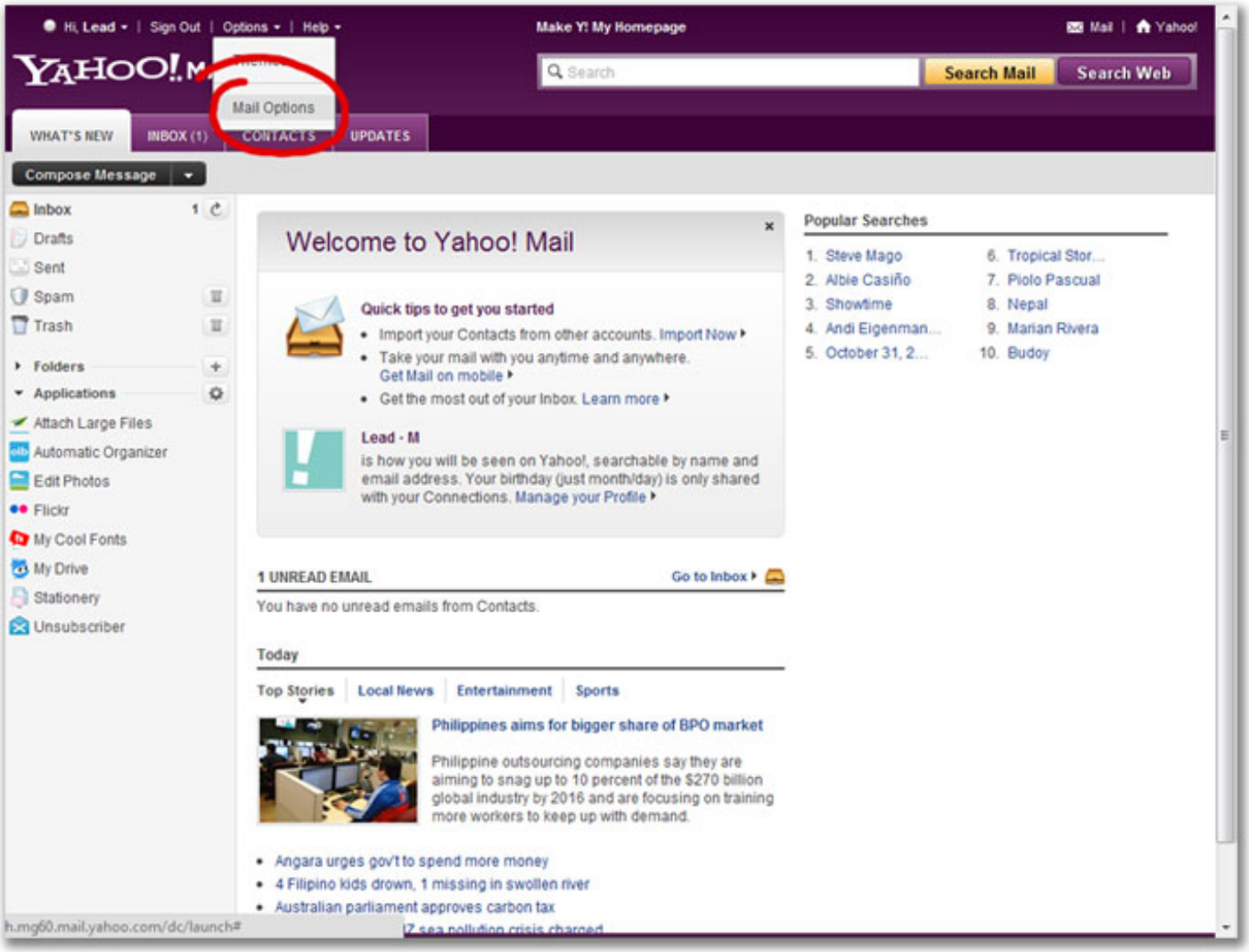
Yahoo

Please take a moment to follow the whitelist instructions below.

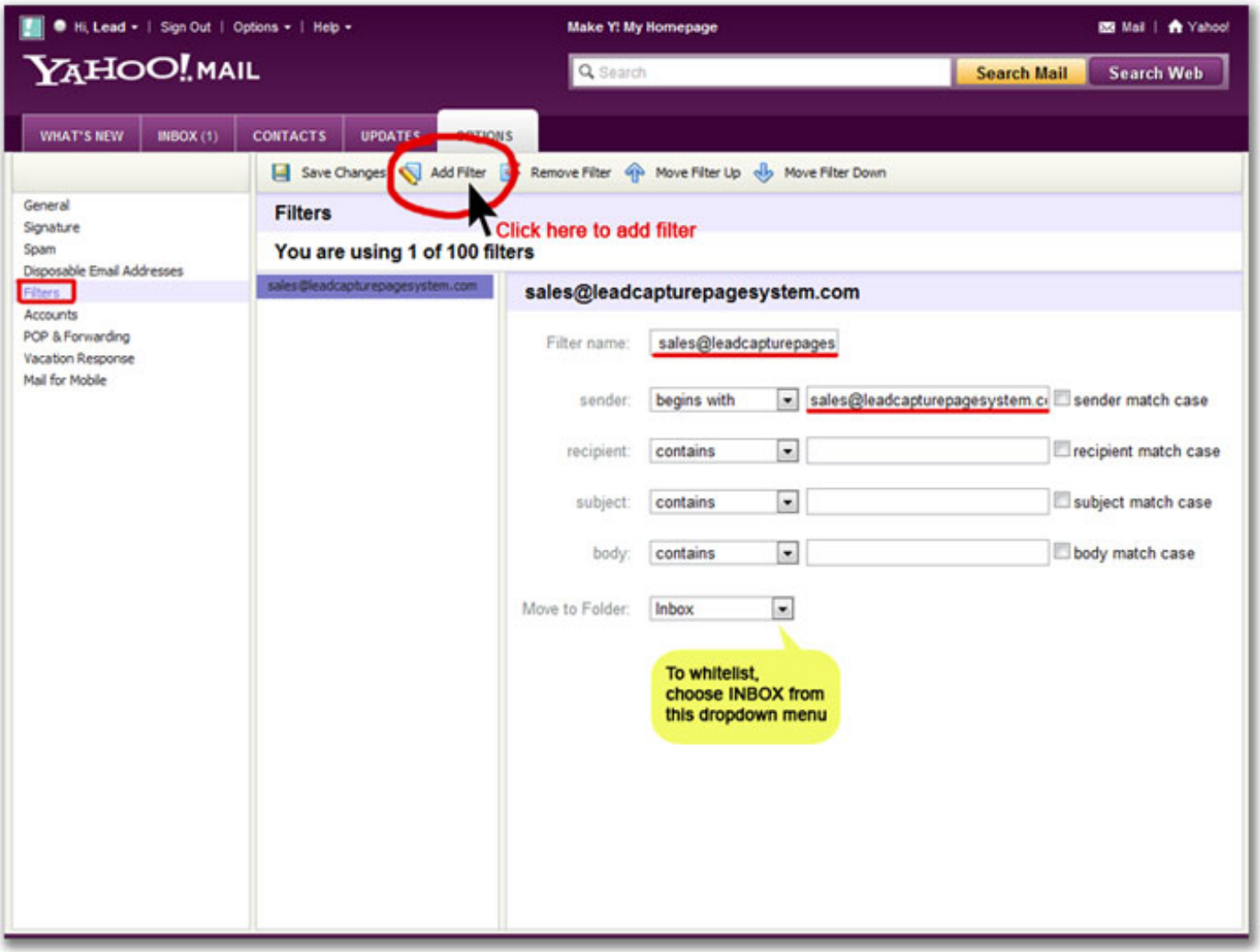
It will only take a few moments and will help improve the deliverability of your emails to your recipient's inbox.

