

FXstyle eMail Marketing - FAQs

www.fxstyle.net



Who should use Bulk Email List?

Anyone who has a product or service that they are selling or marketing. Compared to any other type of advertising bulk email is by far the least expensive form of advertising. Take for example direct snail mail. Between the cost of envelopes and postage at \$.35, if you spent \$69.95 (the cost of our Bulk Email Lists) you would reach less than 200 people. With millions of emails for the same \$69.95 you can reach in upwards of 318 million! How much money would it cost to advertise on television or in print to reach the same amount of people? The Superbowl gets close to those kinds of numbers and the cost for one 30 second commercial is close to \$1,000,000.

How effective is email marketing?

Targeted opt-in emailing is the most cost effective way to advertise your business. You can expect anywhere from 0.3% to 2% response rate.

Do you send targeted email or offer bulk hosting for customers?

No. We do not provide mass emailing services at the moment.

What is your bulk email package all about?

Our package is designed to help promote any existing business with the most effective means of advertising - Email. Email is free and instant. Our packages include all that is required to begin mailing millions of opt-in prospects your message without experience. You can start off purchasing our \$69.95 package and decide how email marketing works for you.

Why your address list the best?

We have more than one billion email addresses in our database. But you know what ...700 Million of them are 100% useless. We'd give them to you but you would only curse our

company name after sending out to them. We should advertise a package of 500 or 900 million addresses but it would only waste your time. We want you to love our list so after you exhaust it, you can buy the latest one again. We know this will happen if you try us. FXstyle is a reputable company that is here to stay. Grow with us!

You know the saying you get what you pay for! Some fly by night sites are claiming 300 million, 400 million and one site even had the nerve to offer 1 Billion emails. Well, some of those are small packages just "copied" then "pasted" over and over. It is impossible to notice at first but when you get a flood of people claiming you sent them 100 messages, you'll see. Dirty lists will get your whole effort SHUT DOWN. No big deal - but it is really annoying to constantly have to get another free email account, another ISP, another website and another campaign together every day.

There are only 301 million people in the US. This includes kids and people in their 70s, 80s and 90s - clearly without an internet presence. And the USA is really the only email worthy country - especially if you are a US business and want to mail within a reasonably fast time frame with English sales letters. Now...does anyone believe that there are really 100+ million email accounts worth sending to? Even if there were that many email accounts active in the US and UK, you would be sending to the same people who may have multiple accounts. That is pointlessly rude to any opt-in prospect you want to make a good impression with. Besides, our list was never "harvested" online. It is only a compilation of mainly opt-in shoppers. There are very few business addresses included because such accounts convert very poorly and are slow to mail. Remember: Any business owner also has a personal account. Additionally, mailing software only works fast if the domains are similar. This allows your software to make one connection to the same common domain, like Yahoo. If the sending software has to constantly keep connecting to a different domain, it can take 5 hours to mail 500 people. Buy a list from our rivals (all 300 of them) - and most include the strangest domains imaginable. Very unpopular and even suspiciously fake. Many lists also include .gov, .edu, and .mil. These domains should NEVER be sent bulk mail.

How do you obtain targeted, opt-in email addresses?

To put together and update our email database we have partnered with opt-in email providers, such as: online shopping malls and eCommerce stores, internet service providers, information sites, social and political survey sites and many other frequently visited websites. They collect lots of information from their customers, including: email address, geographic location, profession, hobbies, areas of interest, etc. Our providers are able to share that type of information with all their business partners only with the expressed consent of their

customers.

What is included with my order?

318 Million Worldwide Email Addresses Power Packed List

- The Highest Quality Opt-In List on the Market
- The Freshest Gathered of Email Addresses
- Updated to January, 2012
- Completely sorted by "Country, State, City, Mail Servers & Commercial"
- 20+ Million AOL, Hotmail, Yahoo, Gmail, Earthlink, and MSN addresses
- 1+ Million personal profiles complete with "Name, Address, Email, Birthday & Country"
- Fully Licensed Software including bulk email sender, extractor, unsubscriber & list manager
- Broadcast Advertiser (Windows popup Ad program)
- Completed Worldwide IP Ranges

How many country lists are included in the package?

