

# PC Tutor Times



Summer 2003, Volume V, Issue 1, Page 1

## Stop Junk E-mail Once and for all

**We all get it and we all hate it. Junk e-mail. It wastes our time and we are subjected to some terrible messages. In this issue of the PCTutor Times I will discuss a way to eliminate most, if not all, junk e-mail.**

I have been listening to a lot of complaints about junk e-mail this year so I thought now would be a good time to outline a sure fire way to eliminate most, if not all, junk e-mails from your inbox. I read in a recent study, that in 2001 junk e-mail represented 18% of all e-mail messages. In 2002 that number had shot up to 40%. Congress has failed to act on over 32 different anti-spam legislations and ISP's are at their wits end trying to defend your inbox. With no end in sight, now is the time to take matters into our own hands.

Here is a 5-step way to eliminate most, if not all, junk e-mail from your inbox:

- Purchase a Domain Name (i.e. pctutor.com) for \$14.95/yr.
- Purchase an e-mail account for your Domain Name (i.e. ckerno@pctutor.com) for \$19.95/yr.
- **Never** give this new e-mail address to anyone except those family, friends and business associates you wish to e-mail with. If you have a web site, **never** put this new e-mail address on a web page.
- If you must give an e-mail address to a business or to register on a web site or to sign up for a newsletter, etc., **always** give your "other" e-mail address. Your "other" e-mail address is the one that comes with your Internet Service Provider (ISP). (i.e. ckerno@aol.com or ckerno@att.net, etc.)
- Leave America Online.

Yes it will cost you \$34.90 per year for this method but compare that to the time it takes you to clear your inbox every day. Add up all those minutes per day and in one year you will have spent quite a bit of time just to rid yourself of these annoying messages.

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[Drive-In Theaters Across America](#)  
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[Colorado Rockies](#)  
[Frederick Keys](#)  
[Baltimore Orioles](#)

### Online Resources

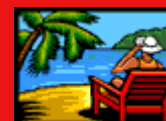
[Dotster Domain Name Registrar](#)  
[SpamNet](#)  
[AOL Spamfighters!](#)  
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### Monthly Tools

[Scandisk Instructions](#)  
[Defragment Instructions](#)  
[AntiVirus Updates](#)  
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### PC Tutor Web Site

[Home](#)  
[Services](#)  
[Resources](#)  
[Clients](#)  
[Rates](#)  
[About](#)  
[Contact](#)  
[Comments/Questions](#)



If, on the other hand you prefer not to go this route and you currently use Outlook 2003 / 2002 / XP / 2000 or Outlook Express, I have been using a program called [SpamNet](#) successfully for 3 months. The program tells me that out of 11,740 messages that I have received since April 2nd it has blocked 9,719 junk e-mails for a total savings of 26.98 hours. (I'm not sure exactly how it calculates hours saved, but I get the point.) The SpamNet service costs \$3.99/mo (\$47.88/yr) so it is more expensive than purchasing your own domain name.

But here is the major difference between purchasing your own domain name and simply using an anti-spam service or software:

**Once you purchase your own domain name  
your e-mail address will never change again.**

If you have ever switched ISP's or your ISP was purchased by another company, you know that changing your e-mail address can be a major hassle. Have you ever tried to get all your contacts to change **their** address book?

Many of my clients do not know that I have changed ISP's many times over the years. I have gone from CompuServe (Yup, my first e-mail address in the 1980's was 71221.1403@compuserve.com) to AOL to CyberRealm to Ricochet to Montgomery Cable to Comcast to AT&T to now Adelphia Cable here in Colorado Springs. Each time my ISP (my "other") e-mail address has changed but you have always been able to reach me at [ckerno@pctutor.com](mailto:ckerno@pctutor.com).

So if owning your own domain name intrigues you read on to learn the details of how this technique will work.

[Next >>](#)

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# PC Tutor Times



Summer 2003, Volume V, Issue 1, Page 2

## Domain Names How to Purchase

Domain names are like mailing addresses on the Internet. Each domain name is registered with a Domain Name Registrar. This registrar keeps track of what computer on the Internet has the e-mail and web site associated with a particular domain name. Each "easy to use" domain name is translated into a "not so friendly" IP address. For example www.pctutor.com is actually at IP address 66.241.235.174. This means that <http://www.pctutor.com> and <http://66.241.235.174> end up at the same place. Go ahead and try it. Click on either link and you will end up at the same web site.

There are many domain name registrars but my favorite is [Dotster](#). For as little as \$14.95 per year you can purchase your own domain name. Obviously millions of domain names have already been purchased but new ones are always available. If you have a unique last name you might be able to purchase a domain name that is your last name.

**If you are lucky you might end up with a new e-mail address like:**

**[firstname@lastname.com](#)**

Of course, if you prefer a nondescript e-mail address you can use your imagination and make up almost any domain name you like. Domain names can end in .com, .net, .org, .us, .name, plus others.

Once you have purchased a domain name it is then time to purchase an e-mail account. For as little as \$19.95 per year Dotster will also create up to 15 e-mail addresses for each domain name. That means that all members of your family could have their own unique e-mail address.

