

the READING

EDGE

April 15, 2004

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

I am thrilled to hear of your efforts to curb the problem of spam, unwanted and unsolicited bulk email. As a corporate productivity specialist who helps people manage their email and spam, I see it as a HUGE drain in productivity in the American workplace. However, I am concerned about the effects this Can-Spam Act will have on my business as well as others who do business as I do.

I am a sole proprietor of a speaking and training business who has worked diligently and deliberately to build a qualified email list of people who want to hear from me and want me to market my products and services to them. They opt-in by registering themselves on my website or by giving me a card with their info on it. I NEVER buy lists!

I send out a free monthly tip and offer my list subscribers free teleclasses. They benefit greatly from their affiliation with me, as do I when they decide to purchase my products and hire me for my programs. Without my email list, I would be quite challenged as to how I could do business in this electronic environment. I might not be able to continue doing business.

You see, the world now looks toward the internet for making buying decisions. Even printing this letter on paper is unusual as I typically do most of my business via email and on the web. My "brochure" is my website. I haven't ordered new stationary or sent out any information packets in three years!

I want to believe that I am not who the CAN-SPAM Act was designed to put out of business, but I'm afraid it will very likely have that effect.

I am quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation.

Respectfully yours,


Abby Marks-Beale

Providing essential reading, learning and email management skills for busy professionals

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