



Lead Capture Page Boss

Supporting companies and marketers online since 1999

**EMAIL DELIVERABILITY &
WHITE LIST INSTRUCTIONS**

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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.

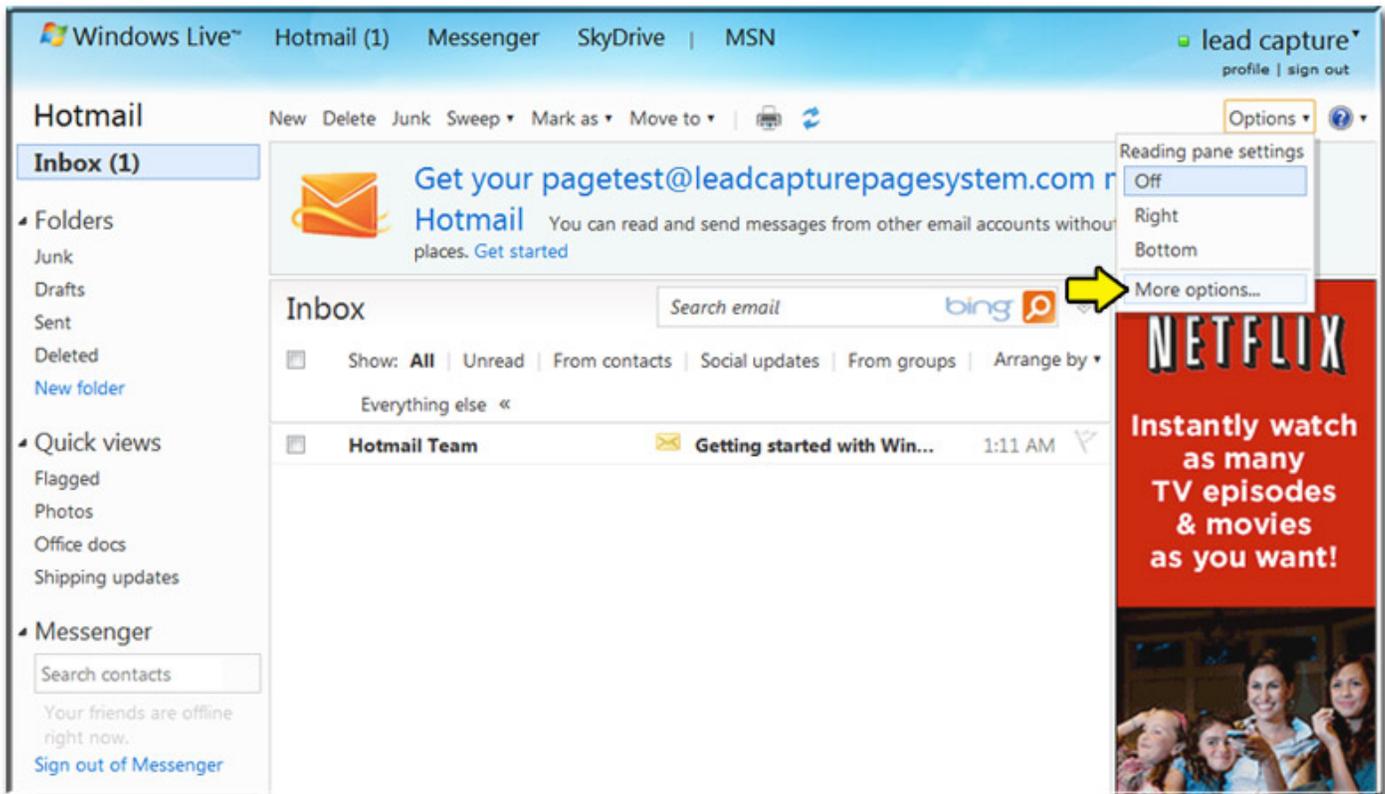
Hotmail, MSN or Live

Please take a moment to follow the whitelist instructions below.

