



## **Customer Education Series**

# 5 Simple Ways To Avoid Getting An Avalanche of Spam

A Business Owners Guide To Eliminating The 10-15  
Most Unproductive Minutes Of Each Employee's Day

# 5 Easy Ways to Avoid Getting an Avalanche of Spam

**Warning:** Spam e-mails are not only annoying and time consuming, but they're also becoming more dangerous to your personal privacy and the security of your computer. Millions of computer users are getting infected, spoofed, and tricked by spam e-mails every year, forcing the user to pay hefty fees to clean and restore their PCs back to working order.

There are 3 NEW dangers that all computer users must be aware of:

**1. An increase in hijacked and spoofed e-mail addresses.** Spammers have discovered new ways to make it appear as though their spam e-mail is coming from YOUR computer. This could result in having your Internet connection terminated or put on hold by your ISP - all without your knowledge. That is why good spam blocking software will not only block inbound spam from your inbox, but also unauthorized *outbound* spam from your server.

**2. An increase in viruses-carrying spam.** Accidentally open a spam e-mail carrying a nasty virus and you can end up with big problems ranging from the slowing of your system to more serious threats such as system crashes, data loss, identity theft, redirecting your web browser to porn sites, and more.

**3. Phishing spam.** A phishing e-mail appears to be a legitimate e-mail from a bank, vendor, friend, or other trusted source. The purpose is to trick you into giving confidential information such as bank accounts, social security numbers, passwords, and credit card information. You've probably already received a PayPal or bank spam e-mail that said your account was going to be closed unless you verified your information. It then directs you to a very convincing web site where you input certain information the spammer is trying to glean. In reality, this is a malicious third party that is going to use your information to open credit card accounts, access your account, steal money, and cause you other major identity and financial problems.

## So what can we do about this?

First and foremost, it's absolutely critical that you get a quality spam blocking software installed as a first line of defense. New government regulations haven't done a single thing towards preventing or stopping spammers so the responsibility lies on your shoulders.

As you probably already know from firsthand experience, once you're on a spammer's list, it's impossible to get off; and changing your e-mail address can be a major

inconvenience especially if you rely on it to stay in touch with important business and personal contacts.

To reduce the chances of your e-mail address getting on a spammers list, here are 5 simple preventative measures you can take that will go a long way in keeping not-so-delicious spam out of your in-box.

### **1. Use a disposable e-mail address.**

If you buy products online or occasionally subscribe to web sites that interest you, chances are you're going to get spammed.

To avoid your main e-mail address from ending up on their broadcast list, set up a free Internet e-mail address with Hotmail or Juno and use it when buying or opting in to online newsletters. You can also use a throwaway e-mail address when making purchases or subscribing to newsletters (see #4 below).

### **2. Pay attention to check boxes that automatically opt you in.**

Whenever you subscribe to a website or make a purchase online, be very watchful of small, pre-checked boxes that say, "Yes! I want to receive offers from third party companies."

If you do not un-check the box to opt-out, your e-mail address can (and will) be sold to every online advertiser. To avoid this from happening, simply take a closer look at every online form you fill out.

### **3. Don't post your main e-mail address on your website, web forums, or newsgroups.**

Spammers have special programs that can glean e-mail addresses from websites without your permission. If you are posting to a web forum or newsgroup, use your disposable e-mail address instead of your main e-mail address.

If you want to post an e-mail address on your home page, use "info@" and have all replies forwarded to a folder in your in-box that won't interfere with your main address.

### **4. Create throwaway e-mail accounts.**

If you own a web domain, all mail going to an address at your domain is probably set up to come directly to you by default. For example, an e-mail addressed to [anything@yourdomain.com](mailto:anything@yourdomain.com) will be delivered to your in-box.

This is a great way to fight spam without missing out on important e-mails you want to get. The next time you sign up for a newsletter, use the title of the website in your e-mail address. For example, if the website is titled "www.greatwidgets.com," enter "greatwidgets@yourdomain.com" as your e-mail address. If you get spammed, look at what address the spam was sent to.

If greatwidgets@yourdomain.com shows up as the original recipient, you know the source since that e-mail address was unique to that web site. Now you can easily stop the spam by making any e-mail sent to that address bounce back to the sender.

