e2T

eMail2Text

Created By:

Anthony W. Devine

-And-

**Anthony Aires,
Prosperity Publishers, LLC**

Disclaimers / Legal Notifications

Income and Earnings Disclaimer

Affiliate Disclaimer

Your Usage Rights

Table of Contents

Introduction

Thank you for purchasing this guide. As always, we appreciate earning your business and the trust you have placed in our hands.

If you run into any trouble or need additional help along the way, feel free to email us at either one of our email addresses below.

Thank you for your continued support, and we're happy you've taken this important step toward improving or increasing your Internet marketing success as an Online and/or Offline marketer.

Cheers,

Anthony W. Devine
Email: *awdevine@awdevine.com*
Websites: *www.awdevine.com* **and** *www.anthonywdevine.com*
Warrior ID: *awdevine*

Anthony Aires

Email: *support@anthonyaires.com*
Website: *www.yoursforprosperity.com*
Warrior ID: *Anthony Aires*

The Money Is In The List, But Which List?

"The Money Is In The List."

Actually…

"The Money Is In A **_Buyers_** List."

How many times have you heard and/or read one of those exact quotes or something very similar during your Internet marketing career?

Dozens? Hundreds?? Thousands of times???!

As your I.M. career progresses and continues on, I can guarantee you that you'll continue to hear these types of quotes countless times for one BIG reason:

They are TRUE!

While these quotes are true, what's also true, at least in my humble opinion based strictly on experience, research and observation, is that many Internet marketers do NOT have a list EVEN after hearing these types of quotes…OVER and OVER and OVER again!

It's truly astonishing to not only me, but MANY successful marketers: If you know something to be true AND you know what you NEED to do, why are so many marketers not building their lists (or buyers' lists) and profiting from it?

We all know the usual excuses marketers use regarding their lack of list building, so I'm not going to bore you with them here PLUS, quite frankly, I don't want to interject negative energy into this course. Let's just say there are no excuses.

In fact, I want the exact opposite energy for this WSO as I am truly excited to share with you (and other Warriors) how you can use email to send text messages to cell and smart phones**, whether for your own list and/or your clients' lists (for Offliners)!

Note – Throughout this guide, I will refer to cell and smart phones as "phone" or "phones").

I have yet to see a WSO on this topic, so I believe this should be new to most everyone who purchases and secures a copy of this course!

As those marketers with typical email lists should already know from experience and can attest, it is not unusual to build a list which, at first has higher (and sometimes considerably higher) email open rates initially as compared to an older list.

However, it's also true that an overwhelming majority of list owners' email open rates plummet quickly as their list ages and experiences attrition, which means their ability and statistical probability to have subscribers open, read and click on a link within an email drops as well, threatening both current income as well as long-term email marketing campaign success.

In other words, with falling open rates, a marketer has less buyers and leads reading his/her content which, in turn, means if that marketer is promoting within a particular email, he/she has less opportunities to make a sale.

And, as time marches on, and unless the marketer either increases his/her list with more email leads/buyers, he/she will inevitably watch his/her list become less active and less valuable to them.

If you ask almost any marketer who has a list if they would like to increase their open rate to up to 100%, I suspect that virtually all would give you a resounding "Yes!"

Who wouldn't want an email open rate of up to 100%?

A rhetorical question if ever one was asked, don't you think?!

While such a percentage sounds ridiculous, if not impossible, with traditional email marketing, it doesn't when you start thinking in terms of Short Message Service ("SMS") aka text messaging.

Think about this for a moment: It has been reported that MORE than 90% of ALL cell and smart phone users read a text message within 1 hour of its receipt!

What could a 90%+ "email" open rate via text messaging potentially mean to your email marketing campaigns?

Can you give me a "Cha-ching?!"

Seriously though, with responsible email marketing campaigns through the use and harnessing the power of text messaging, your income potential can exponentially increase virtually overnight!

That's why I'm excited to share this information and guide with you and, moreover, hope you take full advantage of it with future email marketing campaigns and Internet business.

Use of SMS technology will only continue to grow more important moving forward, so I highly recommend, encourage and urge you to embrace this

technology in your Internet marketing business *now*; that way, you will be further ahead than a vast majority of your peers AND ready to take on what comes next!

On the following pages, I will provide you with the information and knowledge you need in order to send emails to whoever you wish via SMS, so long as you have their phone number.

And, if you're an Offline marketer, good news!

You can also EQUALLY use the information I reveal to you in this course to offer Offline email marketing campaign services via SMS that will

undoubtedly blow the socks off of your Offline clients and leads after you incorporate it into their new email-to-text messaging campaigns!

Oh, and of course, Offliners can use the training in this guide, along with the information laid out on the following pages, for their own email marketing campaigns!

Please note this course is NOT about the following, which is beyond our scope:

   *Building your phone number/email list

   *Creating actual email marketing campaigns you send via text messaging

Like building a traditional email list, you'll need to build a list that you send emails to that instead of arriving in their email inbox, arrive on the face of their phone and SMS message inbox, just like any other text message!

But, instead of having a subscriber's email address, you need each subscriber's phone number and, if possible (preferable, but not mandatory as we reveal alternative methods for you to send emails with SMS) their phone carrier.

Don't worry if you don't quite understand everything yet, you will in the coming pages. Actually, it's an *extremely* simple system once you know how it works!

Death Of An (Old School Email) Salesman?

Here are a couple of questions I want you to think about regarding yourself:

First, what's your first instinct when you realize you have a text message on your phone?

You read it.

Second, what do you do when you think you might or should have a text message on your phone?
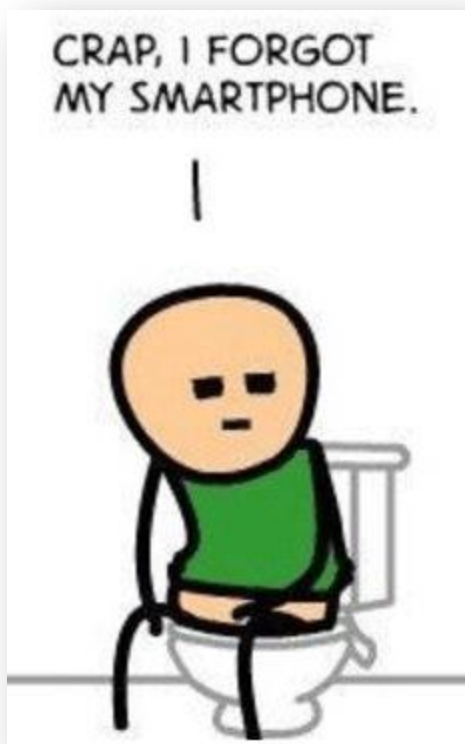
You check to see if there's a text message waiting for you to read, right?