(Note: For \$19.95 the total size of your e-mail account is 15 MB divided by the number of e-mail accounts you create. For example if you want to create 3 e-mail accounts you will still pay only \$19.95 per year but each account can hold 5 MB of messages and attachments. If you want to create 15 e-mail

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[Fourth of July Cheesecake](#)  
[Drive-In Theaters Across America](#)  
[Colorado Springs Sky Socks](#)  
[Colorado Rockies](#)  
[Frederick Keys](#)  
[Baltimore Orioles](#)

### Online Resources

[Dotster Domain Name Registrar](#)  
[SpamNet](#)  
[AOL Spamfighters!](#)  
[TechWeb Encyclopedia](#)

### Monthly Tools

[Scandisk Instructions](#)  
[Defragment Instructions](#)  
[AntiVirus Updates](#)  
[Windows Updates](#)

### PC Tutor Web Site

[Home](#)  
[Services](#)  
[Resources](#)  
[Clients](#)  
[Rates](#)  
[About](#)  
[Contact](#)  
[Comments/Questions](#)

addresses then each account will be 1 MB. Most people will not need more than 15 MB but larger accounts are available at higher prices if need be.)

***Important Note:***

Since each new domain name has to "work" itself through the system it takes approximately one week for a new domain name and e-mail account(s) to become active. We can create the domain name and e-mail account(s) over the phone, in as little as 30 minutes) before our next appointment.

Click next to learn how to keep your new e-mail address secret.

[<< Previous](#)

[Next >>](#)



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# PC Tutor Times



Summer 2003, Volume V, Issue 1, Page 3

## Keeping Your E-mail Address Secret Guard it with your life

Once you have a new e-mail address you will want to guard it with your life. Only give your new e-mail address to family, friends and business associates who you want to e-mail with. Never give it to register with a business, newsletter or chat room.

Junk mailers know that there are millions of people who have AOL, MSN, Earthlink, Hotmail, Yahoo, etc. e-mail addresses. They try very hard to figure out all the possible combinations of e-mail address at those services. It was only a matter of time until they figured out your screenname@aol.com e-mail address. Junk mailers have computers and software to run through all the millions of combinations of letters and numbers until they finally arrive at yours. When their junk e-mails are not bounced back to them as "bad" e-mail addresses they know they've got you.

If you do need to register your e-mail address with a business or sign up on a web site or with a newsletter, use the e-mail address your ISP has given you. When you purchase a domain name that is not the same as having an Internet Service Provider. We all need an ISP to get connected to the Internet. AOL, MSN, Earthlink, Comcast, Starpower, Adelphia, Verizon, etc. are all ISP's. Whether you have a dial-up account, cable or DSL modem, satellite or wireless account they all come with an e-mail address.

If your e-mail address ends with:

- @aol.com
- @msn.com
- @earthlink.net
- @comcast.net
- @starpower.net
- @adelphia.net
- @verizon.net
- .etc

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### Monthly Tools

[Scandisk Instructions](#)  
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[Home](#)  
[Services](#)  
[Resources](#)  
[Clients](#)  
[Rates](#)  
[About](#)  
[Contact](#)  
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This is your "other" e-mail address. Give out this e-mail address to all those businesses that need it but keep your "real" e-mail address (your new domain name) secret.

## Web Sites

If you own a web site **Never** put your new e-mail address on a web page. Junk mailers have a software program that crawls through the Internet visiting every page looking for e-mail addresses. Once it finds anything with an "@" symbol it figures it has found a valid e-mail address and adds it to it's database. Sometimes you can fool the software by using "ckerno at pctutor.com" instead of "ckerno@pctutor.com" but this is not a fool proof method. The best thing to do is to use your "other" e-mail address on web site pages.

On the other hand, if you own a business and you have purchased a domain name for visibility on the Internet then you have no choice but to use your domain name e-mail address on your web site. That is why I have received 9,719 junk e-mails in 3 months. That is an average of 108 junk e-mails every day. Since I have a web site [www.pctutor.com](http://www.pctutor.com) my [ckerno@pctutor.com](mailto:ckerno@pctutor.com) e-mail address is on the site for the junk mailers to find.



Not much I can do other than also pay for the [SpamNet](#) service.

## A Special Note for America Online Members

America Online has an acute problem in this area. Since AOL has 40 million members worldwide, making them the largest online service, junk mailers work real hard to find new AOL e-mail addresses. If you are an AOL member and would like to read what AOL is doing to combat the problem [click here](#).

Since AOL uses proprietary software for their Internet connection and e-mail there is not much you can do to relieve your inbox. My only suggestion is to leave AOL, switch to a cable or DSL modem, or at least an AT&T dial-up account, and purchase your own domain name. AOL charges \$23.90 per month. If you are not ready to spring for a cable or DSL modem at \$35-40 per month then at least switch to AT&T for \$16.95 per month.

## Closing

In closing, I hope that I have shed some light on the world of domain names. Like most things they are not that complicated once you know. Sometimes it's finding the answers that's harder then the answers themselves.

[<< Previous](#)