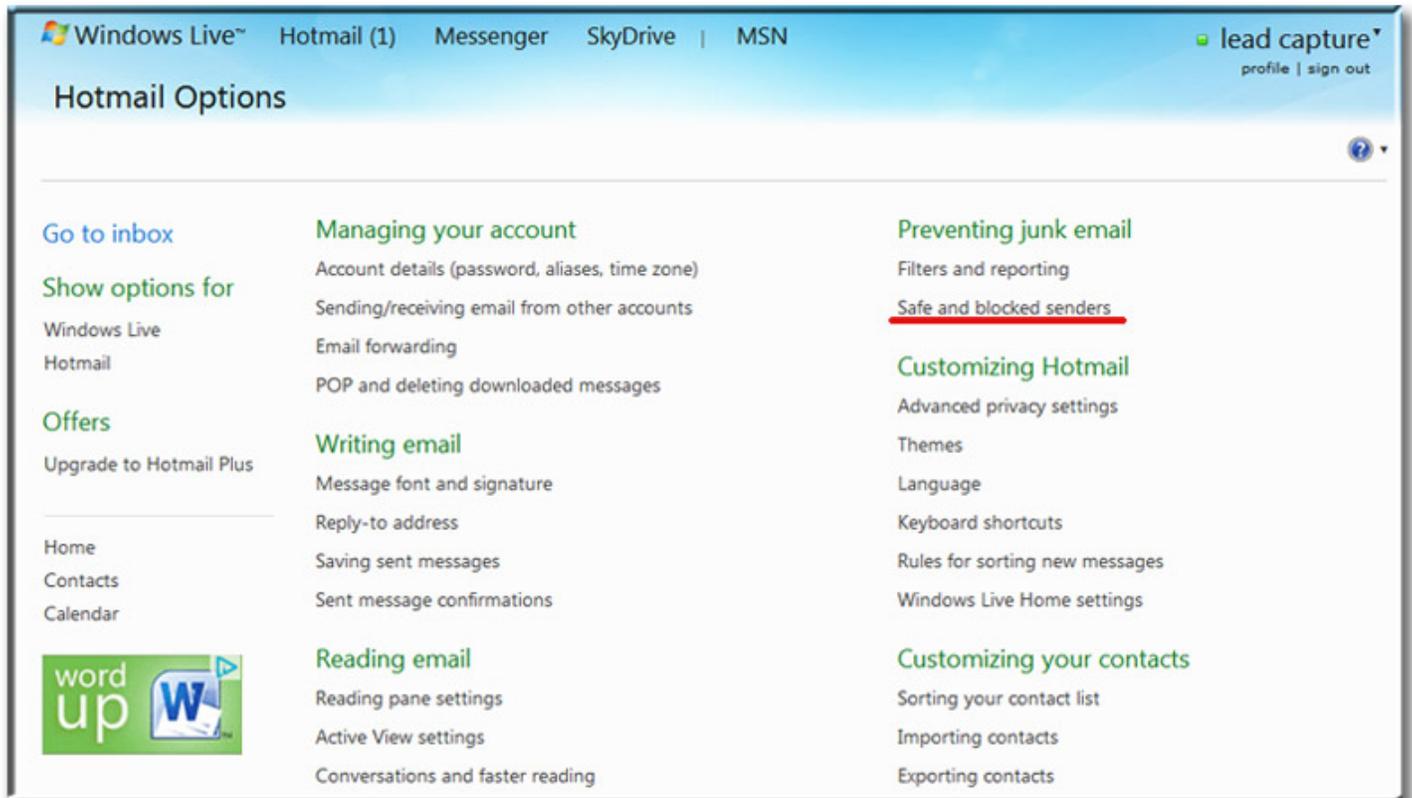
It will only take a few moments and will help improve the deliverability of your emails to your recipient's inbox. That is right, it will help your emails get to the inboxes of your prospects.



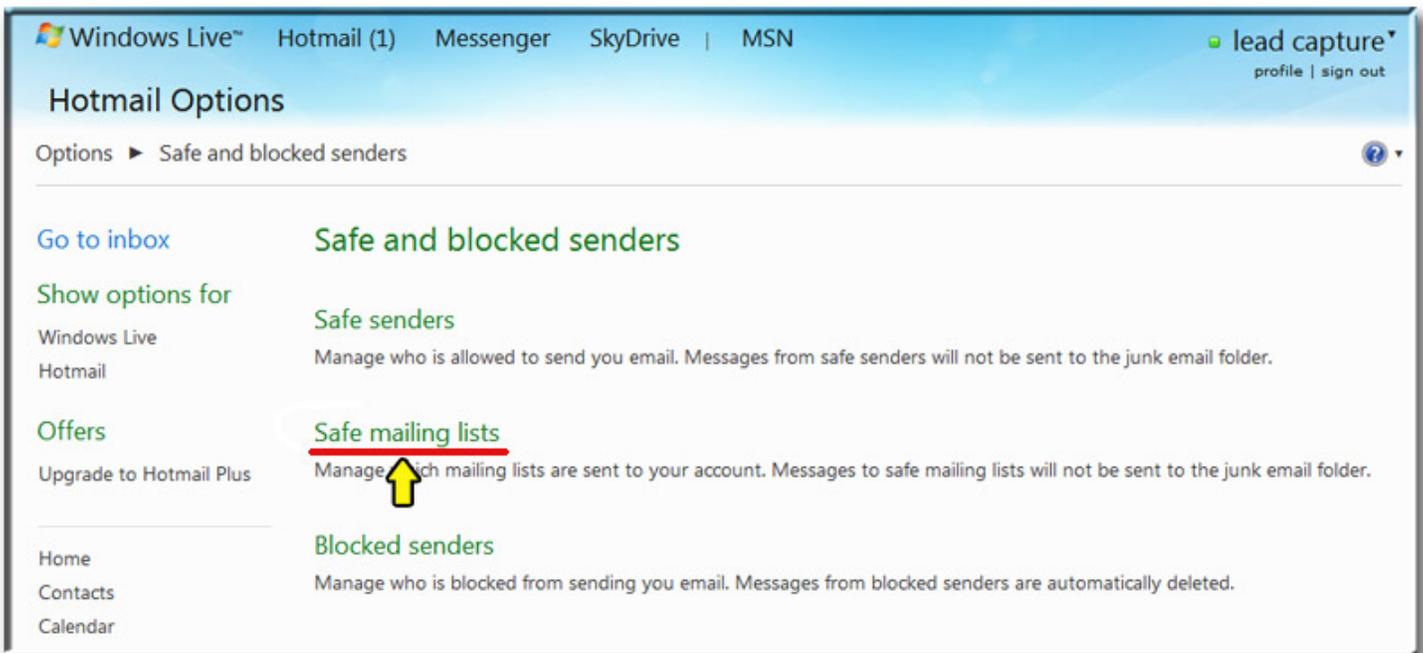
Open your Hotmail, Live or MSN e-mailbox. On the menu bar running across the top of your inbox you will see an item labeled "Options." It is the second last item to the right. Left click on "Options." Then click "More options".



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@leadcapturepageboss.com**, and then left click on the "Add to list" button.