If you really think about it, it's comical how many times we check our phones every single day to see if we have any messages waiting for us.

I guarantee you that many of us have formed an almost addictive habit of checking our phones, even at less than appropriate times, i.e. church, funeral, dinner, spouse talking to you, during nature's call, etc.

It's as if it's already so engrained into most of us that has become part of our DNA!

Now, I want you to think about everyone else in the world:

If you have those behavior patterns, which are now basically instinctive as well as subconscious, what do you think the rest of the world does with their phones regarding their own text messages?

The same thing!

Therefore, as Internet marketers, we should be taking full advantage of this now, almost natural-like, human instinct to read text messages with an eye to maximizing and capitalizing select future email marketing campaigns that WILL almost always produce 100% open rates for you!

You might be saying to yourself "how do I get 100% open rates* or, something reasonably close to that type of open rate?"

Good question.

EASY answer: In the simplest terms, when you send an email via text messaging, your email is converted by your recipient/subscriber's phone carrier's SMS system to a text message.

Pretty cool, eh? I certainly think so!

*Note – While all emails are converted to text messages by virtue of utilizing each of your subscribers' respective phone carriers, thus "opened" in order to be displayed on each of your subscribers' phones, we (obviously) cannot guarantee you will achieve a 100% open rate due to several factors, including, but not limited to: subscribers providing you with wrong/fake phone numbers; subscribers cancelling/changing their phone numbers at a later date; your email messages being bounced for any reason; you entering the wrong subscriber phone numbers; etc.

Just think of your, and for Offliners, your clients', income potential if you harness the *tri-power* of mobile, SMS and your subscribers' behavior to be compelled to read your ALREADY opened email, which is displayed front and center on their phone as a text message…

Can anyone give me a "Cha-ching?!"

Are you starting to see the vast potential you have lying before you? Now, of course, you still need to create compelling (and SHORT) e2T messages that will have your subscribers wanting to click through the hyperlink you will include in your message.

Text messaging can be a very POWERFUL communication AND sales tool for an Internet marketer to utilize in his or her business, including through the use of email.

I feel it's yet another method for marketers to reach out to their subscribers and customers in an ongoing proactive effort to communicate, educate and market to these important cogs in your Internet marketing business.

As is well-known in the Internet marketing industry, email marketing remains a viable and extremely profitable source of significant income for many Internet marketers.

However, there is an alarming trend taking place in the email marketing space that can no longer be ignored - email open rates are plummeting at an eye-opening and alarming rate and, continue to do so with no slowdown in sight for many marketers.

This trend is happening for a variety of reasons, including more messages delivered straight to recipients' spam folders, increased bounce rates, potential subscribers providing secondary or even fake email addresses, overwhelmed subscribers incapable to efficiently manage his/her daily influx of email, many IMer's emails simply lost and/or ignored in the crush of emails and many more reasons.

Many of these trends are also true for many Offliners' clients and prospects, though maybe not to the same extent in some instances.

While email marketing continues to languish and twist in the wind, mobile texting and SMS messaging are white hot.

Some researchers have reported that UP TO 97% of mobile users report reading their texts, with a vast majority of those same users reporting reading their messages within the first hour of receipt!

In comparison to traditional/old school email marketing, that's basically a 180 degree reversal of email marketing's statistical (mis)fortune.

Although I have not commissioned such a survey, I am comfortable stating I suspect a HUGE majority of Internet Marketers would be delighted and extremely happy if they had a 90%+ open rate and, that of those theoretical email open rates, a vast majority of their emails were read within the first hour of being sent.

As is known, for each minute that elapses, the decreased percentage or likelihood that a "stale" email, i.e. unopened in inbox for more than 1 hour, will be opened is much greater.

Why are SMS messages so popular and texts read so quickly while emails tend to languish in inboxes?

Well, I believe part of the reason is that with receiving text messages, it's a passive activity; that is, the subscriber's phone may ping, make a sound or vibrate when a text is received, which obviously gets the subscriber/phone owner's attention.

At that point, the text message is sitting front and center on the subscriber and phone owner's phone, already opened and ready to be read.

Hmmm, I wonder what generally happens at this point?!

Well, our earlier research indicated that 90%+ of mobile users are now curious about the unread message they have received, thus they read the message – *even* if the text was not anticipated, or necessarily wanted.

And, as I said earlier, it's human nature and is now engrained in phone users to read their text messages generally when received.

Note: Please do NOT text while driving!

On the other hand, current, but old and tired traditional email marketing theories, methods and systems are competing with too many other factors for most average Internet marketers to realistically expect a high level of open rates.

This means success utilizing these old email methods and systems, may not be as high as may otherwise be expected and/or as good as the "good old days."

As I mentioned a few paragraphs ago, for a subscriber, receiving text messages is a passive activity, all the way up to the point of reading the text.

On the other hand, with traditional email marketing, it's anything *but* a passive activity, right from the outbox…pun intended).

Just think of some of the events that must first occur for an email marketer to have the potential of making a sale after sending an email to a subscriber:

1. the email marketer's autoresponder provider sends the email to the subscriber;
2. the subscriber's email provider doesn't instead send the email marketer's email to a spam or junk folder and/or bounce the email for any other reason;
3. the subscriber hasn't placed the email marketer's email address on his/her autoresponder's Do Not Mail list (or removed their own email entirely); and,
4. even IF the email marketer's email survives the first three above contingencies, he/she must then live on a hope and a pray that the subscriber will actually take the time to *proactively* log into their email, review their inbox, find the email marketer's email AND open the email, which may be among hundreds or even thousands of competing emails.
5. THEN, the email marketer has to hope the subscriber finds their email of sufficient interest to click through the link inside of the email…

As you can start to see, there are so MANY moving parts and various contingencies that MUST FIRST HAPPEN if an email is to even have a fighting chance to simply see the light of day, let alone be seen and read by the intended subscriber.

Isn't it really no surprise then that email marketing open rates have plummeted to virtually ALL-TIME record lows or close to it?!