Here's how to Whitelist:

Open your Yahoo mailbox.
Click Mail Options.



Click Filters.
Click Add Filter.
Under Filter name, type in the **no-reply@ultimatecapturepages.com** you wish to be whitelisted.
Choose which dropdown options you wish to add the whitelisted **no-reply@ultimatecapturepages.com** with.
At the bottom, where it says "Move the Message To:" select Inbox from the pull-down menu.
Click the Add Filter button again.



If the email has been filtered to your "bulk" folder, simply open the message and click on the "This is not Spam" link next to the "From" field.

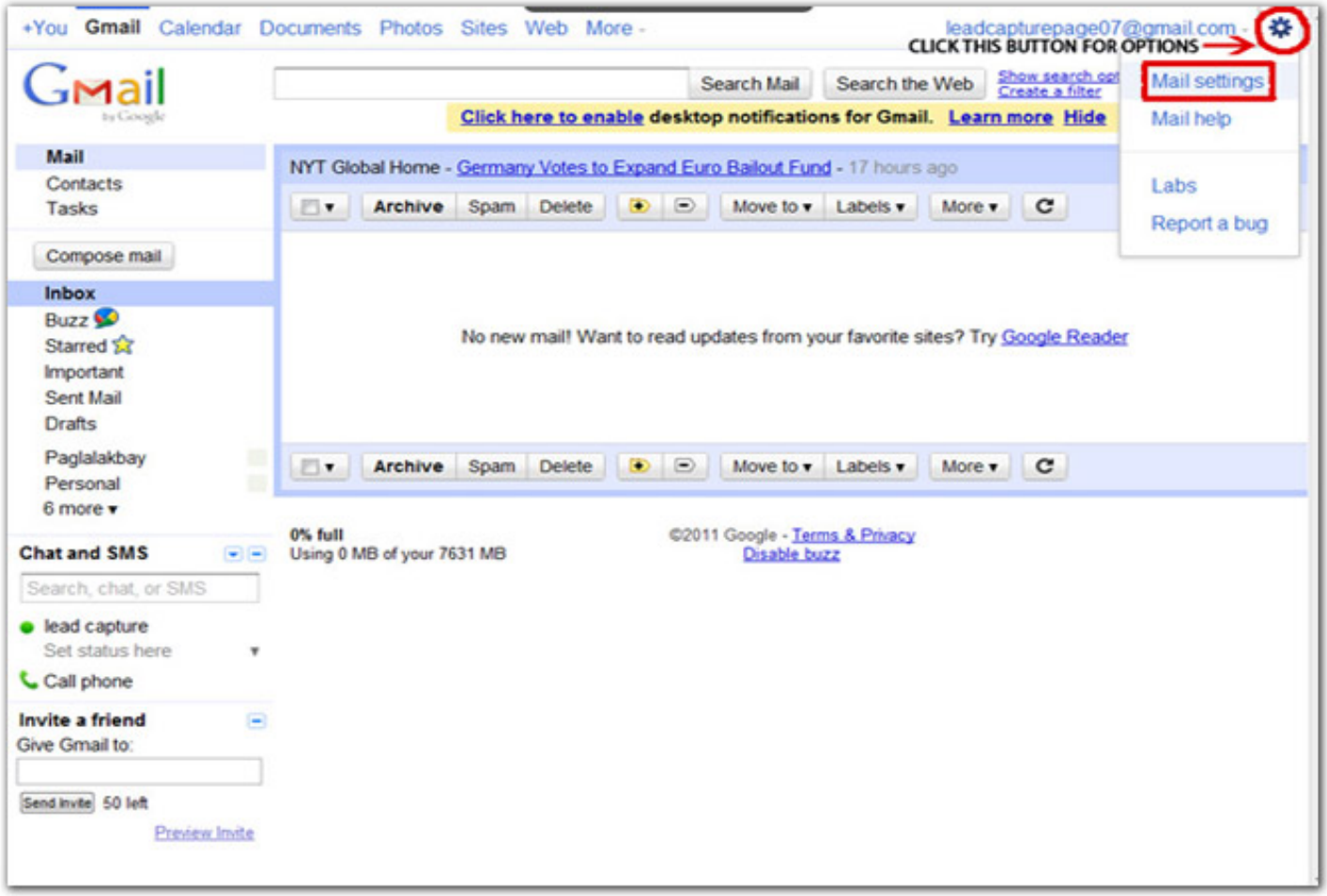
Gmail

Please take a moment to follow the whitelist instructions below.

