

INTERNET HANDBOOK

FOR
GOVERNMENT
BUSINESS
NON-PROFIT
EDUCATION
COMMUNITY
CHARITY



By Roger Marx Dray
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Internet Handbook

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You can't always get what you want,
but if you try sometimes,
you just might find,
you get what you need.

*- words popularized in the free world
when globally released via music in 1969*

Preface

I would like to thank the world for giving me the fortune to have the tools to put together this book. The world has given me family and friends and all the tools I need. For the language on my tongue, to the clothes I wear, and the house I live in, I thank past generations. For my Compaq portable 286, my Vaio laptop computer, my iMac, my Sony TRV-20, my education, and the Internet, I thank today's generation. The technical triumphs of the human race during the past century has been awesome.

And to those closest to me, I thank you for my inspiration. Inspiration enables me to attempt difficult tasks, and accomplish things through pure determination to not surrender until goals have been reached.

And to those less fortunate than I, I hope that the direction that is contained herein helps the world to embrace correct technologies so society can enable you too, to reap some of the benefits of today's technology.

Even though great technology exists, this does not mean it is put to good use. I hope to help direct the use of technology to create a better world.

- *Roger Marx Dray*

About the Founder

Roger Marx Dray began investigating and analyzing technology and economics at Emory University in Atlanta, Georgia where he completed two B.A. degrees. One was a joint major in Mathematics / Computer Science, and the other was in Economics. As a freshman at Emory, in 1979, he was one of the first college students who started college with a Dos based PC. Before that time only CPC operating system based computers were available. Thus Roger had the good fortune of being part of the first freshman class in the world who had the opportunity to have a PC at their desk. His first computers were a CPC Digital Rainbow, and the Compaq Portable 286, a great companion that travelled with him throughout the US and Europe.

Combining technology and economics and applying the right incentives to make the technology work, has always been one of his intellectual pursuits. Roger has exhibited the unique ability to excel in different areas that are often thought of as being opposites. He is a computer code nerd, and an avid athlete. He has been called a "hybrid" by his peers in technology, having the ability to code and work very technically, but still be able to lead business analysis through his abilities to communicate effectively with non-technical business executives.

Roger has performed computer technology related services for Fortune 100 companies, as well as small business. He has competently led projects for the best Rapid Application Development companies in the world. Companies and clients he has worked for include United Parcel Service (corporate headquarters), Delta Airlines (Transquest), Turner Broadcasting, Bellsouth, Bank of America, Statefarm, Sapient, Cambridge Technology Partners, WebTV, Medaphis, and Ceridian.

Most of Roger's technology work has been as a Software Architect in lead roles. His background includes Oracle, Oracle Applications, Infranet, Apple Macintosh systems, object oriented languages such as Smalltalk, Objective C, and Java, and web based technologies such as Cold Fusion, TCL/tk, and ASP. He has architected software projects in many various technologies. He worked on air traffic control systems, mission critical financial systems, web based banking and ecommerce. He has created a patent-pending Internet commerce system, the LeadOptionEngine. Roger has been an avid supporter of implementing advanced software processes, such as CMM (Capability Maturity Models). He has also studied Activity Based Costing models intensely.

After living in the day-to-day information technology cultures of many different large and small companies, he is an expert in corporate culture, and creating software systems that people will use. His take charge and first to move approach is well known to those who have conducted intense software design white board sessions with him.

Roger began attending the Berkman Center for Internet & Society at Harvard Law School during the week of July 1, 2002. During the week long session he realized the world's immediate need for the release of the "One World, One Economy, One Internet, One Plan" approach. During this session, Roger introduced the first step of the plan, the "Web Site Ingredients Act". Upon returning from the Berkman Center he released the second version of The Plan over the Internet.