Our completed country lists are:

Albania, Algeria, Angola, Anguilla, Antigua-Barbuda, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Bangladesh, Barbados, Bermuda, Belarus, Belgium, Belize, Benin, Bhutan, Bolivia, Bosnian, Botswana, Brazil, Bulgaria, Burkina Faso, Cambodia, Cameroon, Canada, Cap Verde, Caribbean Islands, Cayman Islands, Chile, China, Colombia, Comoros, Congo, Costa Rica, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Ethiopia, Fiji, Finland, France, Georgia, Germany, Ghana, Greece, Grenada, Guam, Guatemala, Guyana, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Korea, Kuwait, Kyrgyzstan, Lao, Latin America, Latvia, Lebanon, Liechtenstein, Lithuania, Luxembourg, Madagascar, Malawi, Malaysia, Maldives, Malta, Mauritius, Mexico, Micronesia, Monaco, Mongolia, Morocco, Mozambique, Myanmar, Namibia, Nepal, Netherlands, New Zealand, Nicaragua, Niger, Nigeria, Niue, Norway, Oman, Pakistan, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russian Federation, Salvador, Saudi Arabia, Seychelles, Singapore, Slovak, Slovenia, South Africa, Spain, Sri Lanka, St. Lucia, Sudan, Swaziland, Sweden, Switzerland, Syria, Taiwan, Tanzania, Thailand, Togo, Tonga, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Vanuatu, Venezuela, Vietnam, Yemen, Yugoslavia, Zambia, Zimbabwe.

How many business lists are included in the package?

Our completed commercial lists are:

Adult, Agriculture, Bag, Banking, Bearing, Book editors, Car, Casino, Chemical, Church, Constructors, Contractors, Commercial, Companies, Computer, Cosmetic, Dating, Dick Jockey, Drugs, Electronic, Estate, Financial, Flower, Food, Furniture, Gambler, Garment, Gift, Health, Heating, Hospital, Hotel, House ware, Insurance, Invest, Jewel, Jewellery, Law, Lawn care, Literature, Loan, Machine, Military, Mobile, Music, News, Pharmaceutical, Photographers, Plumber, Post, Realtor, Retired, Risk Management, School, Science, Ships Owners & Operators, Shopping, Small Business, Sports, Stock, Textile, Toys, Tracking, Trading, Travel, Watch, Writer.

I'm only interested in a few countries, is it possible to order with specific lists?

No. We do not separate off our package. We offer you an all in one package with lifetime membership.

After payment, how do I get the package?

In keeping with our high efficient and low-cost service for customers we supply an online downloadable package via our Customer Downloads Center. This is risk free, there is no shipping delay and you can get our bulk lists package anytime, anywhere.

What kind of format are these lists in?

All lists are saved in plain text format (.txt) with one e-mail per line which makes them suitable for any software.

How long can I download the lists for?

We institute no time limit. This is a lifetime membership which means you only pay \$69.95 once to be our member for a whole lifetime! You will receive all future features, updates and add-ons for free monthly!

Do you supply any kind of software to handle unsubscribe requests?

Yes. Our which automatically processes subscription and unsubscribe requests (add and remove people to your groups automatically!) and bounces undeliverables directly from your email account/s. This is a real time saver and makes running a newsletter child's play!

Is this software fully licensed?

Yes. All of the softwares included in the package are fully licensed versions. No additional registration fees are required and no banner ads are displayed.

How much of my hard drive space will the lists take up?

You will need 5 GB of hard disk space as our lists are in an 804 MB compressed format in the package.

Can I order the package on CD?

Yes! If you experience slow downloads - dial-up user, for example - then 2 CDs will be shipped to you with an additional cost of \$2.95 and will take 5-10 business days to arrive by air mail delivery. The total amount is \$72.90.

Some other sites charge a monthly fee for their lists. Will your site charge me again?

No. This order fee is a one-off fee. You will only be charged \$69.95 once for a lifetime account. There are no other costs involved, no monthly fees or yearly fees.

What is Western Union, is it safe and how does it work?

Western Union is a global leader in money transfers. You can quickly and easily transfer money to more than 117,000 Western Union Agent locations in over 185 countries worldwide - the largest network of its kind. It reported more than \$2 billion in annual revenue and it's a subsidiary of First Data Corp. (NYSE: FDC).