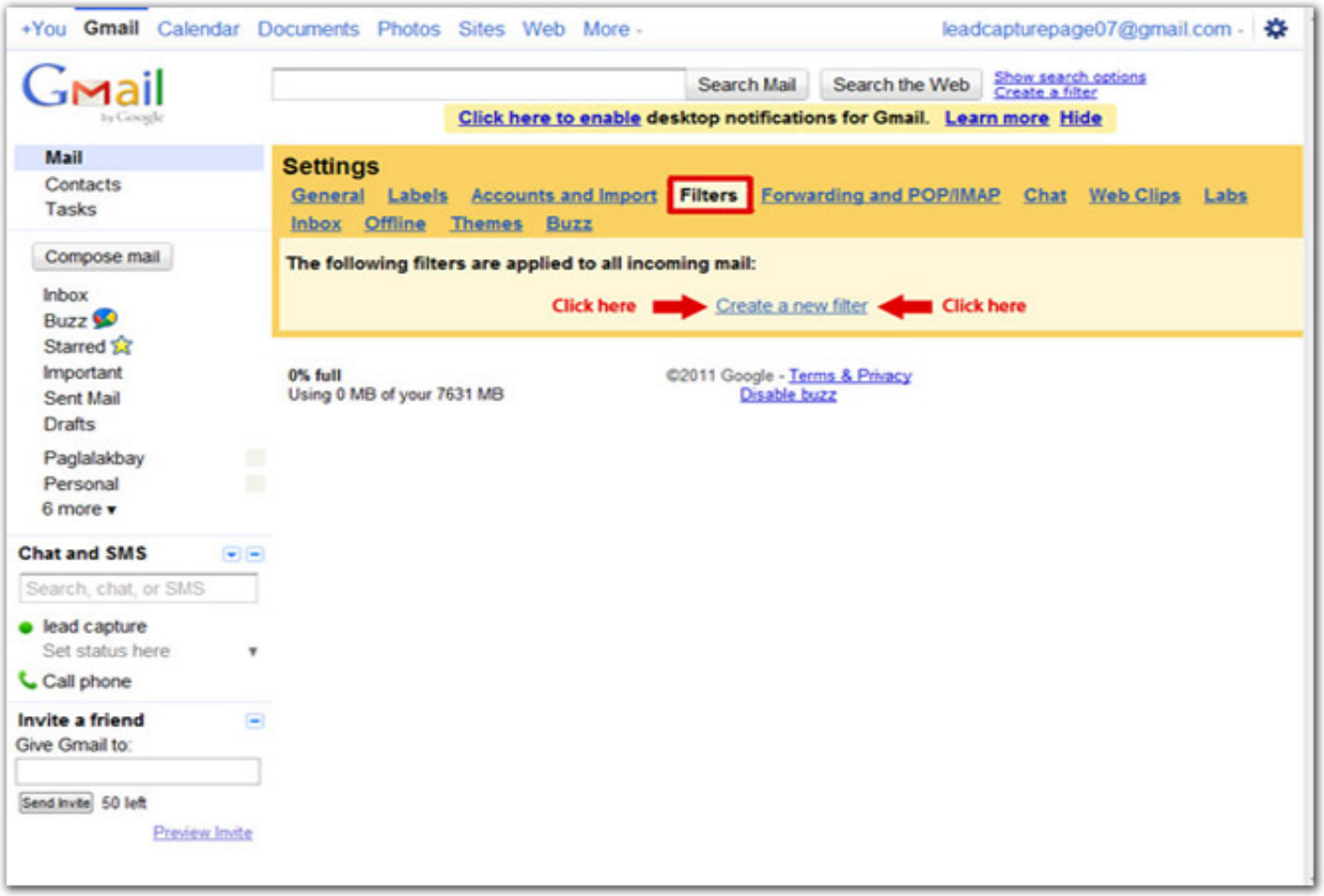
It will only take a few moments and will help improve the deliverability of your emails to your recipient's inbox.

Whitelisting a domain in email is simple, effective and set up easily. Doing this ensures that email sent to you go straight into your inbox and not into your junk box. Follow the instructions below to setup whitelisting:

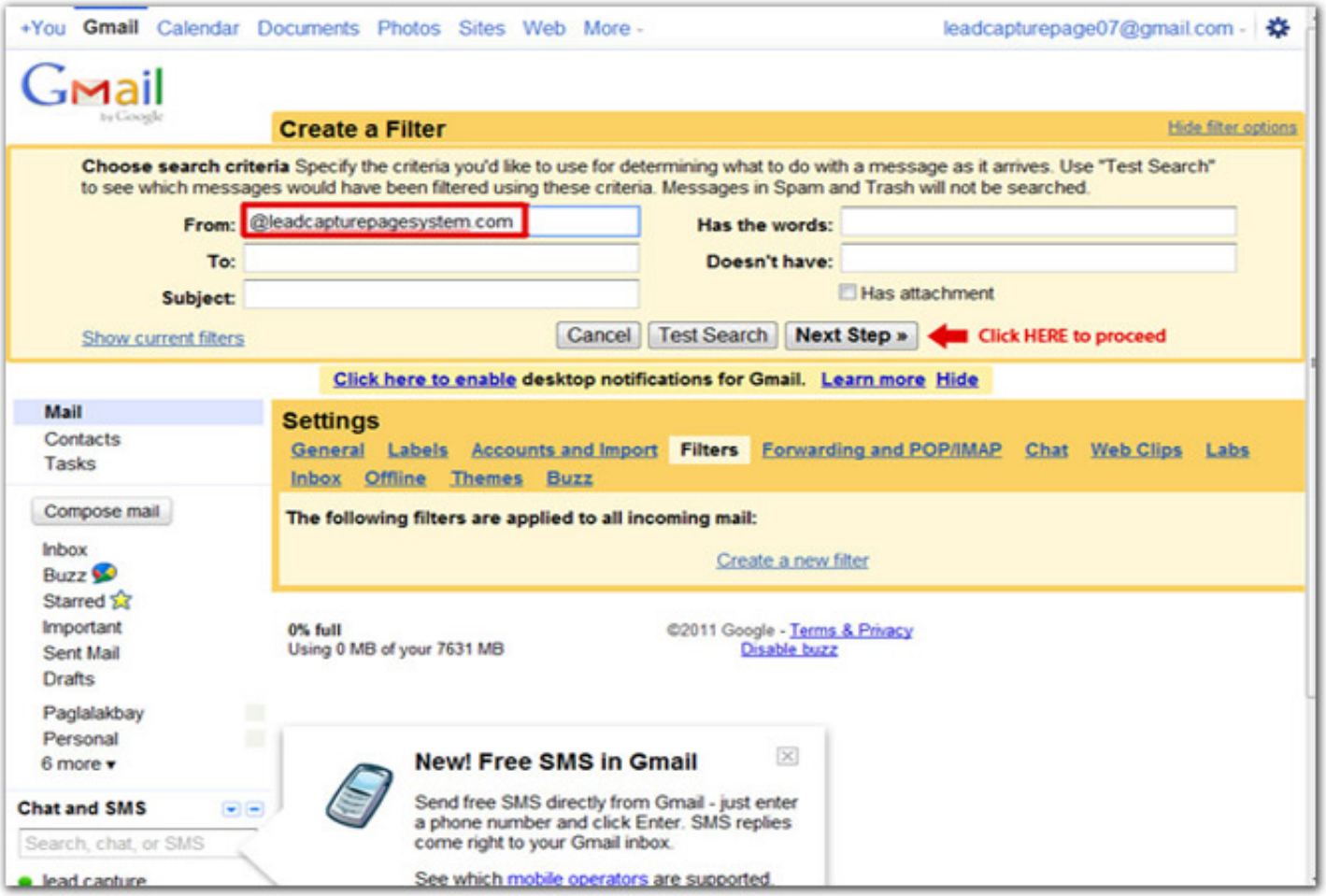
Follow the Settings link in Gmail.