How To Architect & Use the Internet Step By Step

Here is the summary of steps mankind will eventually take to properly organize, legislate, and architect the Internet. These steps can take fifty years, or ten years to complete, it's all up to us. Only Step 2: Direct Email 7 is included in this document. The summary is divided into eight steps, involving the following topics:

- ◆ Security Legislation for All Jurisdictions
- ◆ Spam/Direct Email Solutions
- ◆ Global Enforcement of Legislation
- ◆ Rewriting All Intellectual Property Laws
- ◆ Proper Government Community Involvement
- ◆ New Charity and Non-Profit Internet Architecture
- ◆ Global Internet Education
- ◆ Powerful Internet Labor Marketplaces

*It's not the answer that drives us, it's the question.
Knowing the right questions is the answer.*

Step 2: Implement Nationwide Direct Email Systems

Implementing a direct email system, like Direct Email System 7 will:

- ◆ Increase GDP (Gross Domestic Product) significantly.
- ◆ Rid the world of most SPAM emails automatically by creating an economic system that lets demand and supply flow.
- ◆ Relieve a tremendous amount of global stress through increased communications.
- ◆ Have more beneficial global economic impact than any other initiative, and do so quickly.

Often, knowing when a solution is complete, is the difference between an intellectual leader, and just another follower.

Step 2: Direct Email System 7

There is only one best way to implement Direct Email across the Internet, across the USA, across the globe. A Real Direct/Certified Email marketplace does not exist yet, but it will exist soon. Direct Email can have more positive impact on the global economy of any policy or global activity in the next five years. To establish and understand the final long term Internet based economy that will eventually outpace 90% of all traditional direct mail and certified mail, the world needs your help. The reeducation of employees at businesses to work with Direct Email is a monumental task.

There is a tremendous lack of understanding currently among US Congress members, governors, and politicians everywhere about how to deal with current SPAMs. **The answers lies in asking the correct question. The wrong question is “How do we stop SPAM?”. The correct question is “How can build an economic system to replace Direct Mail and Certified Mail with Direct Email and Certified Email?”** The interesting thing is, the answer to the second question, building a Direct Email economic system will rid the world of SPAM anyway, because an avenue will exist for advertisers to reach Internet users. The United States is in position to lead the world in Direct Email by implementing it correctly. The American and global economy need strong and competent leadership in how to implement Direct Email, and message technology into our economy. Document delivery systems such as the one UPS implemented and shutdown in 2002 are critical pieces to implementing Direct Email. Reasonable pricing is also paramount to its success. It is estimated that email postage costs of less than one penny per email is needed for the system to work.

Another foe to defeat is fear. UPS, USPS, and FedEx Delivery workers and management will be extremely fearful of implementing a Direct Email system that will greatly reduce Direct Mail and Certified Mail. Though change is often a bit intimidating at times, workers can

Oneness and Direct Email will make the Internet seem miraculous to you.

still keep their jobs through reeducation. And the best way the USPS, FedEx, and UPS will replace lost revenue due to Internet communications is through a Direct Email system.

