

Quick Facts on SPAM

by Joy-Ellen Lipsky, **Success with Joy!**

Facts on spam (no, not the canned kind) from **Pew Internet & American Life**: "*Spam - How It Is Hurting Email and Degrading Life on the Internet*" by Deborah Fallows:

- Estimates are 15-30 billion spam messages are sent daily
- Estimates of the cost of spam range from \$50 to \$1400 per worker per year
- Others estimate the annual cost between \$10 and \$87 billion
- Spam constitutes around 56% to 80% of email

Want to control the Spam you receive, and the \$1400 of your time it requires from you to control it?

- If your ISP or company does not provide a spam filter, consider purchasing one (e.g. Postini, IHateSpam, SurfControl)
- Do not respond to spam as it only confirms your email address
- Replace clear text versions of your email address on webpages with a graphic version or some other method to keep spam email harvesters from picking up your address

The **Conquering the Information Deluge** program by Joy-Ellen Lipsky provides techniques to help you manage spam, and become more effective with all areas of information handling.

Joy-Ellen Lipsky is a speaker, trainer, and technologist, whose success skills guide her clients in creating effective lives and organizations.

We offer this article on a nonexclusive basis. You may reprint or repost this material as long as Joy-Ellen's name and contact information is included: JELipsky@successwithjoy.com, Voice: 1.408.229.2697, FAX: 1.408.850.5859, <http://www.successwithjoy.com>

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