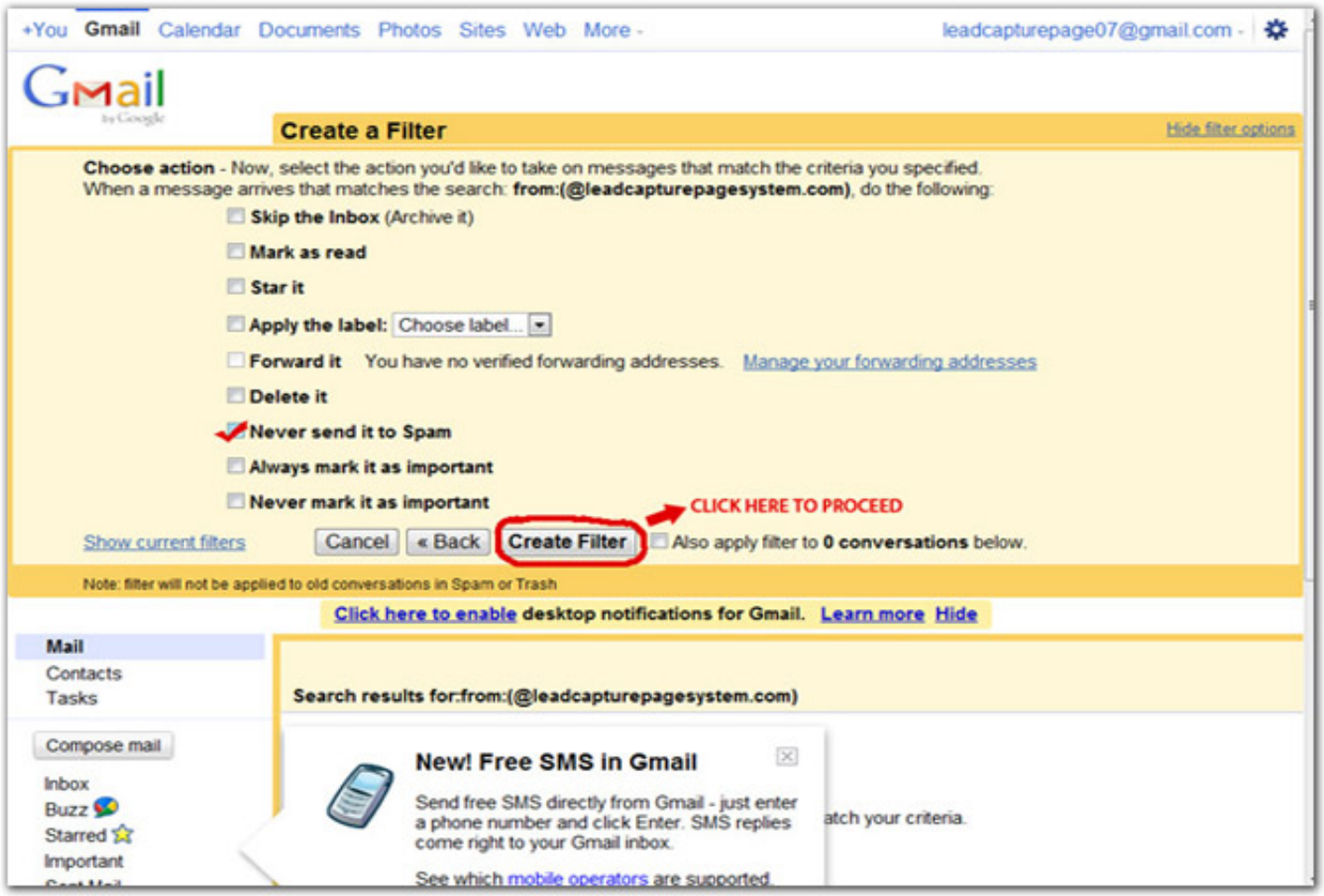
Go to Filters.
Click "Create a New Filter".