Sending money with the Western Union Money Transfer service from an Agent location does not require credit cards, debit cards, bank accounts, memberships or citizenship papers. Customers receiving money only need a valid form of identification or, in some cases, the answer to a test question provided by the sender.

What is MoneyGram, is it safe and how does it work?

MoneyGram a high-performance payment services company that efficiently and economically moves money around the world or close to home. MoneyGram's core corporate organization has both a retail group and a division servicing financial institutions. The retail business line includes Travelers Express money orders, MoneyGram money transfers, ExpressPayment emergency bill payments, gift certificates and utility bill payments. Company products are available in more than 100,000 locations worldwide.

Out of the 318 million addresses how many addresses will be undeliverable?

That's hard to say. We use all of our resources to ensure all of our addresses are deliverable before we release them. Yet, out of 318 million people you can be sure that there will be some who will have either changed email addresses or changed ISP's from the time we verify the address to the time you receive the package. Even though we feel confident in saying that our delivery ratio is higher than any other list on the market, it is impossible to expect 100% deliverability from any list. Our lists are only months old. We keep getting newer lists to keep them fresh at all times.

Is anything done to your lists to reduce the amount of complaints I may get?

Yes. We have managed to compile a database of millions of email addresses of complainers, anti-spammers and people who just do not respond well to email advertising. Before we release any list it is first filtered through this huge database to eliminate these people. This will greatly reduce the amount of complaints you may receive and at the same time increases your positive response ratio. This is an extremely important feature.

Which sites are scams?

Well, quite a few actually! We are legally not able to name names, but if the site is on a free web host or looks like a 9th grader built the website - Stay Away! Also, we've noticed about 95% of bulk email companies are here today and gone tomorrow. What does this mean? It means that they buy a package from someone and then resell the entire contents. Most of our legitimate rivals agree with us.

Are their smaller or less expensive lists out there?

Yes. We have seen other lists available. Claims of 100,000 "fresh" addresses that range

anywhere from \$15 to \$299. We do not recommend buying lists of this type. We could do this too. We could break our list up several times and probably make more money. This is not the type of product we would like to be associated with. Why? Because lists of this type often leave the customer unsatisfied. A list consisting of only 100,000 addresses will likely have several thousand undeliverable and duplicate addresses, leaving the customer feeling that they did not get their money's worth. What these companies are hoping for is that you will send out your email right away and then immediately buy more addresses from them. We do not abide by this approach. We believe that the more email addresses you have, the better chances you have of reaching the maximum number of people because no email list can be 100% verified.

Shouldn't I use software to harvest fresh emails myself?

We offer a program that does harvest email addresses better than any other, but... No! Harvesting is borderline illegal but mainly borderline wasteful. Here is why... The only addresses email harvesting programs can access are the ones people have posted online to a public page or included on their website. These people have been bombed to death with everyone else "harvesting" email. After you try this method of obtaining leads, you will quickly realize that all you really get are info@fxstyle.com, webmaster@fxstyle.com, support@fxstyle.com, or other obvious business related accounts. Now, what is the sense in attempting to sell to another guy selling stuff? Unless you are selling strictly business to business materials, you can't do any worse and may as well consider that - all site owners also have their primary email account from their ISP. This type of account is what people usually supply after they really buy something. And these are the addresses we have -Customers. Our list is mainly known shoppers that spend money online in some form.

The other major factor in why harvesting programs are not effective in getting worthy email addresses is that they only return addresses from a computer savvy population who use those addresses for business purposes. Nobody I know outside of my internet business has their email address posted online. Besides web professionals nobody posts their email address online and most people don't own websites. In addition, ordinary people do not like giving out their real address and will often spit off a fake one if it is required to access a particular free service or site. Do you want these addresses?

Please realize we are only being honest and probably hurting our own sales by speaking the truth... We offer our 318 million email addresses from known opt-in shoppers. This is what you need. But again, decide for yourself since you get both options through us!

I don't have a web site. How can I build a web site?

We are proud to introduce 11,000 professional web templates all of which are internet ready. A web template is a pre-made webdesign for your website. Using a web template you can have a website done in minutes. Just insert desired texts, your logo, change button names if needed and the website is ready to use. As easy as that! For further details please visit www.fxstyle-templates.com.