It seems that there is some sort of inverse parallel that can be drawn between text messages and emails – while SMS/text messaging has increased dramatically in usage and popularity over the past several years, email messaging has seen an opposite effect in that people are using email less and, for even those that continue to use it, it has become less effective as it's less likely that both parties will participate.

While this guide isn't meant to be a thesis of the effect SMS has had on email messaging and marketing, I feel it's important for you to understand some of the dynamics going on "behind the curtain."

That way, not only will you appreciate the ability you have to utilize text messaging, but will see the necessity to take advantage of this technology and proactively implement it into your Internet marketing business now rather than trying to play reactive catch up at a later time.

As you've gathered from the tenor of this guide, SMS isn't just for sending text messages from one phone to another — it's also a gateway that email messages may be sent DIRECTLY to a phone number and converted to a

text message from the time after the email is sent and prior to its receipt as a text message on recipient's phone.

Yes, you can get email on your phone in the form of a text message or, as I call it, "**e2T**!"

All you need to know is your phone's email address. And, if you have your subscribers' phones' email address, you can send them e2T's as well!

Important Tip: Send plain text messages only, no HTML as it may not be properly processed and/or delivered.

For example, for AT&T users, their phone email addresses are as follows:

phonenumber@txt.att.net or *555-555-5555@txt.att.net*

Most carriers have "SMS gateways" which take email messages from the Internet and deliver them to their customers' phones as SMS.

Ideally, you want to know what carrier your subscriber's phone is on; having just a phone number, while not fatal, will require you to use an online third party service to send your e2T messages to subscribers.

But, no worries, as I have you covered with several online third party service providers that you can utilize to submit your e2T messages to your subscribers.

Hot Tip: If you have a subscriber's phone number, but do not know their mobile carrier, you can run a search on that number at http://www.fonefinder.net and/or htttp://tnid.us and one or both of these sites may tell you the *original* mobile carrier for the phone number in question. For many numbers, that will be correct, but bear in mind that people switch mobile carriers all the time, especially since phone numbers are now portable.

Therefore, this may or may not be accurate information to zeroing in on a phone number's SMS email address. You can always test the email address you think is correct and if it is, add to your list. If not, now you know and can try one of the online third party service providers if you wish to send him or her your e2T message.

Generally speaking, a vast majority of phone carriers have e2T capabilities. In such cases, the carrier determines what the email address of the receiving phone is going to be, just as AT&T above has done.

While this might sound convoluted, it's actually very simple. If you have your subscribers' phone numbers and carrier names, you can (most likely) review the list of carriers I provide you in the next chapter to determine each subscriber's respective phone email address.

And, if you have an obscure or lesser-known carrier not shown on the carrier list, you can always search online to find out the lesser-known carrier's general email address for its customers' phones.

If you have any difficulty hunting that information down, just let us know and we'd be more than happy to help you out.

Now, and as I mentioned above, if you don't know the carrier for a particular phone number and can't find that information out, you can also use an online third party service to send e2T messages for you.

Therefore, if you have the mobile number, you can send an e2T message. As you will read later in this guide, if you do not have the carrier's name and/or email address, there is a third-party service, World-Text, that allows you to use their FREE system to send e2T messages (see starting Page 29).

As each third party service has different requirements, rules and limitations, you will want to review before using any of them to see if they match your needs and/or desires.

And, as the list of third party service providers is not exhaustive, feel free to seek out any others that may work for you in your particular situation.

Going Mobile...

Now, if you have both a subscriber's phone number and carrier name, you can use this list to find the correct email domain to send an e2T message to that subscriber's phone.

Ideally, you would add all these phone number email addresses into your autoresponder to prepare to send e2T messages from your autoresponder account.

Having both the phone number and carrier name is the easiest and best way to write an email to a subscriber and have it delivered to his/her phone as an SMS/text message.

Basically, the mobile carrier is simply forwarding your text email to a phone as a text message; that is, an e2T.

When sending an e2T, you MUST remember that you're sending an email to a mobile device which is limited to the number of characters a text message may be, generally no more than 160 characters…sometimes, even less.

If your message is too long, then it may either get sent in full or in more than one message OR, it's even possible for your message to not be sent.

Thus, you will want to send short, concise and persuasive messages that immediately grab your subscriber's attention and have a call to action AND hyperlink for him or her to click to your offer, site, opt-in or wherever else you want to direct them to.

If you have a subscriber's phone number, but not the carrier's name, you either need to find out that name to use the list below or, if not, then you will want to skip to page 29 to find out how to send an e2T message to a subscriber's phone without knowing the actual email address for that subscriber's phone.

Do you know your own phone number's email address? One of the easiest ways to find out is to send yourself a text message from your phone to your email address, a reverse e2T, or T2e! Upon your receipt of your text email message, it will include your phone number's email address.

Note: And if you did not know and are wondering, yes you can carry on a back-and-forth message exchange between phone and email addresses and vice versa.

What follows is a list of more than 165 phone carriers we compiled from all over the world, and included each carriers email domain, along with the maximum number of characters your e2T message may be, if known.

Please note as it's virtually impossible to find every carrier in the world, we have done our best to find what appear to be major carriers in various countries.

At the end of this list, we included links to additional listings, which you will want to check out if you can't find any particular carrier for any of your subscribers.

Phone Carriers' Email Domains (w/ Max # of Characters Per e2T, if known):

Note: Include Country Code (without "+" sign) For Each Country PLUS Phone Number. Include Area Code For U.S. and Canadian phone numbers, i.e. ten digit number.

