THE INTERNET E-MAIL SYSTEM

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THE INTERNET E-MAIL SYSTEM

An e-mail ("E" for electronic) is a letter sent electronically. Whereas regular mail is sent through the postal system, e-mail is sent to a computer via the telephone line. You can send and receive e-mail from anywhere in the world. All you need is a computer, a regular telephone line, and a software program used for sending and receiving e-mail.

Although there's a wide variety of programs used to send and receive e-mail, these software programs have some features in common. E-mail programs work by helping you compose your letter and then sending it to your recipient.

An electronic mail is generally made up of two parts: (1) Recipent(s) List, which identifies the addressee and destination where your e-mail is going; and (2) the Message, which contains the actual text of your letter.

An e-mail can have one or multiple recipients, and because your messages are sent at a speed of 2400 to 14400 bits per second, it is possible to send a one-page letter (the size of a regular bond paper) in less than ONE second. This makes it possible for marketers to send e-mail to tens of tousands of potential customers practically overnight.

HOW E-MAIL WORKS

One way of sending e-mail is by using an on-line service like Prodigy, Compuserve, or America On-Line. However, a more effective way of establishing an e-mail system is by going on the Internet. Through the Internet, you can send and receive e-mail from any person who on-line, regardless of the on-line service they are using.

HOW TO GET STARTED

Contact an Internet Service Provider (ISP) in your area. Your ISP will likely charge you a flat fee of $30 to $40 a month to give you a dial-up Internet access. This means, anytime you want to get on the Internet all you have to do is dial the access phone number which your ISP gives you.

Once you're on the Internet, you can send e-mail anywhere in the world, and it won't cost you a penny. Remember, all you're doing is accessing your ISP's computer which is a local call away. However, through your ISP's system, you are able to send e-mail to anywhere in the USA and to 147 countries around the world.

MULTIPLE E-MAIL

By sending multiple copies of the same e-mail to a number of people, you are able to do direct selling without any cost. There are a number of mailing lists available on the internet itself, giving you the e-mail addresses of groups and individuals to whom you can send your information.