The screenshot shows the 'Hotmail Options' page with the 'Safe mailing lists' section. The page header includes 'Windows Live™', 'Hotmail (1)', 'Messenger', 'SkyDrive', and 'MSN'. The user's profile is 'lead capture' with options for 'profile' and 'sign out'. The navigation path is 'Options > Safe and blocked senders > Safe mailing lists'. On the left, there are links for 'Go to inbox', 'Show options for' (Windows Live, Hotmail), and 'Offers' (Upgrade to Hotmail Plus, Home, Contacts, Calendar). The main content area is titled 'Safe mailing lists' and contains a paragraph explaining that messages from mailing lists are often misclassified as junk. Below this, it instructs the user to type the 'To' address for the mailing list in the provided box and click 'Add to list'. An example email address 'mailinglist@example.com' is shown. A yellow callout bubble points to the input field with the text 'type in the email you want to add as a safe mailing list'. The 'Add to list >>' button is highlighted with a red arrow and the text 'CLICK HERE'. Below it is a '<< Remove from list' button. On the right, the 'Safe mailing lists:' section shows a list with one entry: 'support@leadcapturepagesystem.co'.

Yahoo

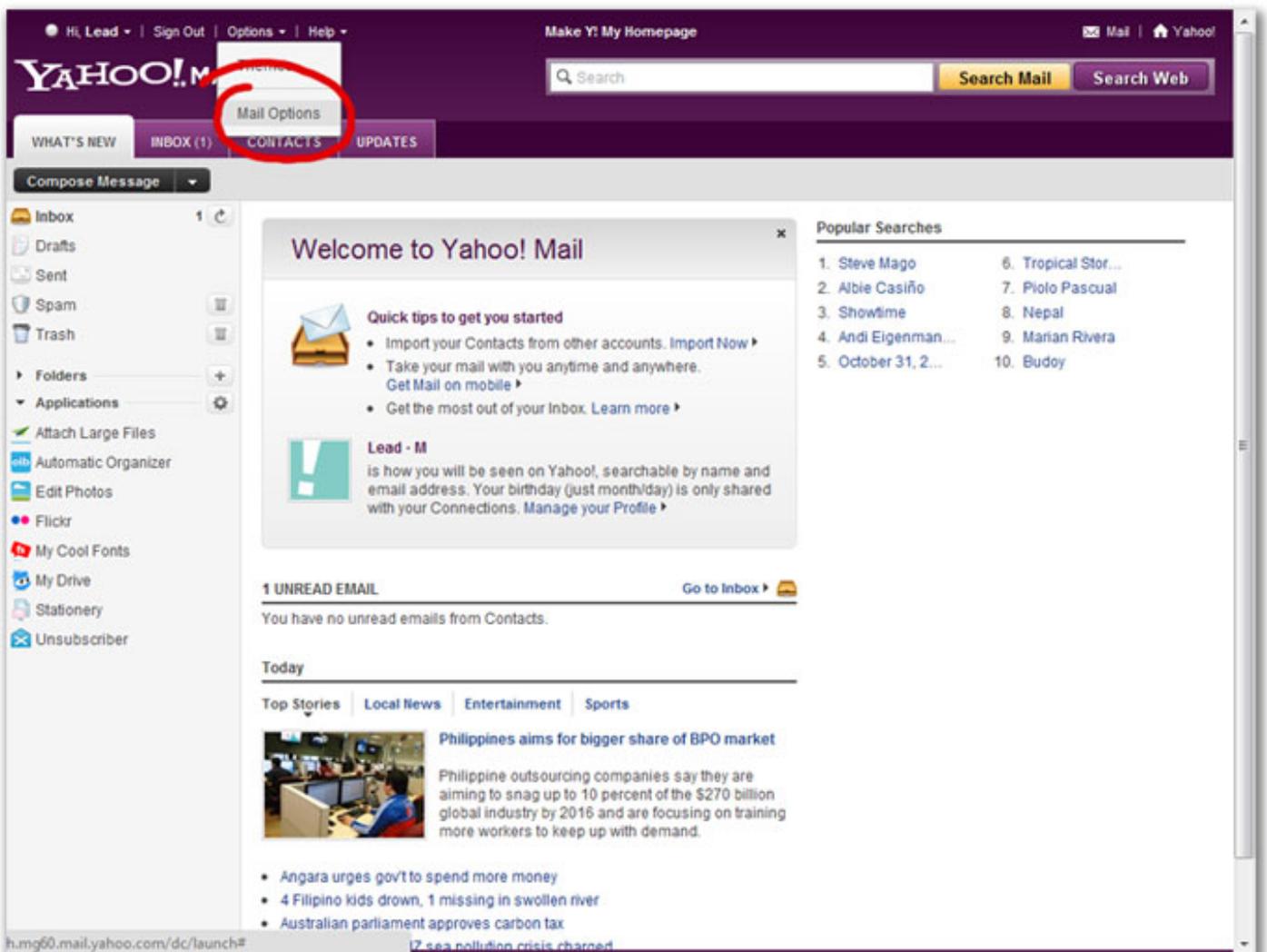
Please take a moment to follow the whitelist instructions below.

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.