3 Rivers: Max characters unknown - number@sms.3rivers.net

ACS Wireless: Max characters unknown – number@paging.acswireless.com

Airtel (Karnataka, India): Max characters unknown – number@airtelkk.com

Airtel Wireless (Montana): Max characters unknown – number@sms.airtelmontana.com

Alaska Communications Systems: Max characters unknown – number@msgacsalaska.com

Aliant (NBTel, MTT, NewTel, and Island Tel): Max 140 characters - number@chat.wirefree.ca

Alltel: Max 116 characters - number@message.alltel.com

Ameritech (ACSWireless): Max 120 characters - number@paging.acswireless.com

AQL - Max characters unknown – number@text.aql.com

AT&T Wireless: Max 160 characters - number@txt.att.net. For images: number@mms.att.net (Tip: If you send email to number@mms.att.net, the entire email, regardless of number of characters, should be received all in 1 text. With number@txt.att.net, if email is longer than 160 characters, it is usually split into multiple text messages)

AU by KDDI: Max 1000 characters - username@ezweb.ne.jp

BeeLine GSM: Max 255 characters - number@sms.beemail.ru

Bell Mobility (**Canada**): Max 120 characters - number@txt.bellmobility.ca

Bellsouth: Max 160 characters - number@bellsouth.cl

BellSouth Mobility: Max 160 characters - number@blsdcs.net

Big Giant Mobile Solutions: Max characters unknown – number@tachyonsms.co.uk

Blue Sky Frog: Max 120 characters - number@blueskyfrog.com

Bluegrass Cellular: Max characters unknown – number@sms.bluecell.com

Boost: Max 120 characters - number@myboostmobile.com

BPL Mobile (Goa): Max characters unknown – number@bplmobile.com

Cellular South: Max 155 characters - number@csouth1.com

CellularOne (Dobson): Max 120 characters - number@mobile.celloneusa.com

CellularOne West: Max 120 characters - number@mycellone.com

Centennial Wireless: Max 110 characters - http://www.centennialwireless.com – number@cwemail.com (Note: now part of AT&T, so this information may change at some point in future)

CenturyTel: Max characters unknown – number@messaging.centurytel.net

Chennai RPG Cellular: Max characters unknown – number@rpgmail.net

Chennai Skycell/Airtel: Max characters unknown – number@airtelchennai.com

Cincinnati Bell: Max 50 characters - number@gocbw.com

Claro (Brazil): Max 160 characters - number@clarotorpedo.com.br

Claro (Nicaragua): Max characters unknown – number@ideaclaro-ca.com

Clearnet: Max characters unknown – number@msg.clearnet.com

Comcast: Max characters unknown – number@comcastpcs.textmsg.com

Comcel: Max characters unknown – number@comcel.com.co

Comviq: Max 160 characters - number@sms.comviq.se

Corr Wireless: Max characters unknown – number@corrwireless.net

Cricket: Max characters unknown – number@sms.mycricket.com

CTI: Max characters unknown – number@sms.ctimovil.com.ar

Delhi Airtel: Max characters unknown – number@airtelmail.com

Delhi Hutch: Max characters unknown – number@delhi.hutch.co.in

Dobson: Max characters unknown – number@mobile.dobson.net

DT T-Mobile: Max characters unknown – number@t-mobile-sms.de

Dutchtone/Orange-NL: Max 150 characters - number@sms.orange.nl

Edge Wireless: Max 160 characters - number@sms.edgewireless.com

EinsteinPCS / Airadigm Communications: Max 160 characters - number@einsteinsms.com

EMT: Max characters unknown – number@sms.emt.ee

Emtel (Mauritius): Max characters unknown – number@emtelworld.net

EPlus: Max 480 characters - number@smsmail.eplus.de

Escotel: Max characters unknown – number@escotelmobile.com

Fido Canada: Max 140 characters - number@fido.ca

General Communications Inc.: Max characters unknown – number@msg.gci.net

Golden Telecom: Max 160 characters - number@sms.goldentele.com

Globalstar: Max characters unknown – number@msgglobalstarusa.com

Gujarat Celforce: Max characters unknown – number@celforce.com

Helio: Max characters unknown – number@messaging.sprintpcs.com (Note: Part of Sprint)

Houston Cellular: Max characters unknown – number@text.houstoncellular.net

Idea Cellular: Max 160 characters - number@ideacellular.net

Illinois Valley Cellular: Max characters unknown – number@ivctext.com

Inland Cellular Telephone: Max characters unknown – number@inlandlink.com

Iridium: Max characters unknown – number@msg.iridium.com

Kerala Escotel: Max characters unknown – number@escotelmobile.com

Kolkata Airtel: Max characters unknown – number@airtelkol.com

Kyivstar: Max 160 characters - number@sms.kyivstar.net

Lauttamus Communication: Max characters unknown – pagernumber@e-page.net

LMT: Max 120 characters - username@sms.lmt.lv

Lusacell: Max characters unknown – number@rek2.lmt.lv

Maharashtra BPL Mobile: Max characters unknown – number@bplmobile.com

Maharashtra Idea Cellular: Max characters unknown – number@ideacelluar.net

Manitoba Telecom Systems: Max 120 characters - number@text.mtsmobility.com

Max Mobil Austria: Max characters unknown – number@max.mail.at

Meteor (Ireland): Max 160 characters - number@sms.mymeteor.ie or number@mymeteor.ie

Metro PCS: Max 120 characters - number@mymetropcs.com

Metrocall Pager: Max 120 characters - number@page.metrocall.com

Metrocell: Max characters unknown – number@fido.ca (Note: Part of Fido Canada)

Midwest Wireless: Max characters unknown – number@clearlydigital.com

MobileComm: Max characters unknown – number@mobilecomm.net

MobileOne/M1 World: Max 160 characters - number@m1.com.sg

Mobilfone: Max 160 characters - number@page.mobilfone.com

Mobility Bermuda: Max 160 characters - number@ml.bm

Mobistar Belguim: Max characters unknown – number@mobistar.be

Mobitel Tanzania: Max characters unknown – number@sms.co.tz

Mobtel Srbija: Max characters unknown – number@mobtel.co.yu

Movicom Argentina: Max characters unknown – number@sms.movistar.net.ar

Movistar: Max characters unknown – number@correo.movistar.net

MTN: Max characters unknown – number@sms.co.za

MTS: Max characters unknown – number@text.mtsmobility.com

Mumbai BPL Mobile: Max characters unknown – number@bplmobile.com

Netcom: Max 160 characters - number@sms.netcom.no

Nextel: Max 126 characters - number@messaging.nextel.com

NPI Wireless: Max 160 characters - number@npiwireless.com

Ntelos: Max characters unknown – number@pcs.ntelos.com

O2: Max characters unknown – number@o2imail.co.uk

O2 (formerly BTCellnet): Max 120 characters - username@o2.co.uk

O2 M-mail (formerly BTCellnet): Max 120 characters - number@mmail.co.uk

One Connect Austria: Max characters unknown – number@onemail.at

Online Beep: Max characters unknown – number@onlinebeep.net

Optus Mobile: Max 114 characters - number@optusmobile.com.au

Orange Polska: Max characters unknown – number@orange.pl

Orange (UK): Max 160 characters - number@orange.net

Orange Mumbai: Max characters unknown – number@orangemail.co.in

Orange NL/Dutchtone: Max characters unknown – number@sms.orange.nl

Oskar: Max 320 characters - number@mujoskar.cz

P&T Luxembourg: Max characters unknown – number@sms.luxgsm.lu

Pagenet: Max 240 characters - number@pagenet.net

PCS One: Max characters unknown – number@pcsone.net

PCS Rogers: Max 125 characters - number@pcs.rogers.com (Note: Part of AT&T Wireless)

Personal Communication (Sonet): Max 150 characters - sms@pcom.ru with your number in email subject line.