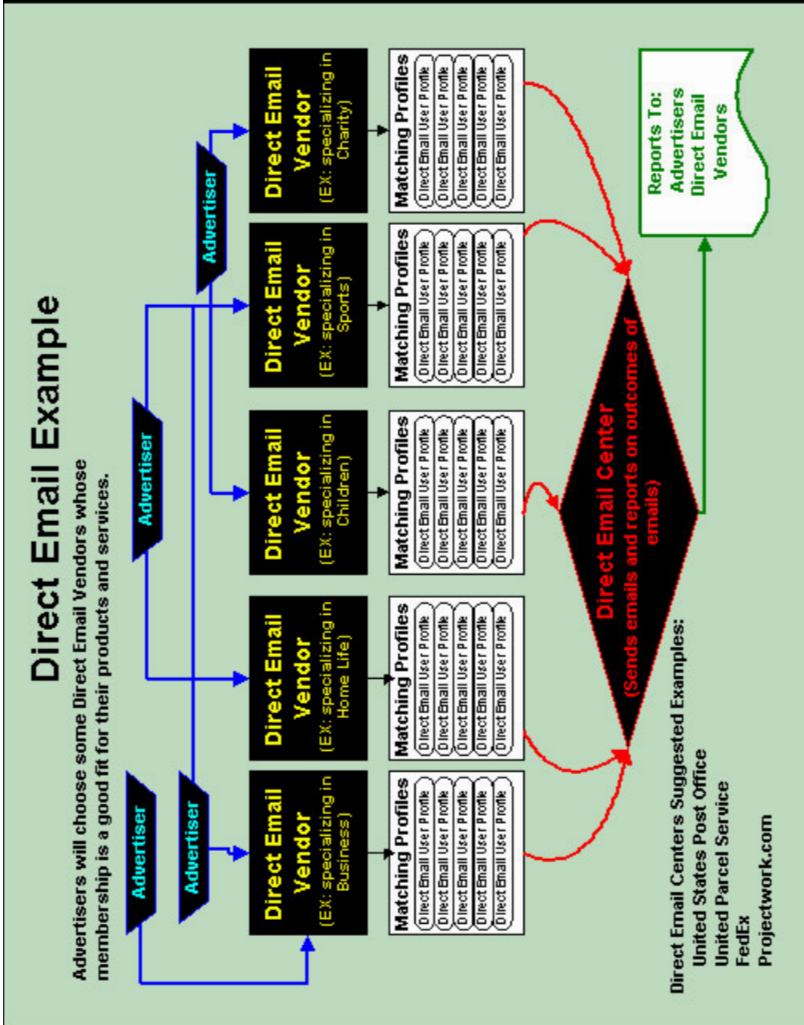
The future Direct Email scenario is simple. The following description is how a real Direct Email system should work. It doesn't at the time of this writing, but this will change. For example suppose a person who sells bicycles wants to email 5000 people about some great bicycle pricing. And let's also assume there are 5000 people who do want this information. The Bike Guy goes on the Internet, and finds a Direct Email vendor. The Direct Email vendor happens to have 5000 email addresses of people WHO WANT THE LATEST BIKE PRICING. And they want up to three emails during the current week about bike pricing. So the Bike Guy pays the Direct Email vendor \$200 (the price is just an example, could be much more, or much less depending on supply and demand). The Bike Guy NEVER gets an email list from the Direct Email vendor. But how does the Bike Guy know the emails were actually sent? And how does the Bike Guy find out the quality of the emails sent? Easy. The Direct Email vendor sends the US Post Office or FedEx, or UPS, a secure list of email addresses, and the Bike Guy's email. Then the Post Office (or FedEx or UPS) sends out the emails. The addresses may reside on a Post Office, FedEx, or UPS server as well for added security. After the emails are sent, 24 hours of time is allowed to pass. Then the Post Office (or FedEx or UPS) emails a report to the Direct Email Vendor and the Bike Guy. The report contains how many emails were sent, how many remove me's there were, and some other information. So now the Bike Guy knows for sure 5000 emails were sent. The Bike Guy knows how many people wanted to be removed from the list. This shows the Bike Guy the list quality. If a lot of people sent remove me requests, the Direct Email Vendor is not doing a good job of communicating with their customers and giving them the information they want, in the quantity they want. And voila! The Internet can then be used to increase commerce dramatically. This process alone, once properly implemented, will directly improve the world economy more than any other initiative available to us.

Economic analysis is the one and only factor that will determine if new Internet businesses have a reasonable chance at survival and success.

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Oneness and Direct Email will make the Internet seem miraculous to you.



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The following text is a technical description of how such a system will work. If this bores you, and you understand the scenario, you certainly can move along to the next section.

The Players in the Process:

◆ Internet Users

They must fill out Direct Email Profiles with appropriate vendors for the system to work. The profiles should be a simple web form with few fields to fill out so as to not burden users with time consuming work. These simple profiles contain the kind of information each user wants. It could be nothing, or several emails a day concerning various things.