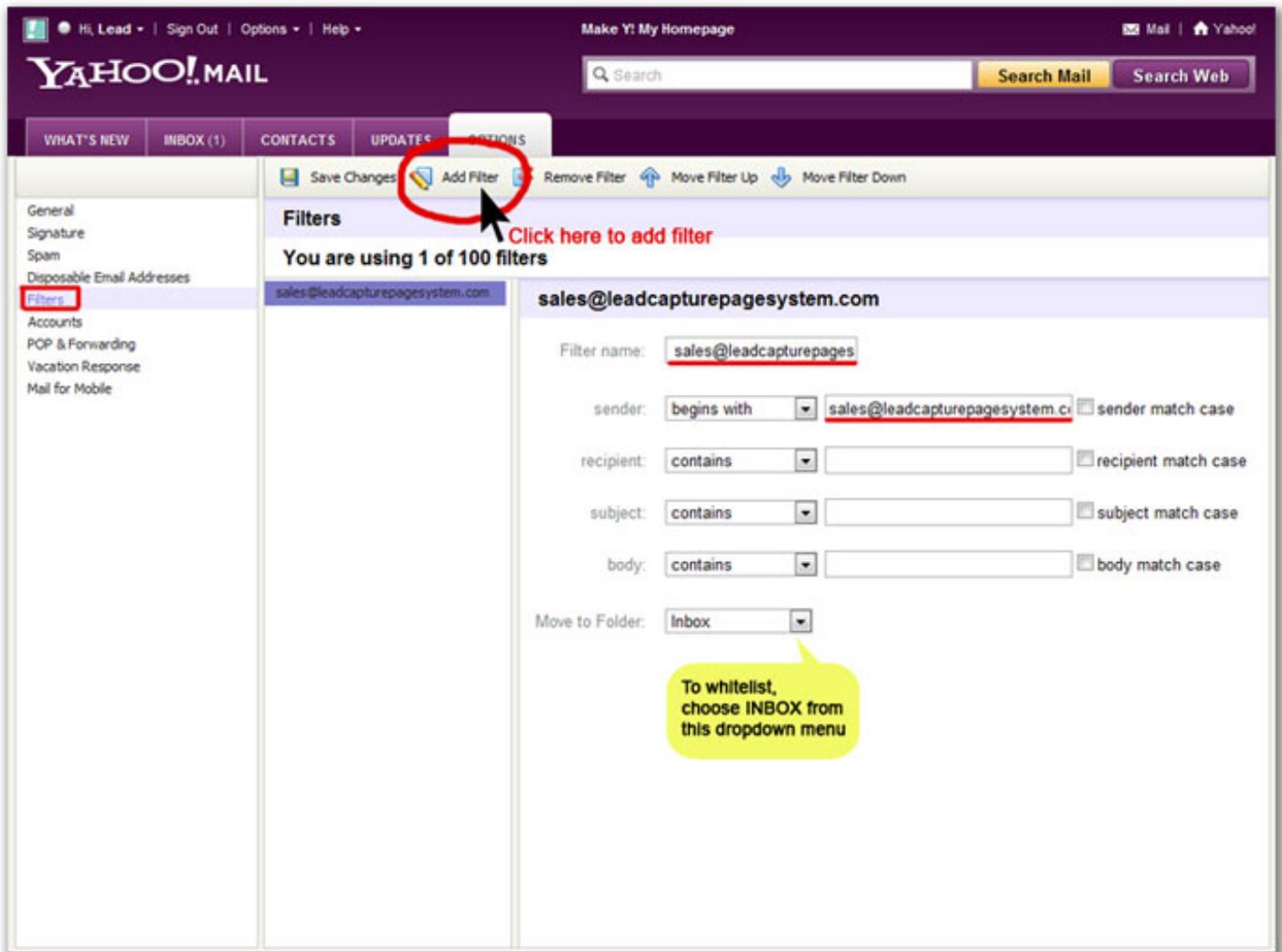
Click Filters.

Click Add Filter.

Under Filter name, type in the **no-reply@leadcapturepageboss.com** you wish to be whitelisted. Choose which dropdown options you wish to add the whitelisted **no-reply@leadcapturepageboss.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

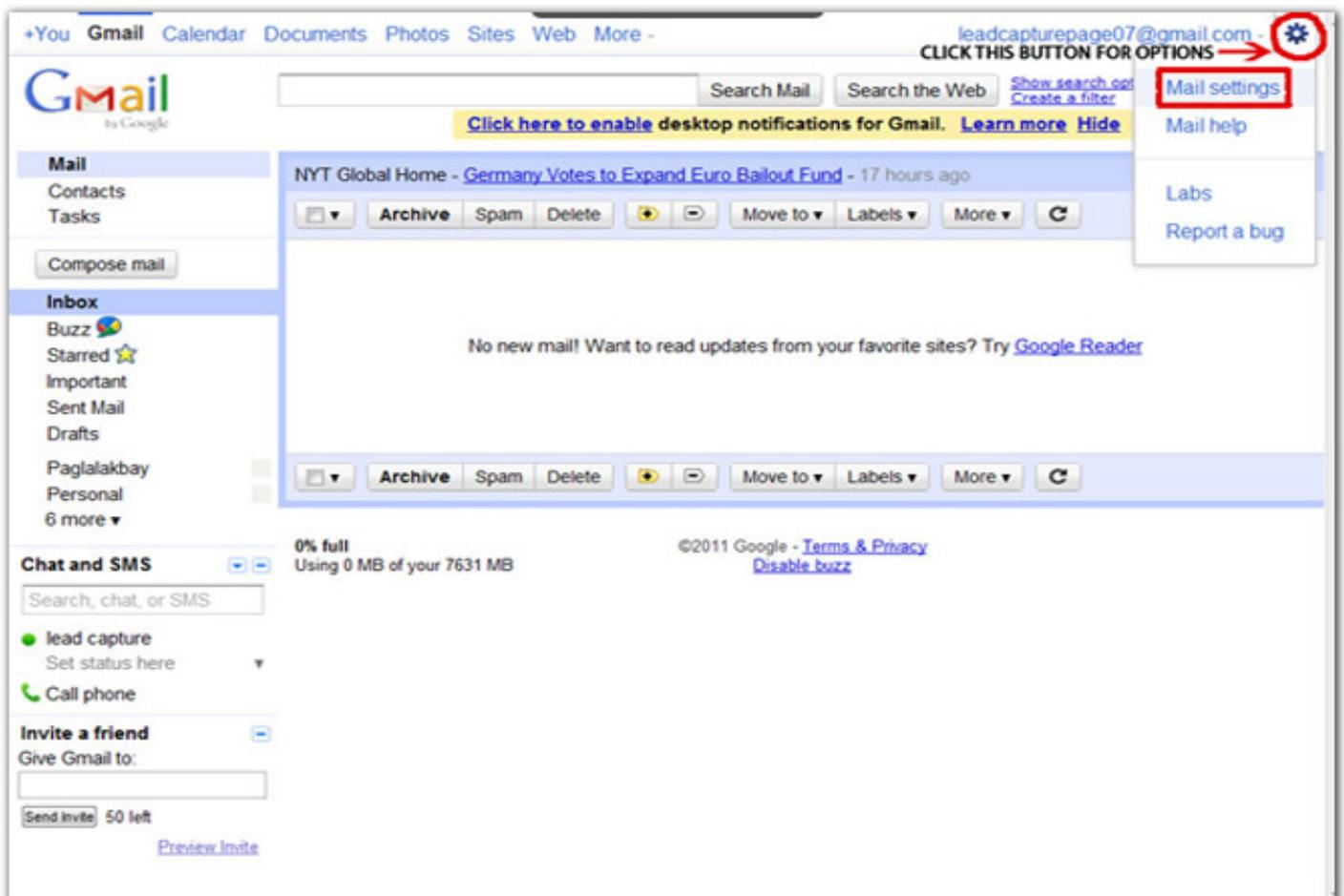
Please take a moment to follow the whitelist instructions below.