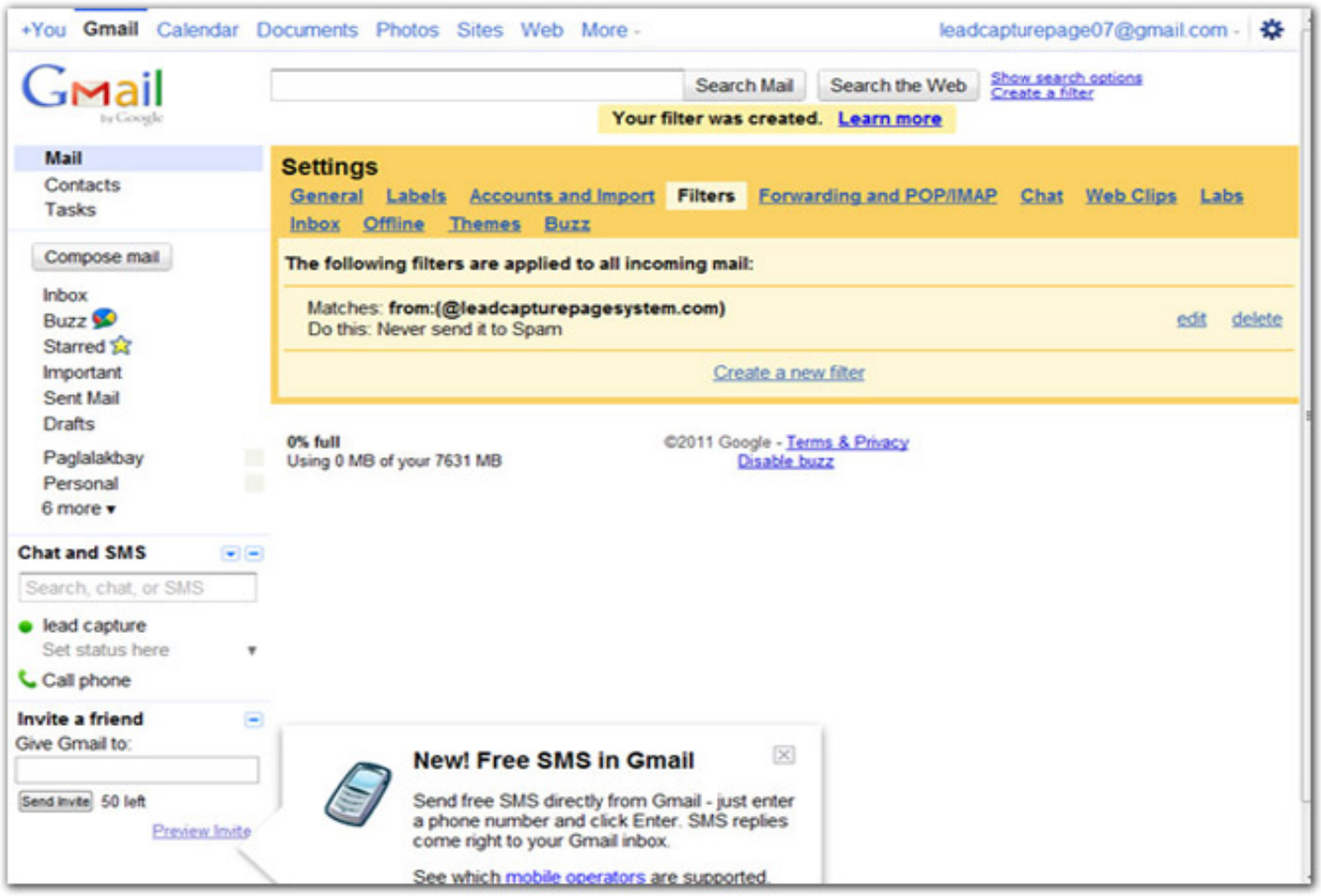
In the "From" field type in "**@ultimatecapturepages.com**" (not including the quotation marks).
You can click Test Search" to make sure you did not mistype.
Click "Next Step"



Make sure Never send it to Spam is checked.



Click Create Filter.