## **5. Don't open, reply to or try to opt-out of obvious spam e-mails.**

Opening, replying to, or even clicking a bogus opt-out link in an obvious spam e-mail signals that your e-mail address is active, and more spam will follow.

The only time it is safe to click on the opt-out link or reply to the e-mail is when the message was sent from a company you know or do business with (for example, a company that you purchase from or a newsletter you subscribed to).

## **How To Permanently Stop Spam From Taking Over Your Inbox**

If you are absolutely fed up with the number of spam e-mails invading your inbox every second of the day, read on.

### **We're Waging War Against Spam, Spyware, and Pop-Ups!**

Not too surprisingly, an overwhelming number of you said "SPAM" with pop-ups running a close second on the list of things that make you crazy.

That's why we've decided to launch a war against spammers and unethical online advertisers for our customers by offering a **FREE "Stop The Ads" audit**.

### **We'll Show You How To Stop Spammers And Unethical Advertisers In Their Tracks**

During this free audit, one of our senior technicians will come onsite to review your network and uncover loopholes that allow spammers and advertisers to penetrate your network and install unwanted spyware on your computer.

**Note:** Spyware is a small program that online advertisers download to your computer without your permission or knowledge so they can monitor your web surfing

and steal your confidential information. Sometimes they can even read your credit card information!

**During this FREE “Stop The Ads” audit we’ll show you how to:**

- Eliminate pop-ups finally and forever.
- Quarantine virus-riddled spam before it ever gets to your in-box.
- Filter spam without blocking important e-mails from clients and associates.
- Clean out any spyware installed on your individual PCs or network.
- Bulletproof your network from viruses and other cyber criminals.

**And If You Are Not Currently Hosting Your Own E-mail In House,  
We’ll Also Show You How To:**

- Save hundreds or even thousands of dollars on costly bandwidth and ISP fees by bringing your e-mail in house.
- Prevent your ISP’s spam filter from blocking important, non-spam e-mails you need to receive.
- Make it easier to set up new e-mail accounts.
- Stop employees from accidentally (or intentionally!) sending illegal, inappropriate, or confidential information via e-mail.
- Set up a safe and secure filing system to store all of your important e-mail.
- Eliminate the file size limitations on your in-box.

**Here’s How It Works:**

To request your free “Stop The Ads” Audit, simply call our offices or fill in and fax back the enclosed form.

We will send one of our senior, professional technicians to your office. He will be on time, guaranteed. He will evaluate your network for FREE and give you a straightforward situation analysis, and explain the options you have available for eliminating spam, spyware, and pop-ups.

We will also give you a guaranteed price in writing – not an estimate – for the options you want to try. If you agree to allow us to do the work (you are under no obligation), we can usually start right away!

**EVERY job is backed by our exclusive Peace of Mind Guarantee:** if you are not happy with the work or the technician doing the job, simply say to the technician “this is not what I had in mind”. That will be his cue to stop the work, restore your network, and leave your office – **AND YOU WON’T PAY ONE PENNY!** *No* questions, *No* argument, *No* guilt, *No* payment. You can consider the job cancelled and the work ON US.

As you can see, we don’t think you should take a chance on hiring ANY computer support company – even us. We strongly feel that the customer is number one and to prove our commitment to you, we are willing to put ourselves on the line.

**It’s that simple and you have nothing to lose.**

So give us a call or fax back the enclosed form while you are thinking about it. You’ll be glad you did!

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## Free “Stop The Ads” Audit Request Form

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**YES, I Want To Stop The Ads!** I'm sick and tired of spam, spyware, viruses, and pop-ups and want to find out how I can put an end to it finally and forever! Please contact me to schedule a complimentary “Stop The Ads” audit. I understand that I am under zero obligations to do or purchase anything by requesting this audit.

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### Company Information:

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Your Name: \_\_\_\_\_

Your Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Email: \_\_\_\_\_

How many PCs: \_\_\_\_\_

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**In addition to spam and pop-ups, are there any other e-mail and Internet related problems you are having?**

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**Fax This Form Back To: 1-561-487-1780**