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

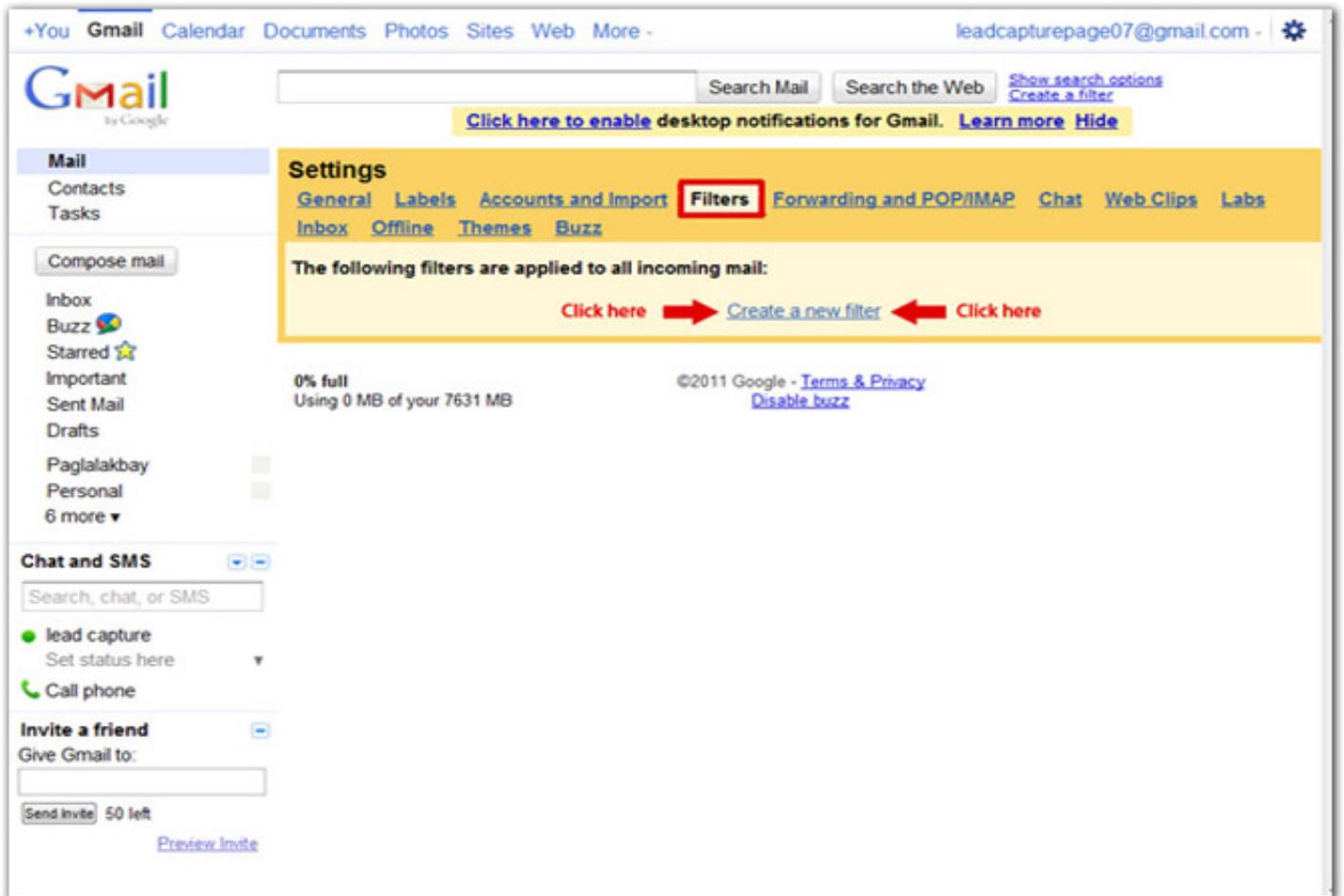


Whitelisting a domain in email is simple, effective and set up easily. Doing this ensures that email sent to you go straight into your inbox and not into your junk box. Follow the instructions below to setup whitelisting:

Follow the Settings link in Gmail.



