

How to Get Leads with Safelists



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Today, I'd like to share some of my best advice on **how to get leads from safelists**.

To most people, safelists are a foreign concept. If you're like most people, you haven't heard of safelists before. If that's the case, you are in for a pleasant surprise.

Safelists have been around for at least 15 to 20 years. Safelists offer a simple and affordable way to promote any business online. They are a great option for people with a home-based business, such as affiliate marketing, bloggers, internet marketers, and network marketers.

In the paragraphs below, I will share my best tips on how to use safelists effectively. Enjoy.

What is a Safelist?

In case you're wondering what a safelist is, here is a simple definition I found online.

A safelist is a mailing list where all members can send email to each other. These emails cannot be considered as spam because every member has opted in and confirmed their email address. A safelist can be used to advertise websites, business opportunities and so forth.

In my own words, **think of a safelist as an online membership website where members agree to send and receive emails to each other about different products, services, and business opportunities.**

How Safelists Work

How does a safelist work? It's quite simple. When you join a safelist, you can earn credits by reading emails, clicking on ads, etc. In return, you build up credits, which can be redeemed for [free advertising](#).

Most safelists also have a paid option where it reduces the numbers of emails you receive per day, plus it gives you additional advertising options that free members do not get.

Reasons to Use Safelists to Get Leads

There are many reasons to use safelists to get more leads. Here are some of the best reasons I can think of:

1: Affordable Advertising

Compared to other online marketing strategies, safelists are affordable. Many of them offer free options. In most cases, you will be better off purchasing a PAID membership though. Depending on which safelist you choose, a membership might cost you between \$20 and \$100 per year.

2: Reach Your Target Market

If you are promoting an online business of any sort, your best target market is other online business owners.

Most of the people who join a safelist have their own online business, so they are the perfect target market for you to focus on.

3: Automated

I spend less than 20 minutes per day using several different safelists. It's automated. With the push of a few clicks, my marketing messages go out to more than 300,000 people daily.

4: Ease of Use

Using a safelist is quite simple. There is a short learning curve. Most safelists provide a simple tutorial video. Once you've logged in and spent 20-30 minutes in the back office, you should have a clear understanding about how everything works.

5: Additional Income Stream

Most safelists also come with an [affiliate program](#), so you can earn commissions by referring others to the safelist. This helps provide you with multiple streams of income. Personally, I use my affiliate commissions to buy additional ads to promote [my primary business](#), so it's win-win.

How to Get Leads from Safelists

Are you wondering **how to get leads from safelists**? If so, the answer is simple.

Most safelists offer some type of email blast. Some people might call this a solo ad. You craft up a catchy subject line and message and you can email ALL members in the safelist.

Or you can send an email to 3,000 or 5,000 members every two or three days. Each safelist does things a little bit differently, so read the fine print.

For example, **with [Herculist](#), I can email over 300,000 people DAILY** with the push of a button. It's quite exciting.

In addition to the email blasts, most safelists offer text ads and banner ads. You can promote your business opportunity, advertising, or service using any of these methods.

Some safelists let you direct message other members. The options are endless. Before joining a safelist, you should check what options are available, so you can make an informed decision.

When you are placing ads on a safelist, it is vital to send people to a capture page first. Your objective is to build your email list. Do not send people to a sales page first, or a replicated website, or you are wasting your time and money. Focus on building your list. The money is in the list.

Recommended Safelists

Although there are HUNDREDS of different safelists online, I only use a few of them myself. These are the ones I currently use and recommend.

1: Herculist

[Herculist](#) is more than 20-years old and has approximately 400,000 members. You can buy a yearly GOLD membership for about \$50-\$60. Sometimes they even offer a lifetime membership for the same price.

As a paid GOLD MEMBER, you can email approximately 300,000+ people daily. They also have different paid [advertising options that work](#) well. If I could only

recommend one safelist, it would be Herculist. You can join for free, and you even get \$5 just for joining. [Join Herculist](#).

2: ViralURL

I have used ViralURL.com off and on for more than 10 years now. It's very effective. You can cloak your affiliate links, send an email every few days, buy solo ads, do text ads, and banner ads. It even has a great affiliate program. If you'd like to learn more about it, you can [create a free account here](#).

3: European Safelist

I've been using European Safelist off and on for about a year now. I upgraded to the highest level possible, which is only \$45 per month. I get to send a TON of emails with this option. European Safelist is giving Herculist a run for their money, with my cost per click and cost per visitor. If you haven't checked them out before, [you can do so here](#).

Tips for Success

Here are some of my best tips for success to get leads with safelists.

1: Focus on 2-5 Safelists

As I mentioned earlier, there are hundreds of different safelists online. I suggest you start with two to five. Test them out. Figure out which ones convert the best for your offers. Keep the winners, ditch the losers, and keep experimenting with new safelists. Don't spread yourself too thin right out the gate.

2: Leverage the Paid Membership

With each safelist, you want to leverage their paid membership option. The free membership will not cut it, because you can't email as many people. Plus, you will get bombarded with emails. Upgrade to the highest level possible and use every feature they offer. That way you get the most out of your membership.

3: Login Daily

Log in to your safelists daily and send out your ads. Create a new habit of logging into each safelist at least once a day. If necessary, make a checklist and keep it next to your computer so you don't forget to do this.

4: Track Your Results

Use [tracking links](#) for each safelist you use, so you can track how many clicks, leads, and sales you generated. This is the easiest way to figure out what is working.

5: Only Use Capture Pages

When you place your ads, make sure you only send people to a [capture page](#) first. Do not send them to your blog or a replicated website. Your goal is to capture leads, so you can build your list, and follow up with them in the future.

6: Test for Frame Breakers

Many websites use frame breakers, which will not work in a safelist. Make sure you [test your URL first](#) to make sure it will work in the safelist. Most safelists provide a free resource to do this. The last thing you want to do is run an ad and no one can see your website or offer.

Final Thoughts

In summary, these are my best tips on **how to get leads from safelists**. Whether you do affiliate marketing, internet marketing, or network marketing, you definitely need [more traffic](#) and leads. Safelists are a great way to make that happen. By following the advice in this article, you should be well on your way.

Suggested Reading

1. [Best Places to Advertise](#)
2. [Learn more about MLM Solo Ads](#)
3. [MLM Advertising That Works](#)
4. [Big Ticket Affiliate Programs](#)