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Real World Solutions To Spam

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Real World Solutions To Spam

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Real World Solutions To Spam

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- [.01 **A Little Pre-Spam History** \(\[return to index\]\(#\)\)](#)

Thirty-one years ago an undecorated computer engineer named Ray Tomlison sent the first e-mail message. He can't remember if the message between the two PDP-10 computer was "testing" or "QWERTYUIOP" but the symbol "@" was used to separate the name of the user from the computers that were sending and receiving messages. Tomlison had no idea that 31 years later his "@" sign would be present in more than 7 billion daily e-mail messages generated on the Internet. Unfortunately, today more than 40% of e-mail is unsolicited commercial e-mail, commonly referred to as SPAM. SPAM is more than just an annoyance for e-mail users. SPAM has a serious potential to close down the Internet.

.02 **Why Does SPAM Exist?** ([return to index](#))

The only reason it exists is that lots of people are making money at it. Here is just one example of the insidious nature of SPAM.

An e-mail sent to me from dbase119854 at Yahoo explained that they could put me in touch with over 200 million people for \$99. For another \$99 they would sell me their version of bulk mailing list software. They summed up their e-mail by saying "If I could make one cent from each of the addresses then I would have a profit of \$2 million". Of course I would have to send my money to Singapore. P.T. Barnum was almost right when he said, "a sucker is born every minute". The Internet version should be "A stupid sucker is born every second" because the math just is not sound."

.03 **Fuzzy Math** ([return to index](#))

Let's take a look at the Singapore offer. Let us assume that the disk and the software are completely bogus. But we will assume that it cost the scammer \$200 to buy 200 million addresses, of which 20 million are valid, current addresses. Another \$380 is spent to buy a powerful Bulk E-mailer (such as Mailloop). If the scammer received even a .00001% return on every mailing, the profit from the first mailing is nearly \$4000. Now, before everyone runs out to buy mailing lists, let's look at some other concerns. It is important to know there is not a legitimate ISP (Internet Service Provider) on the planet that would permit a scammer to send out this kind of irresponsible e-mail. Secondly, the scammer must be constantly switching ISP's, buying time on new ISPs because many of the scam-based ISP's are shut down.

.04 **Who Is To Blame?** ([return to index](#))

1. First and foremost it is the individual user who is responsible. It seems to me that instead of throwing the blame at scammers and spammers, who undoubtedly deserve some blame, we should start taking responsibility. Come on, readers. There is never going to be a Nigerian prince giving us money to hold and share, or that we can earn money just by staying home, wishing ourselves rich. I receive at least 3 pieces of e-mail per day in my junk e-mail about "be your own boss and work at home". Does anyone else think there is something wrong if large segments of our society seriously think they can receive payments and get rich without any labor?

2. The World Banks – Banks are making large sums of money by allowing spammers and companies supporting spammers to become credit card merchants. As a home-based business, I had to jump through many hoops and credit checks to obtain my merchant account. Lending agencies need to use prudent judgment regarding all credit merchant accounts. In the end, it is the law-abiding consumer who pays for the charge-backs with high interest rates after credit merchants fail.

3. Lack Of Penalties- It is neither the objective nor the scope of this article to accuse other countries or federal and state governments here in the U.S. However, spammers are not stupid. They quickly discover which countries or states have few enforced penalties for perpetrators of spam and scams.

.05 What Is The Real Cost Of SPAM? ([return to index](#))

The simple one word answer is *productivity*. Let's say you spend 15 minutes a day dealing with SPAM, 200 days a year. If we value your time at \$1.00 per minute, that adds up to more than \$3000 per year. ISP's and hosting companies now have to buy additional servers and software filters to handle the extra e-mail that is created by SPAM. Of course these costs are passed on to the consumers in higher subscription and access fees. One cannot put a cost on the embarrassment one faces when an unsolicited pornographic e-mail escapes through your filters and arrives on your front screen just as your child enters your office to say hello after school. And we have not even addressed the clogged lines slowing down access due to millions upon millions of unwanted spam messages flying through cyberspace.

.06 Solution 1 – Diversify Your E-mail Addresses ([return to index](#))

I advise everyone to use 5 different e-mail addresses. The first piece of spam you received was probably a result of entering your e-mail address on the wrong mailing list or a web page you visited where you did not check for an authentic privacy policy. Each one of your five e-mail addresses should be allocated to a specific contact group. Your present e-mail address is probably on your business card and in the address books of many clients or colleagues. Your second e-mail address should be just for mailing lists, listserves and used when you are requesting information from the web. All of your supplemental e-mail addresses can be acquired from web-based services. The third address should be given to family and trusted personal friends who will not "Cc" you on cute messages, thereby sharing your address with unknown others who may, in turn, "Cc" to dozens of other strangers in a snowball effect that eventually produces a blizzard of unwanted spam for you. Your fourth e-mail address should be similar to an unlisted telephone number. Only your most trusted business associates should be given with this one. They should also know never to include your address on a distributed mailing that has more than 3 other e-mail addresses. The fifth account should be your "competitive intelligence" account. This is the account you keep without any identifying information. Create a pseudonym so that you may ask for information either from your competition or from companies before you can trust their privacy policy.