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



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

The screenshot shows the Gmail interface for the account 'leadcapturepage07@gmail.com'. The main heading is 'Create a Filter'. Below this, there is a section titled 'Choose search criteria' with instructions: 'Specify the criteria you'd like to use for determining what to do with a message as it arrives. Use "Test Search" to see which messages would have been filtered using these criteria. Messages in Spam and Trash will not be searched.' The 'From:' field is filled with '@leadcapturepagesystem.com' and is highlighted with a red rectangular box. Other fields include 'To:', 'Subject:', 'Has the words:', 'Doesn't have:', and a checkbox for 'Has attachment'. At the bottom of this section are buttons for 'Cancel', 'Test Search', and 'Next Step'. A red arrow points to the 'Next Step' button with the text 'Click HERE to proceed'. Below the filter creation section is a yellow banner for desktop notifications. The left sidebar shows navigation options like 'Mail', 'Compose mail', 'Inbox', 'Buzz', 'Starred', 'Important', 'Sent Mail', 'Drafts', 'Paglalakbay', 'Personal', and '6 more'. The 'Settings' section is active, showing tabs for 'General', 'Labels', 'Accounts and Import', 'Filters', 'Forwarding and POP/IMAP', 'Chat', 'Web Clips', and 'Labs'. Under 'Filters', it states 'The following filters are applied to all incoming mail:' and provides a link to 'Create a new filter'. At the bottom, there is a 'Chat and SMS' section with a search bar and a 'New! Free SMS in Gmail' promotional banner with a mobile phone icon and text: 'Send free SMS directly from Gmail - just enter a phone number and click Enter. SMS replies come right to your Gmail inbox. See which mobile operators are supported.'

Make sure Never send it to Spam is checked.

The screenshot shows the Gmail interface with the 'Create a Filter' dialog box open. The dialog box has a yellow header with the title 'Create a Filter' and a 'Hide filter options' link. Below the header, there is a section titled 'Choose action' with the instruction: 'Now, select the action you'd like to take on messages that match the criteria you specified. When a message arrives that matches the search: from:(@leadcapturepagesystem.com), do the following:'. A list of actions is provided with checkboxes: 'Skip the Inbox (Archive it)', 'Mark as read', 'Star it', 'Apply the label: Choose label...', 'Forward it' (with a note about verified forwarding addresses), 'Delete it', 'Never send it to Spam' (which is checked with a red checkmark), 'Always mark it as important', and 'Never mark it as important'. At the bottom of the dialog box, there are buttons for 'Show current filters', 'Cancel', 'Back', and 'Create Filter'. The 'Create Filter' button is circled in red, and a red arrow points to it with the text 'CLICK HERE TO PROCEED'. To the right of the 'Create Filter' button is a checkbox labeled 'Also apply filter to 0 conversations below.' Below the dialog box, there is a note: 'Note: filter will not be applied to old conversations in Spam or Trash'. At the bottom of the dialog box, there is a link: 'Click here to enable desktop notifications for Gmail. Learn more Hide'. The background shows the Gmail interface with a search results section for 'from:(@leadcapturepagesystem.com)' and a 'New! Free SMS in Gmail' advertisement.

Click Create Filter.

The screenshot shows the Gmail interface for the account 'leadcapturepage07@gmail.com'. The top navigation bar includes links for '+You', 'Gmail', 'Calendar', 'Documents', 'Photos', 'Sites', 'Web', and 'More'. The Gmail logo is on the left, and search boxes for 'Search Mail' and 'Search the Web' are on the right. A yellow notification banner at the top center states 'Your filter was created. Learn more'. The left sidebar contains navigation options for Mail (Compose mail, Inbox, Buzz, Starred, Important, Sent Mail, Drafts, Paglalakbay, Personal, 6 more), Chat and SMS (Search, chat, or SMS; lead capture; Call phone), and Invite a friend (Give Gmail to; Send invite; 50 left; Preview invite). The main content area is titled 'Settings' and has tabs for 'General', 'Labels', 'Accounts and Import', 'Filters', 'Forwarding and POP/IMAP', 'Chat', 'Web Clips', and 'Labs'. The 'Filters' tab is active, showing a list of filters applied to all incoming mail. One filter is listed: 'Matches: from:(@leadcapturepagesystem.com)' with the action 'Do this: Never send it to Spam'. There are 'edit' and 'delete' links for this filter. A 'Create a new filter' link is at the bottom of the filter list. Below the filter list, there is a storage status indicator '0% full Using 0 MB of your 7631 MB' and a copyright notice '©2011 Google - Terms & Privacy Disable buzz'. A promotional pop-up for 'New! Free SMS in Gmail' is visible in the bottom right, featuring a mobile phone icon and text: 'Send free SMS directly from Gmail - just enter a phone number and click Enter. SMS replies come right to your Gmail inbox. See which mobile operators are supported.'