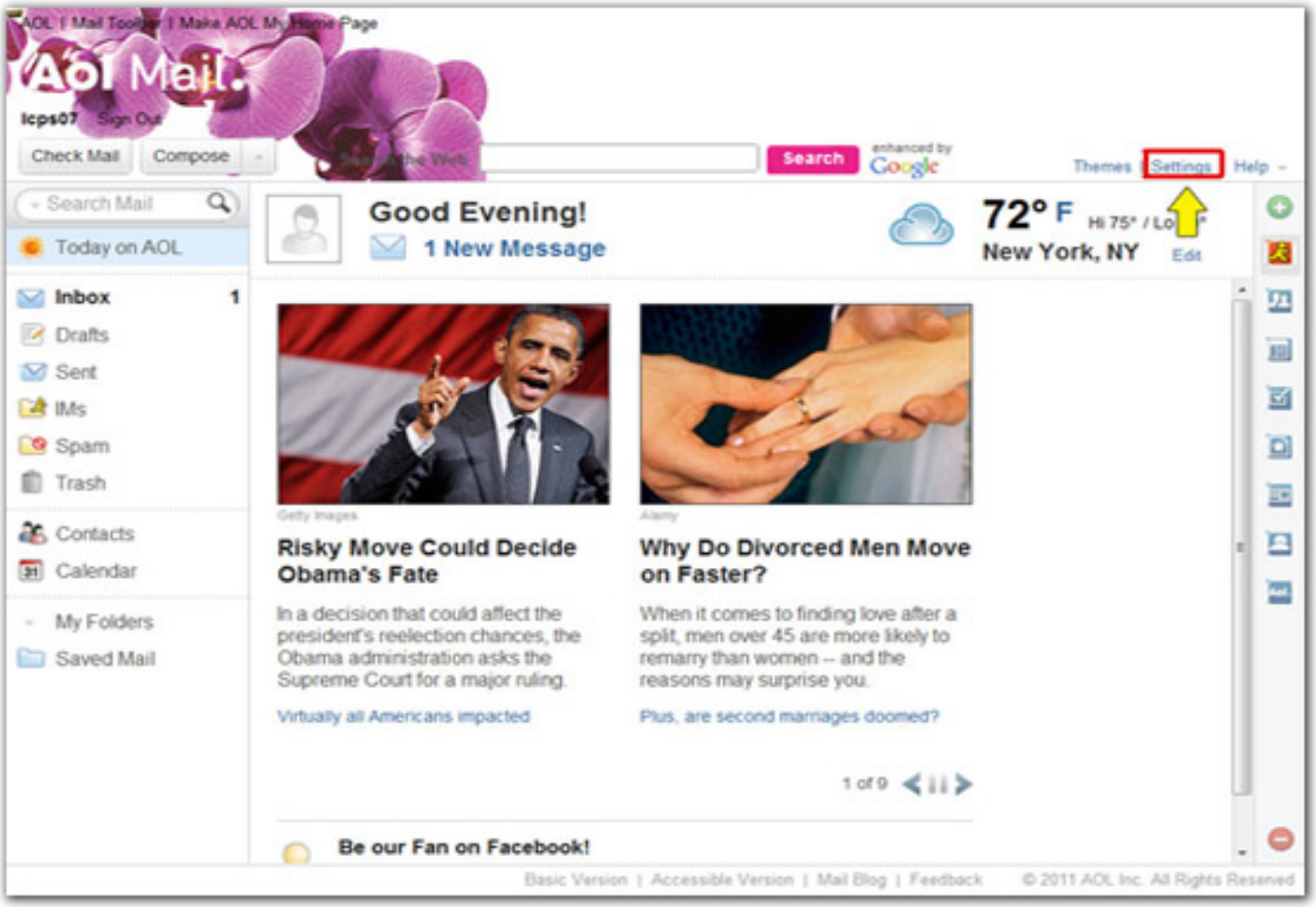
AOL

Please take a moment to follow the whitelist instructions below.

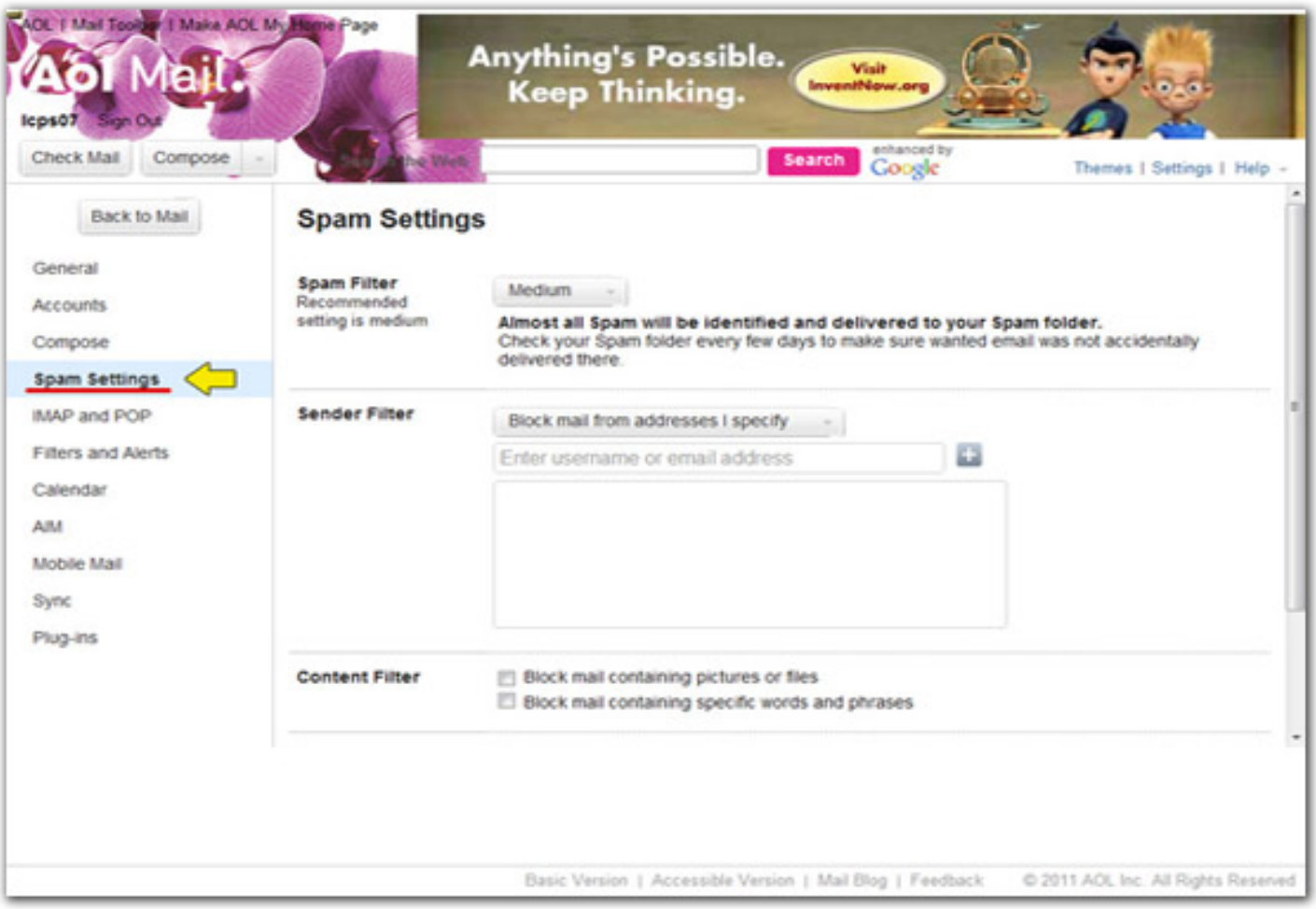
It will only take a few moments and will help improve the deliverability of your emails to your recipient's inbox.

