

PREVIEW EDITION – NOT FOR RESALE

Block Junk Email!

This is a free preview version of
the full *Block Junk Email!* ebook.

This preview ebook is not freeware,
shareware, or re-distributable – please refer
others to the web address below for the latest free copy:

www.BlockJunkEmail.com

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Consumer Information Series

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Steps to Email Happiness

*Spam, Junk Email, UCE (Unsolicited Commercial Email)...
whatever you call it, you want it to go away.*

The scourge of internet communication from the last century has evolved in the early 21st century to be “public enemy number one” online. Junk email, or spam, accounts for over half of all emails sent on the internet, and it shows no sign of slowing down its explosive growth. By the end of the U.S. FTC Spam Forum in Washington, D.C., (May 2003) the consensus was that spam email volume is going to get worse, perhaps much worse, before it gets better. While there are public laws in place and more contemplated, the battle to control junk email today usually starts with technology. And it has already started.

Why is it called Spam? Isn't that food?

SPAM is a trademark of Hormel Foods for their “spiced ham” food product, and in that context is spelled with all letters capitalized. The word spam (not all capitalized) started to be used in the 1990's to refer to unwanted commercial email, and caught on because, well, it's shorter and sounds good.

We will use the terms junk email, spam, unwanted email, UCE and similar terms interchangeably in this text.

This book is designed for both the “net newbie” and the more seasoned email veteran. The goal of the book is to inform, and perhaps instill a sense of the funny side into what can be a serious and frustrating topic.

The Bottom Line - Read the book, keep your sense of humor. We believe that giving in to frustration only means the spammers are winning. They

like that idea. And, you wouldn't want to give them any pleasure, would you?

Some starting (and startling) figures

Junk Email volume is estimated to have doubled in the last six months, and shows no signs of slowing down – various sources, Spring 2003.

So, you want to stop the junk, the spam. And, you want to learn more about it, in order to slow it down or stop it. Good idea.

Definition of Junk Email / Spam / Unsolicited Commercial Email (UCE)

... one or more unsolicited email messages sent or posted as part of a larger collection of messages, all containing substantially identical content

Here are some beginning concepts to start off with:

- ☹ The average spam message is about 3,000 characters, or just under 3 Kb.
- ☹ That said, most people have ***zero or little desire*** to learn about spam, they just want to stop it. But, a little knowledge can help.

📧 Junk Email should be blocked in an effective manner that is transparent to you – but this is not likely since every email user has different needs and thresholds.

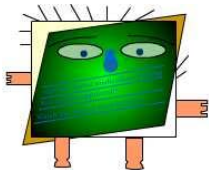
We hope that you have enjoyed the preview so far – now meet one of the characters in the book: Grandpa Spam!



Grandpa Spam

Grandpa "Spam" Sam: He's wily, he's cantankerous, he's smart as a tack... ole Grandpa Spam is *not* the kindly old coot that raised one of your parents. He's raising people's anger these days, and he's doing it with spam email. He can be lovable, sure, but only rarely, like during summer snowstorms or when he's dancing the funky tango. Rumor has it that after grandma died suddenly one Christmas Day/Night/Eve due to a force of nature, he bought an old computer and started searching online for information about killer reindeer. Then he started emailing a few people with questions, and then some more people. Pretty soon, he was so good at emailing that others asked him to do it. Another rumor is that gramps got so lonely that he decided to write a letter a day to calm his lonely heart, and that letter led to more and more until it was a blizzard of junk emails... spams... and he gained

the name *Grandpa Spam!*



Boxeri

Boxeri: He's your mailbox, or one of them. His name comes from the Latin and Italian words for "chic stylish fighting importable mailbox" (we made that up). He can change his shape, he can be copied and duplicated, he is vulnerable and can be emptied by others, or worse, completely taken from you! Boxeri is there for you, and he and his millions and millions of pals are everywhere!

The characters in the book are fiction, and any resemblance to any person, living or dead, is an unfortunate co-incidence, and unintentional. We don't think anyone wants to look like Boxeri!

Chapters 1, 2, and 3 contain more tips, the full story as shown by the characters in the book: Grandpa Spam, Gunkel (the dragon), Boxeri, and others.