What is Bulk E-mail?

Bulk e-mail is the legal and ethical alternative to mass mailing random e-mail addresses. The concept is sending as many people your message as possible whilst observing proper online business ethics and your ISP agreement.

1. Make sure it is legal to own, operate and use bulk email programs in the country or state in which you reside.
2. Never include any information or material or content associated with anything illegal. Email is NOT anonymous and you will get caught sooner or later.
3. Do not send email to people through your ISP (Internet Service Provider) connection if your ISP explicitly forbids bulk email. Contact your ISP to verify if it is allowed if you are unsure. If you violate an ISP service agreement you risk losing your account and/or may be subject to penalties according to their rules. If your ISP forbids bulk mailing you have two options: A) Select a bulk friendly ISP. B) Spread the amount of mailings out over time and use the email program you are already using to send out mail. Professional email programs send mail at speeds that are too fast for many ISP's to handle. This is how you can violate their terms.
4. Always include an option for email recipients to remove themselves from your list.
5. Permanently remove all those that request to be removed from your list.
6. Do not email letters that contain large files, video files or any extraneous data. The ideal size for an email message should be under 10k in size. This is a basic courtesy only.
7. Never send more than 1 message to the same email box within a short time period. If someone doesn't respond...assume they never will and move on.
8. Never forge or purposely include incorrect and inaccurate header informational fields in your email. This technique may be illegal in your state or country and violates all ISP service agreements.
9. Always supply a valid return email address.
10. Use an alternate or secondary email account as your return address. This will keep your business and personal accounts separate. This is not required but simply recommended.

Is Bulk Email legal?

Yes. Sending commercial bulk email is legal. There are, however, ways of sending your email that your ISP (Internet Service Provider) may not approve of. Using your ISP's mail server to send your bulk email might not be allowed. For more information, refer to - Resources page.

How do I begin a Bulk E-mail campaign?

The most time consuming part of bulk email is getting your list together. Harvesting addresses is one of the most difficult things about email marketing mainly because you can only obtain emails that are posted online. These emails have been harvested by every other person in the bulk email game and have already been bombed to death with ads. We supply a unique mailing list with all of the work of sorting done for you. We also know that it's completely impractical to use bulk email without a bonafide professional mailer so we have included a wealth of programs on our package to get you mailing instantly without a penny to spend up front. They are all simple to learn. Test them all. Then pick the one worth the money. You will see (after a few painful attempts) that the cheaper programs are worth less than the CD they come shipped on. We have included a fully functional program so sweet, it bypasses your ISP, can mail 80,000 letters an hour and works while you sleep.

How do I use your package?

Simply unzip the bundles of emails and import them into our professional mass mailing software programs to begin your own campaign. Write your sales letter and hit the "send" button. You will have 318 million potential customers at your fingertips without having done any work.

How many people can I email each day?

There is virtually no limit and it only depends on the time you can afford. You can set most of the software to send while you're away from the computer or asleep. Sending over 1 million messages each day is quite simple.

What results can I expect?

There is unlimited potential with bulk email. Imagine if you only got a response of .001%

from 30 million messages. That's still a huge number from a miserably poor response. But imagine if you are holding a decent product that people may actually want in your hand. Sure, porn, quick loans, gambling and fast buck schemes are commonly pitched via bulk email but what about a real product?

Example Campaign :

You are selling a widget for \$5.

You send a carefully written sales pitch to 30 million addresses. Now, let's assume that you only muster 1 sale out of every 1,000 people you sent that message to...a dismal failure by most business standards.

Well, that would still make you a gross revenue of \$150,000.00

Are there any restrictions on my use of FXstyle.net's products?

First of all our products cannot be resold as standalone products. It may be used to yourself or your customers' products, but you may not put them on a diskette, CD, website or any other medium and offer them for redistribution or resale. If you would like to resell the entire products from our offer to any of your customers, you will need to contact us for a one-off full license fee of \$259. If you don't own the master resell rights, your customer would need to sign up for membership at FXstyle.net to use the products as they are.

Do you offer any support after I have bought the package?

Yes. Support is available 24 hours a day via Email. In most cases we will answer your question in a few hours or less.