AOL

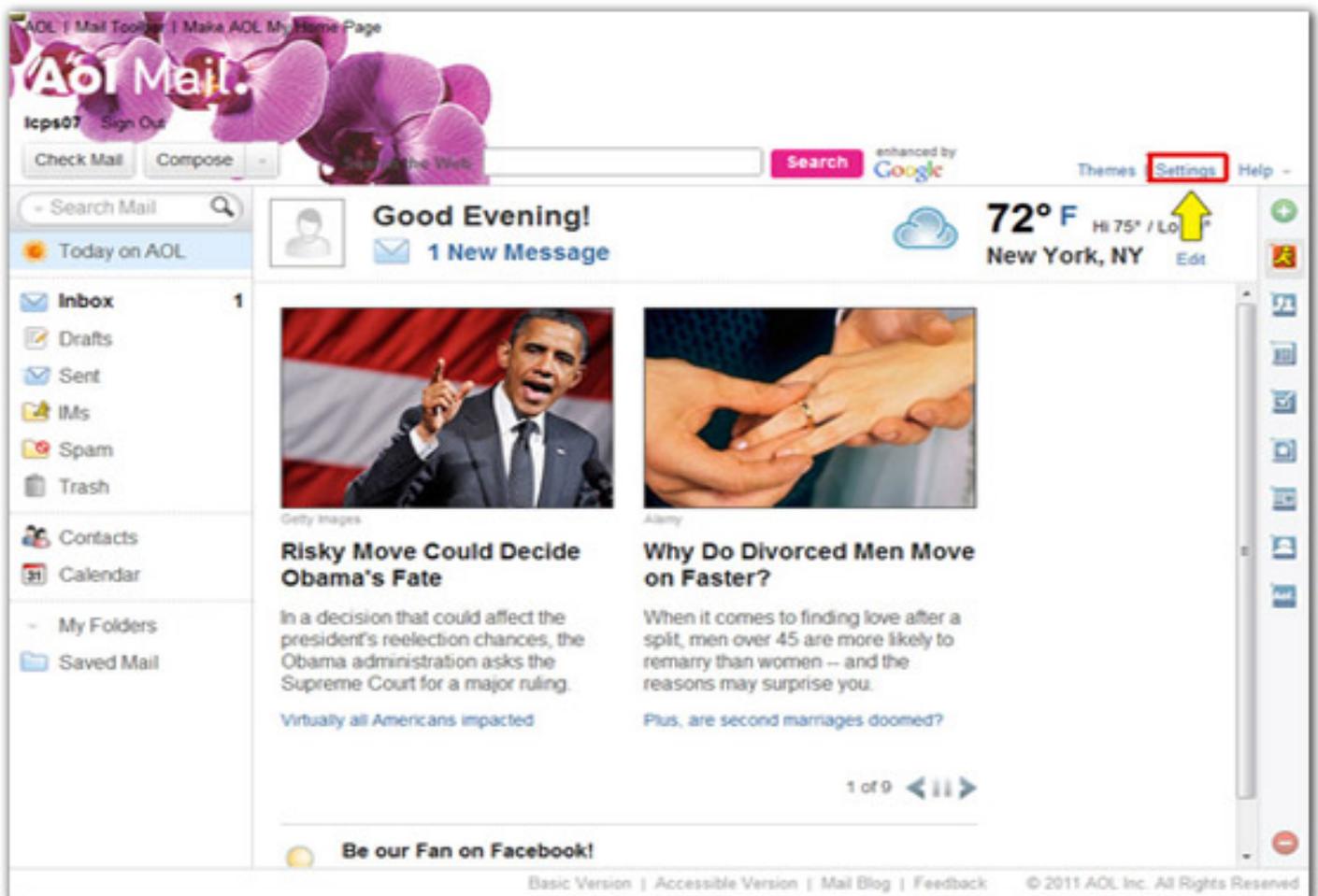
Please take a moment to follow the whitelist instructions below.

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

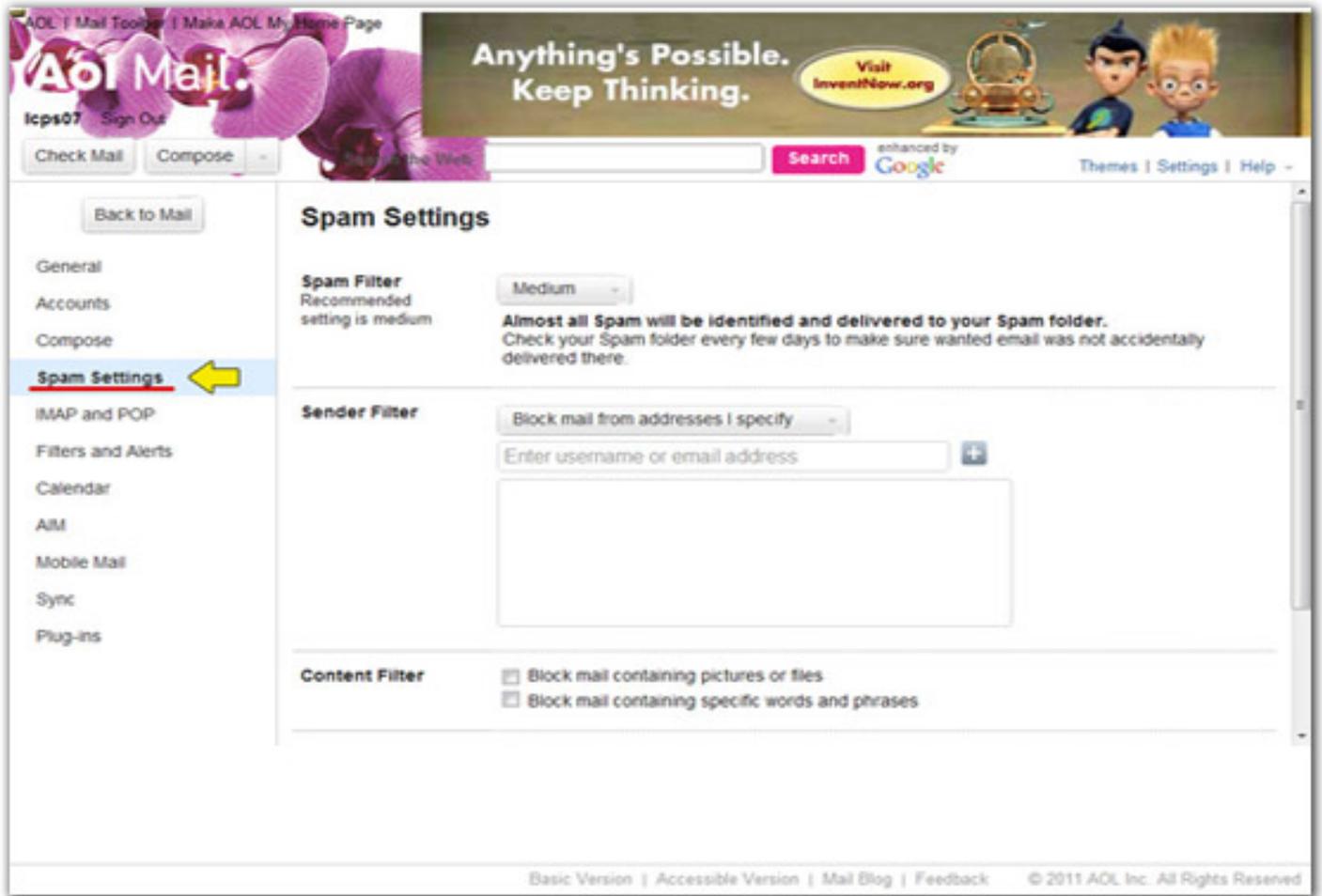


Whitelisting - AOL version 9.0 or higher

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



Under Settings click on Spam Settings.