Plus GSM (Poland): Max 620 characters - number@text.plusgsm.pl.

Pondicherry BPL Mobile: Max characters unknown –
number@bplmobile.com

Powertel: Max 120 characters - number@ptel.net or
number@voicestream.net

President's Choice: Max characters unknown – number@txt.bell.ca (Note:
Part of Bell Canada)

Primtel: Max 150 characters - number@sms.primtel.ru

PSC Wireless: Max 150 characters - number@sms.pscel.com

Public Service Cellular: Max characters unknown –
number@sms.pscel.com

Qualcomm: Max 120 characters - username@pager.qualcomm.com

Qwest Max 100 characters - number@qwestmp.com

Safaricom: Max 160 characters - number@safaricomsms.com

Satelindo GSM: Max 160 characters - number@satelindogsm.com

Satellink: Max characters unknown – number@satellink.com

SCS-900: Max 160 characters - number@scs-900.ru

Setar Mobile Aruba: Max characters unknown – number@mas.aw

SFR France: Max characters unknown – number@sfr.fr

Simple Freedom: Max 160 characters - number@text.simplefreedom.net

SL Interactive (Australia): Max characters unknown –
number@slinteractive.com.au

Smart Telecom: Max 160 characters - number@mysmart.mymobile.ph

Solo Mobile: Max characters unknown – number@txt.bell.ca (Note: Part of
Bell Canada)

Southern Linc: Max 160 characters - number@page.southernlinc.com

Sprint PCS Max 160 characters - number@messaging.sprintpcs.com or number@sprintpcs.com

SunCom: Max 110 characters - number@tms.suncom.com

Sunrise Mobile China: Max characters unknown – number@mysunrise.ch

Sunrise Mobile: Max characters unknown – number@swmsg.com

SureWest Communications: Max 200 characters - number@mobile.surewest.com

SureWest Communications China: Max characters unknown – number@freesurf.ch

SwissCom Mobile: Max 10000 characters - number@bluewin.ch

T-Mobile Austria: Max characters unknown – number@sms.t-mobile.at

T-Mobile Germany: Max 160 characters - number@T-D1-SMS.de

T-Mobile Netherlands: Max 160 characters, Send "EMAIL ON" to 555 from your phone, then enter your # starting with 316. Email will be sent to number@gin.nl

T-Mobile UK: Max 160 characters - number@t-mobile.uk.net

T-Mobile USA: Max 160 characters - number@tmomail.net

T-Mobile USA (Sidekick): Max 10,000 characters - username@tmail.com

Tamil Nadu BPL Mobile: Max characters unknown – number@bplmobile.com

Tele2 (Latvia): Max 160 characters - number@sms.tele2.lv

Telefonica Movistar: Max 120 characters - number@movistar.net

Telenor: Max 160 characters - number@mobilpost.no

Teletouch: Max characters unknown – 10digitpagernumber@pageme.teletouch.com

Telia (Denmark): Max 160 characters - number@gsm1800.telia.dk

Telus Mobility: Max 120 characters - 10digits@msg.telus.com

The Phone House: Max 160 characters - number@sms.phonehouse.de

TIM: Max 350 characters - number@timnet.com

Tracfone: Max characters unknown – number@txt.att.net (Note: Part of AT&T Wireless)

Triton: Max characters unknown – number@tms.suncomm.com (Note: Part of SunComm)

TSR Wireless: Max characters unknown – number@alphame.com

UMC: Max 120 characters - number@sms.umc.com.ua

Unicel: Max 120 characters - number@utext.com

Uraltel: Max characters unknown – number@sms.uraltel.ru

US Cellular: Max 150 characters - number@email.uscc.net

US West: Max characters unknown – number@uswestdatamail.com

Uttar Pradesh Escotel: Max characters unknown – number@escotelmobile.com

Verizon Wireless: Max 140 characters - number@vtext.com

Verizon Wireless (formerly Airtouch): Max 120 characters - number@airtouchpaging.com (Note: ONLY for former AirTouch customers)

Verizon Wireless (myairmail.com): Max 140 characters - number@myairmail.com

Vessotel: Max 800 characters - roumer@pager.irkutsk.ru

Virgin Mobile Canada: Max 140 characters - number@vmobile.ca

Virgin Mobile USA: Max 160 characters - number@vmobl.com

Vodafone Italy: Max 132 characters - number@sms.vodafone.it

Vodafone Japan (Chuugoku/Western): Max 160 characters - number@n.vodafone.ne.jp

Vodafone Japan (Hokkaido): Max 160 characters - number@d.vodafone.ne.jp

Vodafone Japan (Hokuriko/Central North): Max 160 characters - number@r.vodafone.ne.jp

Vodafone Japan (Kansai/West - including Osaka): Max 160 characters - number@k.vodafone.ne.jp

Vodafone Japan (Kanto/Koushin/East -- including Tokyo): Max 160 characters - number@t.vodafone.ne.jp

Vodafone Japan (Kyuushu/Okinawa): Max 160 characters - number@q.vodafone.ne.jp

Vodafone Japan (Shikoku): Max 160 characters - number@s.vodafone.ne.jp

Vodafone Japan (Touhoku/Niigata/North): Max 160 characters - number@h.vodafone.ne.jp

Vodafone Japan (Toukai/Central): Max 160 characters - number@c.vodafone.ne.jp

Vodafone Spain: Max 90 characters - username@vodafone.es

Vodafone UK: Max 90 characters - username@vodafone.net

Voicestream: -140 characters – number@voicestream.net

Weblink Wireless: Max 160 characters - number@airmessage.net

WellCom: Max 160 characters - number@sms.welcome2well.com

West Central Wireless: Max characters unknown – number@sms.wcc.net

Western Wireless: Max characters unknown – number@cellularonewest.com

WyndTell: Max 500 characters - number@wyndtell.com

If you don't see a particular carrier on the above list, do not despair. Here are a couple of alternatives to see if you can find the carrier:

1. [Review This eMail To SMS Gateway List](#)
2. [Review This Wikipedia List Of SMS Gateways](#)
3. If you still can't find what you're looking for, you may want to conduct a Google search for the mobile carrier in question to see if you can find more information online about its SMS Gateway. Try a keyword rich search string, such as "email text to AT&T cell phone" or something similar, and replace AT&T with your carrier.