◆ Direct Email Vendors

These companies take the place of yesterday's direct mail companies. They will collect Direct Email Profiles from individuals and organizations that detail exactly what kind of information they want. The profiles also include how much information users want, and when they want it. Direct Email Vendors will usually collect profiles of a particular interest group, like sports, business, French, home life, children, etc.

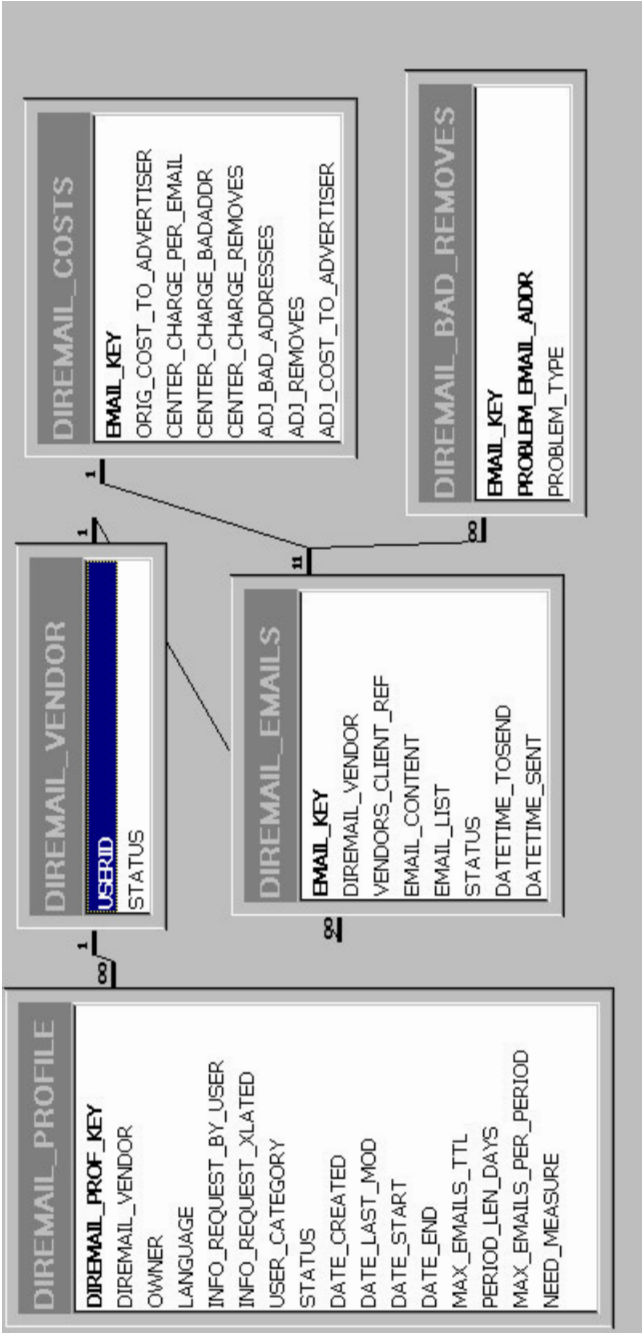
◆ Advertisers

Companies, organizations, government, charities, and individuals looking to sell products or services, or looking for donations and volunteers, or looking for workers.

◆ Direct Email Centers

Centers will act as a clearing house for Direct Email. Direct Email Vendors will submit email content, and the email list to the Direct Email Center using the secure environment the Center provides. The Center sends email to the users using the type of security requested by each user. The Center also reports the number of emails sent, bad addresses, and removal requests to the advertiser and the Direct Email Vendor. Typical Direct Email Centers will be companies like United Parcel Service, FedEx, and United States Postal Service.

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Direct Email Profile Example

Here is an example of a DEP (Direct Email Profile). The DEP is managed and administrated by a DEV (Direct Email Vendor). The vendor maintains contact with its members, and reviews and approves all emails sent to the vendor's email lists. Commercial advertiser's normally pay small fees for the usage of the list. All organizations that a vendor admits to his user base is the DEV's responsibility to research, do background checks, and approve or disapprove the company.