Whitelisting - AOL version 9.0 or higher

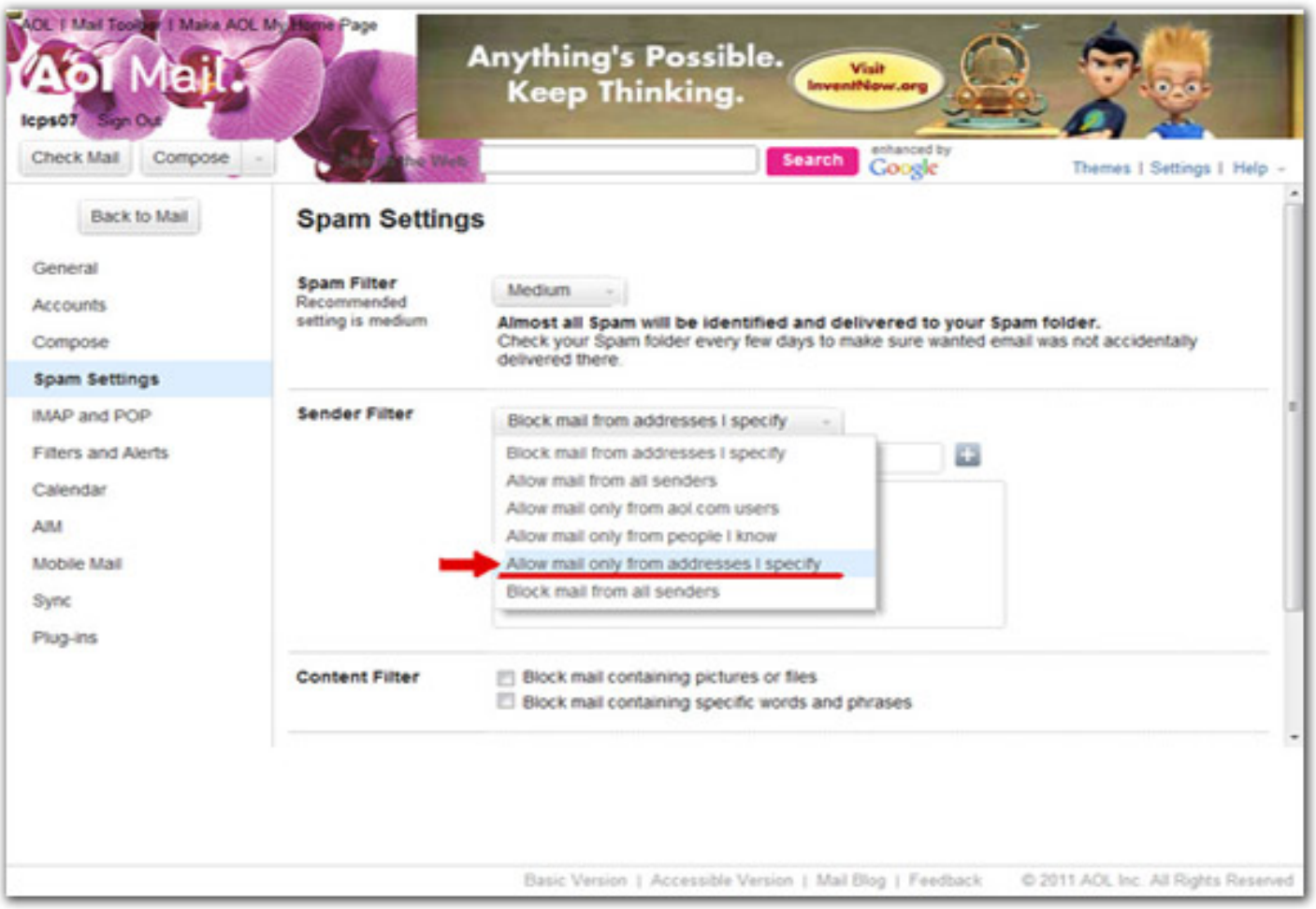
Click on Mail Center, and go to settings. (right part of your screen)