Tip: A potential alternative for at least U.S. and Canadian buyers to consider is sending an AOL AIM-to-SMS, which is basically sending an Instant Message (IM) to your subscriber's phone by first inserting a "+1" followed by the subscriber's 10-digit phone number. This may work internationally, but cannot test to confirm, thus you may want to try if you're outside of U.S. and Canada.

Of course, the downfall with using this method is that it can be time-consuming, especially for something like an affiliate marketing email campaign. This probably isn't the most effective use of time in that instant.

Now, if you're selling a high-ticket product, or coaching program, for four or more figures, that could make it worth your time.

You will want to analyze and determine the best use of your time and money when considering this tip to see if it's worth your effort along this line.

Third Party e2T Service Providers

Even without knowing the mobile carrier's name, you can still send an e2T message from your computer as there are online service providers offering both free and paid resources to send your messages.

With the free e2T resources, they typically cap or limit the number of messages you can send per day as well as per time, i.e. individually, groups of a certain number of messages, etc.

With paid e2T resources, you usually are able to send an unlimited number of messages per day. Most of these services' pricing is, just like a traditional autoresponder company, based on number of phone email addresses you have and/or total number of messages you send per month.

While your initial thought may be why would I pay for such a service, please keep in mind that this is a business and, just like autoresponders, you should anticipate and expect to invest in various tools for your business.

I've compiled the following list of third party e2T service providers' URLs, none of which are our affiliate links, and are for your information and convenience only.

I note that the first service provider listed below, World-Text, allows you to use ANY email client of your choosing and sending your e2T from your email client (i.e. Gmail, Yahoo Mail, etc.) while using World-Text's email string, which is number@sms.world-text.com, where you replace "number" with subscriber's country code and phone number..

Thus, all you need to do is send an email to your subscriber's number at, for example, 15551234567@sms.world-text.com.

World-Text provides you with the comfort of feeling like you're sending a normal email from within your own email account as well as via your autoresponder. Please not you must first register with World-Text (for free trial account) prior to using its service, if you're interested in doing so.

Many of the other third party sites listed below require you to either send your e2T message via their sites and/or other means beside your email client or autoresponder. There's absolutely nothing wrong with this, rather, just want to make you aware of it. Also, it may take you additional time with some of these sites due to restrictions (such as sending only certain number of messages at a time).

Please note the following list is non-exhaustive and you may wish to utilize and/or research other sites as an alternative to and/or in addition to these sites:

Website URL	Free/Paid?	# Subs/e2T	# e2T/Month
www.world-text.com	Free Trial/Paid	Unlimited	See Site For Details
www.joopz.com	Both	Varies	Varies (per plan)
www.message-media.com	Paid	Bulk	Varies (per plan)
www.textplus.com	Free	See Site	See Site For Details
www.txtdrop.com	Free	1	Unlimited
www.text4free.net	Free	10	Unlimited
www.sendsmsnow.com	Free	1	Unlimited
www.textmarks.com	Paid	up to 1,000	30 (1/day max)
www.textforfree.net	Free	1	Unlimited
www.group-mail.com	Both	Varies	Varies (per plan)
www.ipipi.com	Paid	Varies	Varies (per plan)
www.fishtext.com	Paid	Varies	Varies (per plan)
www.sms2email.com	Paid	Varies	Varies (per plan)
www.trumpia.com	Paid	Varies	Varies (per plan)
www.redoxygen.com	Paid	Varies	Varies (per plan)
www.smseverywhere.com	Both	Varies	Varies (per plan)
www.bulksms.com	Paid	Varies	Varies (per plan)
www.textinghome.com	Free	1	Unlimited

www.thumbcare.com	Free	1	Unlimited
www.groupmessage.com	Both	Varies	Varies (per plan)
www.wadja.com	Free	Varies	See site for info
www.tekstme.com	Paid	Varies	Varies (per plan)
www.clickatell.com	Paid	Varies	Varies (per plan)
www.2-waysms.com	Paid	Varies	Varies (per plan)
www.sendgroupsms.com	Paid	See Site	See Site (Software)
www.txt180.com	Paid	See Site	SMS Services
www.callfire.com	Paid	See Site	Offers SMS email
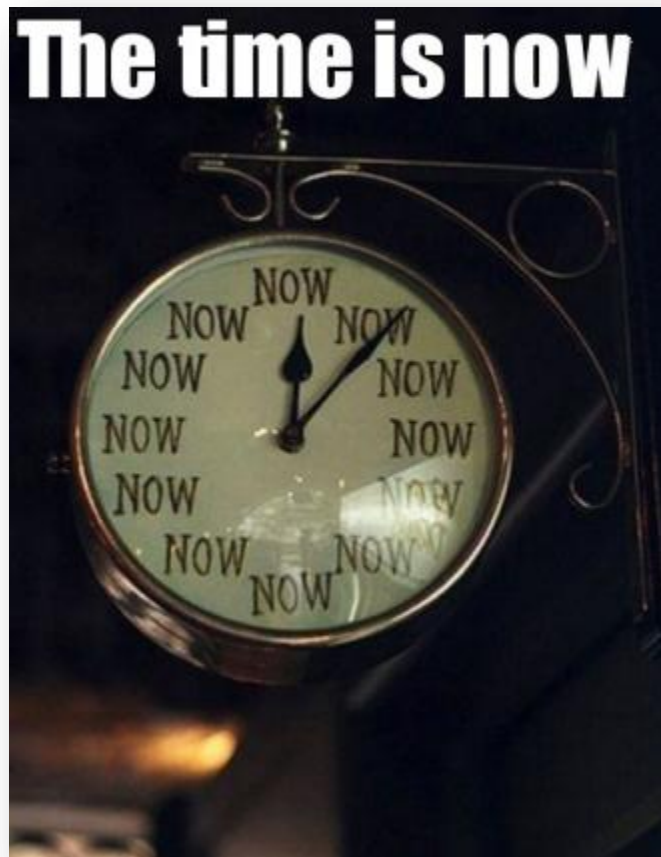
Before EVER Sending A Commercial SMS/Text

*Important Note: The following is for informational purposes only and not meant to be a complete discussion on any one topic. Please refer to the Disclaimers & Legal Notifications page. You may wish to consult with your legal counsel should you have any questions.