◆ **What You Want:**

One, or two sentence description of what information you want.
and an optional NAISC Category Code
(If applicable, can leave blank)

◆ **Start Date and End Date**

◆ **Email Limits**

Max Per Week

Max Total

◆ **Reason**

At least a small portion (1%-3%) or minimum of the emails should be from some charitable or nonprofit organizations. Putting charity into the mix will not be required by law, but rather be required hopefully by the norms of behavior. The entire system will work better, and profits will endure longer, if charity is added to the overall Direct Email system.

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The Data and How It Should Be Used:

◆ DIRECTMAIL_PROFILE

The Direct Email Profile is held in this table. This profile is private and confidential to the Internet User and the Direct Email Vendor. If a Direct Email Center offers the service of storing this data for the Direct Email Vendor, the Direct Email Center should never be allowed to use this profile for its own use. The Direct Email Vendor should periodically contact the user to keep this profile up to date. Each Internet User may have multiple Direct Email Profile records. One record for each kind of request.

◆ LANGUAGE

The language the user wants to be used when they receive their information.

◆ INFO_REQUEST_BY_USER:

Plain words and sentences input by the user to describe what information they want. Using only combo boxes without the freedom of user to enter anything they need is not recommended. Combo boxes make things easier for the Direct Email Vendor, but more time consuming and more limiting to use by the Internet User who is filling out the profile. One of today's problem with the Internet is the lack of proper customer service, and the customer will be better serviced if they can quickly and easily fill out forms. The priority should be saving time and effort for the customer. The focus of the web forms SHOULD NOT BE saving time and effort by the Direct Email Vendor.

◆ INFO_REQUEST_XLATED:

A program can be run on the Info_Request_By_User field to create a keyword list that can be better used for selections by the Direct Email Vendor.

◆ USER_CATEGORY:

This field is for the Internet User's use only. They may put their many profiles in categories, like "Business" or "Family" or a client.

◆ STATUS:

Normal use is "APPROVED", "UNAPPROVED", "HOLD", "ACTIVE", "CANCELLED", "FILLED"

MAX_EMAILS_TTL:

This is used to indicate the total number of emails over the life of the profile the user wants to accept. After this total is reached, status should be changed to "FILLED" and no more emails should be sent regarding this request.

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◆ PERIOD_LEN_DAYS:

The number of days between emails. Does the user want emails about their request daily? Weekly? Monthly?

◆ MAX_EMAILS_PER_PERIOD:

The maximum number of emails per period, which will be per day, or week, or month, etc.

◆ NEED_MEASURE:

This is an indication of how much the user wants this information. The user may want to purchase something right away, or they may be just browsing. A number from 1 to 5 is usually put in this field.

◆ DIREMAIL_VENDOR

Direct Email Vendors should be properly reviewed and approved or disapproved by the Direct Email Center. Data such as Social Security numbers, and driver license numbers, and criminal background check information should be used to determine if a Direct Email Vendor gets approval. The USERID field can linked to standard company and contact information tables.

◆ DIREMAIL_EMAILS

This table stores the email content and email lists the Direct Email Vendor securely uploads to the Direct Email Center. Once the Center receives the request to email, the Center will go through an approval process. The Center should be able to process and send emails within 1 to 5 business days. Reasons why email requests are not approved should be sent to the Direct Email Vendor. The VENDORS_CLIENT_REF field is for the Direct Email Vendor's use only.

◆ DIREMAIL_COSTS

This table tracks all costs associated with the Direct Email Center charging the Direct Email Vendor, and also for the Direct Email Vendor charging the Advertiser for one emailing.

◆ DIREMAIL_BAD_REMOVES

This table is maintained by the Direct Email Center to track all bad addresses and removal requests that are returned from an emailing. The Direct Email Center has the responsibility to make sure Direct Email Vendors are not abusing the system.

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