Chapter 3 ends with the Top Ten list, below:

JUNK EMAIL - TOP TEN DO'S AND DON'TS

 **Spammi Says** (that she doesn't want you to see this list):

- ☐ 1 **Don't** unsubscribe. If you remember subscribing, then try and unsubscribe. Otherwise, unless you get more than a few emails over time from the same place, they will be using your unsubscribe to send you more information

 - ☐ 2 **Don't** view or even pre-view a suspicious message while online.

 - ☐ 3 **Do** Spend time complaining about spam, responsibly and appropriately.

 - ☐ 4 **Don't** buy anything from a spammer. Search and find a substitute elsewhere.

 - ☐ 5 **Do** read privacy policies of every site you give information to. These one-page documents are on every responsible bulk-mailer, and tell you what they will do with your personal information

 - ☐ 6 **Do** realize that you may have okay'd the spam - if you have ever provided your email address to a company that stated in it's privacy policy that it will provide your information "to affiliated sites"... this means that if they affiliate with 10,000 sites, then you may get 10,000 or more pieces of legal junk email. We do not believe this is responsible or ethical of companies to do, but it is the basis for a large number of the spams that people get. Millions of people have wanted to win contests or prizes, only in many cases to find out that they won a slot on the "Wheel of Spam Fortune"
-

-
- ☐ 7 **Do** Get a disposable or extra email account to give to "suspicious" sites (even if they have a privacy policy that you like)

 - ☐ 8 **Don't** get too crazy about it all - you have better uses for your energy and talents!

 - ☐ 9 **Do** be prepared to spend money, time, or both in order to achieve a slimmer email in-box

 - ☐ 10 **Do** stay informed - technology, laws, and tricks are evolving. Locations of online resources are provided in this book, including sites with news about junk email.
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Appendix - Resources

We have only included links to resources that have been updated in 2003. There are many sites on spam and junk email that are up to 5 years out of date, and this ebook and other sites contains more recent information.

Junk Email Information and Action Sites

- SpamCop** <http://www.SpamCop.net> - Site to help you report junk emails / spam emails.
- CAUCE** <http://www.cauce.org> - Non-profit organization against junk email.
- JunkBusters** <http://www.junkbusters.com/ht/en/junkemail.html> - Informational site
- SpamFAQ** <http://www.spamfaq.net/> - updated sporadically
- Club** <http://groups.yahoo.com/group/Anti-spam/> - Yahoo anti-spam club

Spamsters <http://Spamsters.com> - games, spam news, directory of links/sites.

Junk Email Filtering Systems

We have highlighted the companies below that are major players or whom have extra information on their web sites.

Brightmail <http://www.brightmail.com> - product, reports

Clearswift http://clearswift.com/info/spam/keyissues_spam_rtblacklist.asp - product and white papers, also statistics.

Cloudmark <http://cloudmark.com> - Server-based product

Declude <http://www.declude.com> - Server-based product

DeSpammed <http://www.despammed.com> - provides junk-email-filtered email accounts

MailFrontier <http://www.mailfrontier.com> - Server product, along with a PC-based client add-on

MessageLabs <http://www.messageLabs.com>

Postini <http://www.postini.com> - product, and updated statistics

Spam Assassin <http://spamassassin.org>

Interesting to read their extensive list of tests:

<http://spamassassin.org/tests.html>

Spam Bouncer <http://www.spambouncer.org>

SurfControl <http://www.surfcontrol.com> - also has web filtering.

SpamCop <http://mail.spamcop.net/individuals.php> - provides junk-email-filtered email accounts, with or without requiring a new email address

Vipul's Razor <http://razor.sourceforge.net> - Vipul's Razor "catalogue of spam ... used by clients to filter out known spam"

Additional filtering site:

Block lists at: <http://moensted.dk/spam>

Junk Email and Spam Laws

We have highlighted the companies below that are major players or whom have extra information on their web sites.

Spam Laws <http://www.spamlaws.com> - A comprehensive resource, organized by location, about anti-spam laws

DISCLAIMER

The information provided in the document is for informational purposes only. The publisher is not responsible for omissions or errors. Consult with your legal, financial, or other advisor before taking any action with regard to the items presented in this document.

Updated links

Additional resource information since publication of this ebook can be found online at:

www.BlockJunkEmail.com/links

This concludes the free preview version of the full ***Block Junk Email!*** ebook.

Thank you for trying it out –
you may purchase the full
version online at the
link below.

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