Now, before even remotely thinking about sending that first e2T message and/or any type of SMS message to anyone, you should really take the time to understand the laws, rules and regulations involving text messaging with commercial intent.

With the preceding in mind, there are several important points regarding SMS text messaging you need to be aware of, including (but not necessarily limited to), those topics below. For further information, you may wish to seek professional advice.

Permission (Opt-In):

United States rules require explicit opt-in before consumers may be sent ANY promotional text messages.

Please note that just because a subscriber authorizes marketing via email does NOT mean that same subscriber has agreed to receive marketing via SMS as well.

U.S. rules require explicit opt-in before consumers can be sent promotional text messages.

Authorizing marketing via e-mail does not mean that someone has agreed to marketing via SMS as well.

FCC Regulations:

United States Federal Communications Commission ("FCC") regulations specifically limit SMS marketing to those who intentionally opt-in and select to receive messages.

The FCC also requires marketers to offer a simple and direct method to opt-out of receiving future text messages. One common method of opting out requires sending a simple text message back that states a word such as "Stop" or "End." Other words include, but not limited to, "Cancel," "Quit" and "Unsubscribe."

Users must be informed upon sign-up of any fees generated by the SMS marketing such as text messaging fees or data service rates that may apply.

Federal Laws:

Prior to sending any text messages, the U.S. Federal Trade Commission requires SMS marketers to check their phone number lists against the National Do Not Call Registry. SMS marketers cannot contact those on the registry unless there is an existing business relationship or the person has opted-in to receive text messages. An existing business relationship is defined as customer who bought something from the vendor within the past 18 months.

The preceding discussion points are only informational in nature to make you aware of the seriousness of regulatory compliance when it comes to text messaging.

Time 4*u*2 e*2*T

Alright, you now have everything you need to send text messages to subscribers using your email client of choice, including with your autoresponder, if you choose (and/or Internet).

It's up to you how you decide to implement and integrate this new resource into your Internet marketing business.

Whatever you do, please remember that this information should **NEVER** be used inappropriately to spam ANYONE.

If you use it properly, you will have a real opportunity to grow another income stream using a medium and combination of technological resources you may never have thought to put together before.

If you already have a properly built (i.e. subscribers opted-in) mobile phone subscriber list ("e2T List"), you are ready to set up your e2T marketing campaigns as you would with any email marketing campaign, EXCEPT please remember that you are limited to approximately 160 characters OR LESS.

You will also want to include a hyperlink within your message to redirect to your offer, site and/or wherever you desire your subscribers to click-thru to.

One other thing I highly recommend you include at the end of each e2T message is the following statement, or something similar: "Txt QUIT to stop."

If you receive such reply text via email, then you MUST stop sending any future e2T messages to that subscriber.

Actually, it is necessary that all subscribers on any mobile phone number list to have ability to opt out of your list per Can-SPAM Act. For more information on the Act, you may wish to consult your attorney and/or the [FTC website](#).

What's Next? For Online marketers, if you do not have an e2T list, then the next thing you should be doing is building such a list which, of course, is in compliance with anti-spam laws.

If you do have a list, then you should consider your options for e2T messaging, offering valuable tips and information, directing your subscribers to whatever offers, sites and/or other information you desire.

For Offliners, what you do next depends upon if your clients and leads have a mobile number list or not.

For clients and leads that already have a such a list, you can do further investigation to determine if they have utilized SMS marketing campaigns in the past.

If they haven't or, even if they have, but had less than stellar returns, you can still approach them to manage their SMS campaigns as well as provide suggestions and recommendations for growing their list.

Now, regardless if you're an Online and/or Offline marketer, if you and/or your client/leads do not have a mobile phone/e2T list, you may which to consider other courses and/or other resources recommending how to harvest mobile phone numbers.

Additionally, the upgrade/one-time offer includes different methods and strategies for harvesting and growing mobile phone lists as well as several optimal niches for using the e2T strategy. **[Insert OTO/Product Upgrade Link Here].**

Once you start building your e2T List, you can then also start your e2T marketing campaigns; just remember, you're limited to 160 characters of less!

e2T - Benefits, Features And More

Alright, now that you've learned about what e2T is and how, mechanically, you can send email messages to your recipient's smart or cell phone that appear in the form of a text, you may be thinking "Okay, but what's the big deal?"

Actually, if you don't think outside the box, this might not be a big deal. However, if you think like I think, which is not only in and around the box, but also outside the box…WAY outside, sometimes!

First off, with text messages, you typically can expect a 90%+ open rate with text messages thus, when you send an email message to a recipient or, better yet, to a *group* of recipients, you can reasonably expect to have your email "open rates" via e2T to increase from near oblivion for some marketers and Offline businesses to 90%+ by simply sending 160 character of less emails to your mobile marketing list!

Do you think you could financially benefit from an email open rate approaching up to 100%?

How about if you offered this to Offline clients and prospects - that they could benefit from virtually all their customers and leads opening their e2T messages?

Of course, both you and, if applicable, your Offline clients and leads could, too!

At this time, you may be thinking why use e2T when there are SMS service providers already in the marketplace?

There's a simple answer and response to your question: e2T messages do not cost anything for a sender to send. In other words, the messages (themselves), just like emails, are FREE to the email sender.

This is a GREAT alternative to paid SMS service providers whose fees tend to range from about $0.01 per message to $0.05 per message…even more, in some instances.

At $.05 per message and a list of 100 mobile phone numbers, that's immediately $5.00 for a paid SMS service. While $5 does not sound like much, what if you're an Offline business, such as a restaurant, that sent several messages per week, let's say 5, that's $25 per week, which is $1,300 per year!