Source Of Additional Web-Based E-mail Accounts ([return to index](#))

One excellent resource is the "Free E-mail Providers Guide" <http://www.fepg.net/> Use extreme caution in signing up with specific identification about yourself. Three services I highly recommend are the following:

- *UReach – free and fee-based service. Includes checking your office mail, spelling check, calendar, voice-mail, filters, the ability to send faxes and 6mb of storage. The fee-based version has more features and does not contain advertising or pop-up ads. The basic fee is modest. www.ureach.com*
- *Myrealbox- free with calendar, imap, 10mb storage. Does not contain advertising or pop up ads. This is a Novell product. www.myrealbox.com*
- *Oddpost- fee-based service with a free 30-day trial. \$30 gets you excellent service and the humor of the two founders. A good choice for competitive intelligence. www.outpost.com*

.07 **Solution 2 – Install Pre-download SPAM Filters** ([return to index](#))

Even though I receive about 200 pieces of Spam a day, only about 5% of that SPAM ever gets downloaded to my hard disk. I use Mail Washer, a spam killer software product from New Zealand. <http://www.mailwasher.net> Mail washer checks my e-mail while it is still on my hosting service's mail server. You set your spam preferences before using Mail Washer for the first time. I set up a "friends list" and a "blacklist". Every time I receive a piece of spam from the blacklist, Mail Washer deletes it off the mail server and bounces it back to the originator of the e-mail.

You can also develop sophisticated filters that create rules for deletion. If you're really brave, you can have the black list deleted before you check it. This requires you to check the blacklist for names that may have been put there because your sender used words that you declared as "spammer terms". The software is free with banner advertising or the cost is \$10 without the banner. The software is created by a man who really cares about the damaging effect of SPAM.

.08 **Solution 3 – Use The Filters On Your Resident E-mail Program**([return to index](#))

I understand that many of the readers of this column will have no choice in their choice of e-mail software (client). Those readers are probably using Microsoft Outlook or Eudora Pro. Both of these clients have excellent junk filters. Both programs allow you to use sound as well as graphics to eliminate unwanted material. I highly recommend PocoMail 2.6 <http://www.pocomail.com> This program is created and supported in Vancouver, British Columbia. PocoMail has excellent support and helpful features, making it well worth the \$25 price. The most powerful feature is the ability to script your e-mail filters. For example, I can create a vacation message that alerts only people in my address book that I am out of the office. PocoMail also has a junk filter-weighting program so you can key certain phrases and automatically filter them to a junk mailbox.

.09 **Summary** ([return to index](#))

Never ever supply your primary e-mail address on the web before carefully reading the privacy policy of the web site. Do not enter your e-mail address if the owner of the web site includes

something like the following “from time to time we share information with responsible 3rd parties”. Who defines “responsible” and what happens to your information when the 3rd parties abuse that privilege? Seriously consider using one of the best weapons against Spam, a program that deletes and blocks the Spam before it arrives on your hard disk (see recommendations above). Finally, get involved in registering your opinions about spam with one of the resources below.

Additional Anti-Spam Resources ([return to index](#))

- Coalition Against Unsolicited Commercial E-mail <http://www.cauce.org/>
- Stop SPAM - <http://www.scambusters.org/stopspam/>
- E-mail 911 – <http://www.email911.com/resources/antispam.html>
- Junk E-mail – <http://www.email911.com/resources/antispam.html>

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25 THOUGHTS ON “REAL WORLD SOLUTIONS TO SPAM”

merchant

on **November 21, 2013 at 6:07 AM** said:

I blog quite often and I really thank you for your content. The article has truly peaked my interest. I will take a note of your site and keep checking for new details about once per week. I opted in for your Feed as well.

potomac hotels

on **January 31, 2014 at 3:09 AM** said:

Hi Dear, are you actually visiting this web site daily, if so aftter that you will definitely get fastidious experience.

Quality Tattoo Supplies » Page not found

on **February 1, 2014 at 10:42 PM** said:

First of all I want to say superb blog! I had a quick question that I'd like to ask if you don't mind. I was interested to know how you center yourself and clear your thoughts before writing. I've had a difficult time clearing my mind in getting my thoughts out. I truly do take pleasure in writing however it just seems like the first 10 to 15 minutes are usually lost simply just trying to figure out how to begin. Any recommendations or hints? Many thanks!

website

on **February 1, 2014 at 11:29 PM** said:

Hello to all, it's really a pleasant for me to pay a visit this site, it includes priceless Information.

quality articles

on **February 1, 2014 at 11:47 PM** said:

I absolutely love your blog and find a lot of your post's to be precisely what I'm looking for. Would you offer guest writers to write content available for you?

I wouldn't mind publishing a post or elaborating on a lot of the subjects you write in relation to here. Again, awesome web site!