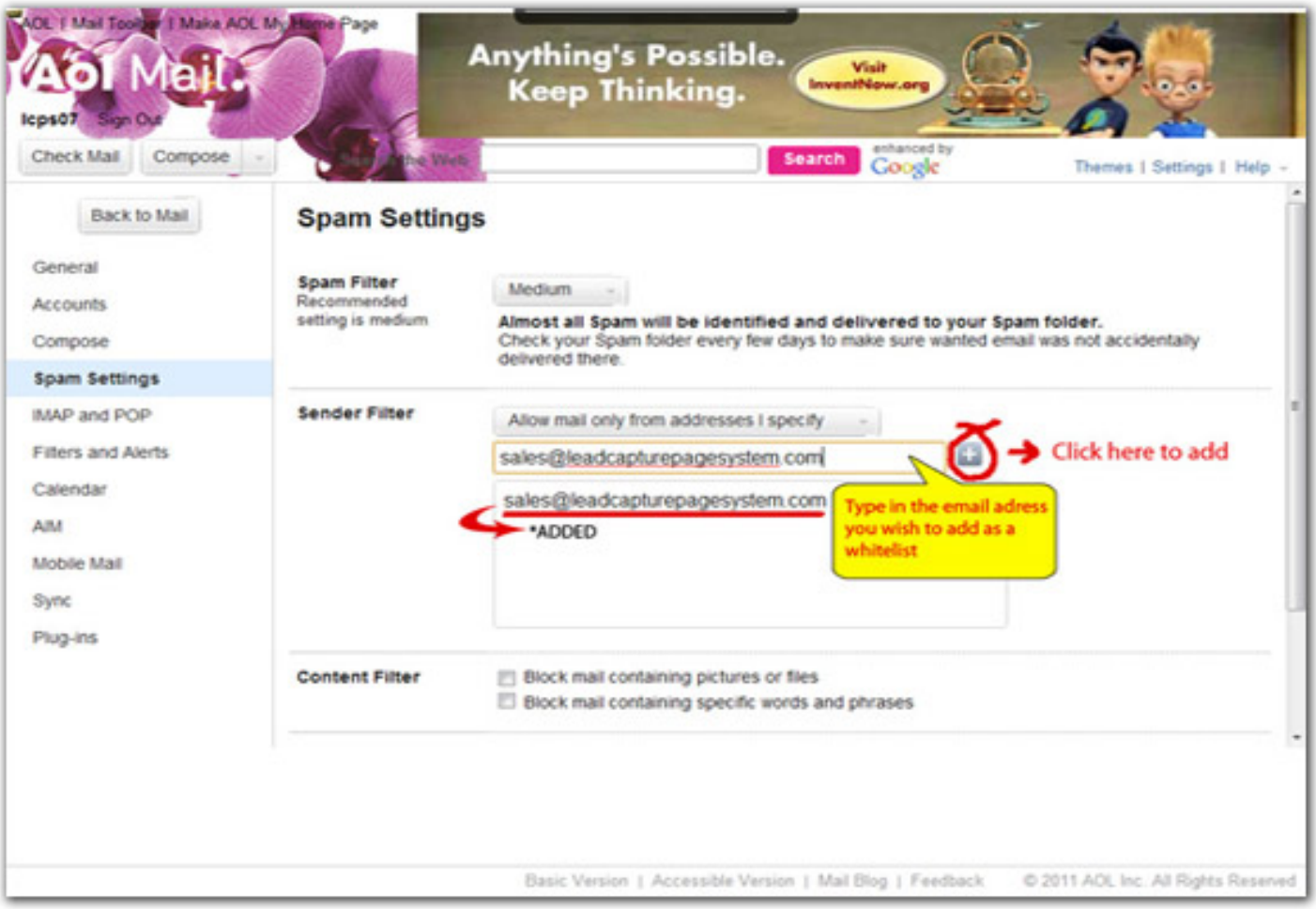


Under Settings click on Spam Settings.



Under Spam settings, go to Sender Filter and click on the dropdown for options.





Select 'Allow mail from all senders' and enter **ultimatecapturepages.com**

Other Spam Filter Providers

Try adding **no-reply@ultimatecapturepages.com** to your Address Book or Contact list.
If this option is not available, try moving the message to your 'inbox' or forwarding the message to yourself.

If subsequent messages continue to be filtered, call or e-mail your ISP's technical support and ask how you can be sure to receive all e-mail from

no-reply@ultimatecapturepages.com

CleanMyMailbox:

1. Click on the white "W" icon on the left column of the mailing.
2. When the pop-up window comes up, simply click the Add to Whitelist button.
3. Add: **no-reply@ultimatecapturepages.com** to the bottom of your existing list.
4. Click the Submit List button.

CloudMark

1. Select Cloudmark | Options... from the Cloudmark SpamNet toolbar in Outlook.
2. Click Advanced.
3. Go to the Whitelist tab.
4. Click the Add button.
5. Type: **no-reply@ultimatecapturepages.com**
6. Click OK.
7. Click OK.
8. Click Yes.
9. Click OK.

Mailblocks

1. Click the Addresses tab.
2. Click New.
3. Type: **no-reply@ultimatecapturepages.com**
4. Make sure 'Accept Mail From This Address' is selected under Receiving Options.
5. Uncheck 'Display in People Picker' under Other options.
6. Click Submit.
7. Click OK.

Mailshield

1. Click Friends from the toolbar.
2. Click Add.
3. Type: **no-reply@ultimatecapturepages.com**
4. Click OK.

MailWasherPro

1. Click Tools, then Blacklist & Friends.
2. Click Add... on the right, the Friends list side.
3. Make sure Plain email address is selected.
4. Type: **no-reply@ultimatecapturepages.com**
5. Click OK.

McAfee

1. Click Friends from the sidebar.
2. Click Add.
3. Type: **no-reply@ultimatecapturepages.com**
4. Click OK.

Oddpost

1. Check your 'Probably Spam' folder.
2. If you see that your email was incorrectly filtered out,
3. Select it, and click the 'Move to Inbox and Mark as Not Spam' button.

Outlook

1. Add **no-reply@ultimatecapturepages.com** to your Safe List.
2. Add **no-reply@ultimatecapturepages.com** to your Personal Contacts in your Outlook Address book.
3. Open any desired e-mail, then select Mark as Not Junk.

OUTLOOK: To put anybody who you email on your Outlook white list automatically:

1. Select Actions | Junk E-mail | Junk E-mail Options... from the menu.
2. Go to the Safe Senders tab.
3. Make sure Automatically add people I e-mail to the Safe Senders List is checked.
4. Click OK.

Spam Assassin

Add the following entry to your user prefs file, which is found in the spamassassin subdirectory on your web/mail server:

whitelist_from **no-reply@ultimatecapturepages.com**

Save the user_prefs file or move the updated copy to your spamassassin subdirectory.
If you have no user_prefs file in this subdirectory, create one:
http://spamassassin.taint.org/doc/Mail_SpamAssassin_Conf.html
http://www.cleanmymailbox.com/sa

Spam Butcher

1. Click the Configure button.
2. Go to the Known Senders tab.
3. Click Add under 'Known Good Senders and Recipients'.
4. Type: **no-reply@ultimatecapturepages.com**
5. Click OK.
6. Click OK.

Spam Cop

1. Open your browser and go to: http://webmail.spamcop.net
2. Log into your SpamCop account.
3. Click on the Options icon in the toolbar.
4. Under Mail Management (in the middle), click SpamCop Tools.
5. Select Manage your personal whitelist.
6. Near the bottom, where it reads "Click here to add to your whitelist", click on Click here.
7. Enter **no-reply@ultimatecapturepages.com** in the first empty slot.
8. Click Submit.

Spameater Pro

1. Click Filters from the sidebar.
2. Click the Approved Senders tab.
3. Click Add Filter.
4. Type: **no-reply@ultimatecapturepages.com** under Address.
5. Choose 'Full Email Address' under Address Type.
6. Select Email Domain.
7. Click OK.

Spam Inspector

1. Select Spam Inspector, then 'Manage Friends List' from either the Spam Inspector toolbar or from the Outlook menu.
2. Make sure Email is selected under 'Add a New Friend'.
3. Type: **no-reply@ultimatecapturepages.com**
4. Click the >> button.
5. Click Close.

Spam Interceptor

1. Follow the Trusted link under > Authentication Lists. Enter the email address: **no-reply@ultimatecapturepages.com**
2. Click Add.

Spamkiller

1. On the Spamkiller sidebar, click Friends.
2. Click Add.
3. Enter **no-reply@ultimatecapturepages.com** and click the OK button.

SpamPal

1. Click on the SpamPal system tray icon with the right mouse button.
2. Click 'Add to Whitelist' from the menu.
3. Type: **no-reply@ultimatecapturepages.com**
4. Click Add.

Spam Sleuth

1. Select File, then Configure.
2. Go to the Friends category.
3. Make sure Active is checked.
4. Type: **no-reply@ultimatecapturepages.com** on a line by itself in the entry field.
5. Click OK.