The following are situations that may be appropriate for the e2T method:

For Offline Marketers:

1. Trial offer as a "free" SMS service – Offer to send 1 (or more, your call) e2T messages for clients/leads for FREE. This may be a solution for clients and leads that may be apprehensive about SMS and just want to "try it out." Also, can be option for your cost-conscience clients and leads. Great way to get your foot-in-the-door, prove yourself and upsell leads in future.

2. Clients/Leads Who Currently Do Not Have Mobile Number List – If a client or lead does not have a mobile number list, you can offer (upsell) to help them build their list and, while doing so, start testing small e2T campaigns for them, either for a fee or for free.

   This enables you to show them how SMS marketing can work for them, all without the expense of a third-party SMS provider during this time. (Note: Once their list grows to 250-500 or more, it's time to think about offering a paid-SMS solution because e2T is best for smaller mobile number lists).

3. Clients/Leads Who Already Do Have A Mobile Number List – With e2T, you have a FREE solution to offer your clients/leads to provide you with just a fraction of their list so you can run e2T campaigns with a small segment of their list. This may be ideal for situations where a client or lead is reluctant to turn over an entire SMS campaign and/or list to you; you can "prove" yourself with a small portion of their list and not risk any capital risked in the process of doing so.

4. Clients/Leads With Small Mobile Number Lists – If you have a client and/or come across a lead with small mobile number lists, e2T may be the right SMS solution for them to get started with SMS with minimal cost/expense.

Tips For Offliners:

i)   What's nice about the e2T method with Offline clients and leads is that you are able to not only create, but also manage and send the messages to their customers/subscribers.

       If you have success in a trial setting, your client/lead may want you to not only create the e2T messages, but also actively manage their SMS third-party service as they grow bigger. This means another potential source of revenue for you and your Offline business.

ii)   If a client or lead has list of several hundred or more mobile phone leads and wants a solution for entire list, they will need to select a third-party SMS service provider as e2T is better-suited, as stated previously, with smaller lists as well as trial services in which your client/lead peels off a segment of their list for you to run the trial service.

       Provided that your trial service created a winning campaign for your client/lead, you are now in position to sell them on creating their future SMS campaigns as most businesses will want to continue using a winning strategy.

       Depending how many messages you create for their list, you may be able to command $147-$247/month (or more, in some markets) for simply creating and providing text message copy for your clients use. In other words, you no longer send messages to their list, unless they want you to…for a fee, of course. Instead, you are simply providing copy.

iii)   Having mentioned i) and ii) above, you can also use the e2T messaging method to run test campaigns on smaller list segments, with client/lead approval. This can allow you to test and tweak to perfect your client/leads' campaigns.

iv)   In addition to traditional SMS marketing ideals, e2T may also work with Offline businesses who a) set appointments and their revenue relies on their clients and prospects keeping and showing up to those appointments, i.e. physician's office, dentists, chiropractors, law firms/lawyers, etc. and/or b) have a need to frequently contact sales staff/employees and/or anyone else that may be traveling and/or otherwise out of the office.

v) If your Offline client/lead does not already have mobile list, upsell solution for them to generate mobile leads via collecting customer mobile numbers at point-of-sale or any other mobile phone leads method you may use.

For Online Marketers:

i) As more Internet marketers utilize SMS in their Internet marketing business, now can be the perfect time to utilize e2T for FREE to start your transition to include text-based marketing in your business.
Whether you knew it before now, traditional autoresponder companies, such as Aweber, Constant Contact and many others have recently begun integrating SMS into their email systems.

For example, Aweber has recently announced its alliance with [CallLoop](#)**,** which is a service that will enable Aweber customers to send subscribers SMS messages.

The biggest difference between e2T and Call Loop at this time is that e2T is a FREE solution; Call Loop costs $0.05 per SMS message. I don't know about you, but I like the idea of FREE anytime I can take advantage of two similar systems that create a similar marketing outcome for me!

ii) Before sending any e2T and/or future SMS messages to anyone, including subscribers, you must be certain to have subscriber permission to send a text message – opting-in on to a email subscriber list is NOT sufficient! This option also holds true for Offline marketers and anyone else using text messaging via e2T.

iii) Be respectful of subscribers' time and privacy. Sending an email message to someone's email inbox is one thing. On the other hand, an e2T or SMS message is a totally different ballgame – your message is almost immediately received by your subscriber on the face of their phone and, in addition, they may hear a chime or other sound signaling receipt of a SMS message.

The last thing you want to do is tick off your subscriber by sending too many messages, sending them at wrong time, sending inappropriate e2T, etc.

While I am of the opinion that email will still have its place on the Internet and other technology, I also believe that it will not remain in its current form; rather, it will take on some form more related to text messaging that can be quickly accessed versus having to hunt it down as you currently must do.

At this stage, since e2T and/or SMS messaging is still relatively new in the marketplace AND, because many people see text messages as more personal than business, you may be well-advised limit the number of text-based messages per week and/or month you send to any particular subscriber.

As technology and the software around it continue to evolve, marketing also continues to adapt and come up with new and faster methods to interact and communicate with clients and leads.

This is one of the reasons I decided to create this guide – I knew of a method to interact with email marketing subscriber as well as Offline clients and leads using the e2T technique.

While I have never seen it used or discussed prior to myself doing so, I found it very interesting AND validating that this type of messaging will have an ongoing place in marketing as evidenced by Aweber and other autoresponders' recent announcements about their strategic alliances with Call Loop.

Therefore, I believe not only is this guide useful in its teachings, but also beneficial for your and/or your Offline client/leads' use.

As always, you need to take sustained action to have that potential money reaction you want, whether it's with this course or any other one.

Best of Luck,

Anthony W. Devine and Anthony Aires

Master Resources

http://www.anthonywdevine.com – Anthony W. Devine's WSO review site.

http://www.awdevine.com **–** Anthony W. Devine, Professional Internet Marketing Coaching and Business Consultant site (Coming soon)

http://www.fonefinder.net – Find mobile phone carrier's name by entering mobile phone number.

http://tnid.us – Find mobile phone carrier's name by entering mobile phone number.

http://www.callloop.com – Paid-for, online service that integrates SMS text messaging into traditional email newsletter autoresponders, such as Aweber, Constant Contact, iContact, Mail Chimp and more.

http://www.ftc.gov – U.S. Federal Trade Commission's website, which includes information about the Can-SPAM Act.