Latrice

on **February 2, 2014 at 12:13 AM** said:

Excellent post! We will be linking to this particularly great article on our site.

Keep up the great writing.

seo link building company

on **February 2, 2014 at 12:29 AM** said:

After exploring a few of the blog posts on your site, I honestly appreciate your technique of blogging. I saved as a favorite it to my bookmark webpage list and will be checking back soon. Please check out my website too and tell me how you feel.

Quality Tattoo Supplies

on **February 2, 2014 at 1:35 AM** said:

Do you have a spam issue on this site; I also am a blogger, and I was wondering your situation; many of us have created some nice methods and we are looking to swap solutions with other folks, be sure to shoot me an e-mail if interested.

biometric gun safe reviews

on **February 3, 2014 at 2:43 AM** said:

No matter if some one searches for his vital thing, so he/she wants to be available that in detail, so that thing is maintained over here.

best shoes for crossfit

on **February 3, 2014 at 6:50 PM** said:

Excellent way of describing, and fastidious post to take information on the topic of my presentation subject matter, which i am going

to convey in college.

best garbage disposal

on **February 3, 2014 at 8:11 PM** said:

I was suggested this web site by my cousin. I'm not sure whether this post is written by him as no one else know such detailed about my difficulty.

You are incredible! Thanks!

best rifle scope

on **February 3, 2014 at 8:30 PM** said:

Heya i am for the first time here. I found this board and I find It really useful & it helped me out much. I hope to give something back and help others like you aided me.

best vacuum for hardwood floors

on **February 3, 2014 at 11:56 PM** said:

Whats up very cool web site!! Man .. Excellent .. Superb .. I'll bookmark your web site and take the feeds also? I am satisfied to find numerous helpful information right here within the publish, we need develop extra strategies on this regard, thank you for sharing.

best pressure washer

on **February 4, 2014 at 12:15 AM** said:

Have you ever thought about publishing an ebook or guest authoring on other blogs?

I have a blog centered on the same topics you discuss and would love to have you share some stories/information. I know my subscribers would enjoy your work. If you're even remotely interested, feel free to shoot me an email.

best home gym

on **February 4, 2014 at 1:08 AM** said:

I couldn't refrain from commenting. Well written!

exercise bike reviews

on **February 4, 2014 at 1:31 AM** said:

My brother suggested I might like this website. He was entirely right. This post truly made my day. You can not imagine simply how much time I had spent for this info! Thanks!

best vacuum sealer

on **February 4, 2014 at 5:09 AM** said:

You can certainly see your expertise within the work you write. The arena hopes for even more passionate writers such as you who are not afraid to say how they believe. All the time go after your heart.

robotic pool cleaner reviews

on **February 4, 2014 at 4:56 PM** said:

I'm truly enjoying the design and layout of your blog.

It's a very easy on the eyes which makes it much more pleasant for me to

come here and visit more often. Did you hire out a designer to create your theme?
Great work!

garment steamer reviews

on **February 4, 2014 at 5:23 PM** said:

Thanks a bunch for sharing this with all of us you actually know what you are talking about! Bookmarked. Kindly additionally discuss with my website =). We will have a hyperlink change arrangement among us

best electric kettle

on **February 4, 2014 at 6:25 PM** said:

Today, while I was at work, my sister stole my iPad and tested to see if it can survive a thirty foot drop, just so she can be a youtube sensation. My iPad is now destroyed and she has 83 views. I know this is totally off topic but I had to share it with someone!

best table saw

on **February 4, 2014 at 8:18 PM** said:

I used to be able to find good advice from your content.

Sean

on **February 4, 2014 at 11:33 PM** said:

Admiring the time and effort you put into your blog and in depth information you offer. It's nice to come across a blog every once in a while that isn't the same out of date rehashed material. Excellent read! I've bookmarked your site and I'm adding your RSS feeds to my Google account.

band saw reviews

on **February 5, 2014 at 12:02 AM** said:

I leave a leave a response whenever I especially enjoy a post on a website or if I have something to contribute to the conversation.

Usually it is a result of the sincerness displayed in the article I read. And on this post Real World Solutions To Spam | Interface.

I was actually moved enough to drop a comment 😊 I do have a couple of questions for you if you tend not to mind. Could it be only me or do some of these responses appear like they are coming from brain dead individuals? 😊 And, if you are writing on additional social sites, I'd like to keep up with you. Would you make a list every one of your communal sites like your Facebook page, twitter feed, or linkedin profile?

Dollie

on **February 5, 2014 at 10:26 PM** said:

I am really loving the theme/design of your weblog.

Do you ever run into any web browser compatibility problems?

A number of my blog visitors have complained about my blog not operating correctly in Explorer but looks great in Safari.

Do you have any tips to help fix this problem?

Orlando

on **February 6, 2014 at 12:23 AM** said:

Hey! Do you know if they make any plugins to protect against hackers?

I'm kinda paranoid about losing everything

I've worked hard on it. Any tips?