The screenshot shows the AOL Mail interface. At the top, there's a banner with the AOL logo and the slogan "Anything's Possible. Keep Thinking." along with a "Visit InventNow.org" button. Below the banner, there are navigation links for "Check Mail" and "Compose". A search bar is present, labeled "enhanced by Google". On the left side, there's a navigation menu with options like "General", "Accounts", "Compose", "Spam Settings" (highlighted with a yellow arrow), "IMAP and POP", "Filters and Alerts", "Calendar", "AIM", "Mobile Mail", "Sync", and "Plug-ins". The main content area is titled "Spam Settings" and contains three sections: "Spam Filter" (set to "Medium"), "Sender Filter" (with a dropdown menu and an input field), and "Content Filter" (with two checkboxes for blocking mail containing pictures/files and specific words/phrases). At the bottom, there are links for "Basic Version", "Accessible Version", "Mail Blog", "Feedback", and a copyright notice for AOL Inc. 2011.

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

The screenshot shows the AOL Mail interface. At the top, there's a banner with the text "Anything's Possible. Keep Thinking." and a "Visit InventNow.org" button. Below the banner, there's a navigation bar with "Check Mail", "Compose", and a "Search" button. The main content area is titled "Spam Settings". Under "Spam Filter", the setting is "Medium". Below that, there's a "Sender Filter" section with a dropdown menu open. The dropdown menu has the following options: "Block mail from addresses I specify", "Allow mail from all senders", "Allow mail only from aol.com users", "Allow mail only from people I know", "Allow mail only from addresses I specify" (highlighted with a red arrow and underline), and "Block mail from all senders". Below the dropdown, there's a "Content Filter" section with two checkboxes: "Block mail containing pictures or files" and "Block mail containing specific words and phrases". The footer contains links for "Basic Version", "Accessible Version", "Mail Blog", "Feedback", and a copyright notice for AOL Inc. in 2011.

AOL Mail. Anything's Possible. Keep Thinking. Visit InventNow.org

lcp07 Sign Out Check Mail Compose Search enhanced by Google Themes | Settings | Help

Spam Settings

Spam Filter
Recommended setting is medium
Medium

Sender Filter
Allow mail only from addresses I specify

sales@leadcapturepagesystem.com

sales@leadcapturepagesystem.com *ADDED

Click here to add

Type in the email address you wish to add as a whitelist

Content Filter
 Block mail containing pictures or files
 Block mail containing specific words and phrases

Basic Version | Accessible Version | Mail Blog | Feedback © 2011 AOL Inc. All Rights Reserved

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

Other Spam Filter Providers

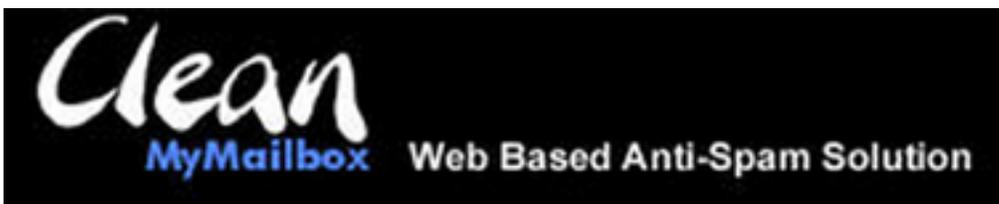
Try adding **no-reply@leadcapturepageboss.com** to your Address Book or Contact list.

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@leadcapturepageboss.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@leadcapturepageboss.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@leadcapturepageboss.com**
6. Click OK.
7. Click OK.
8. Click Yes.
9. Click OK.

Mailblocks

mailblocks

next generation email

1. Click the Addresses tab.
2. Click New.
3. Type: **no-reply@leadcapturepageboss.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@leadcapturepageboss.com**
4. Click OK.

MailWasherPro

MailWasher Pro



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@leadcapturepageboss.com**
5. Click OK.

McAfee



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

Oddpost

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@leadcapturepageboss.com** to your Safe List.
2. Add **no-reply@leadcapturepageboss.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@leadcapturepageboss.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@leadcapturepageboss.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@leadcapturepageboss.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@leadcapturepageboss.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@leadcapturepageboss.com**
4. Click the >> button.
5. Click Close.

Spam Interceptor



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

Spamkiller



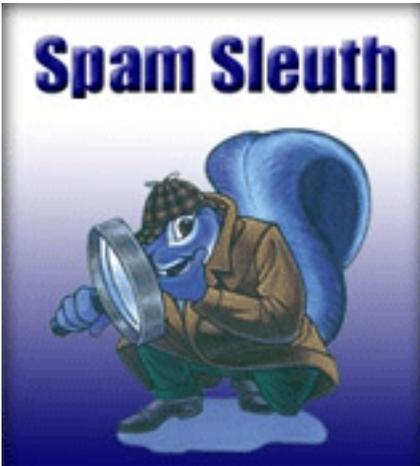
1. On the Spamkiller sidebar, click Friends.
2. Click Add.
3. Enter **no-reply@leadcapturepageboss.com** and click the OK button.

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@leadcapturepageboss.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@leadcapturepageboss.com** on a line by itself in the entry field.
5. Click OK.