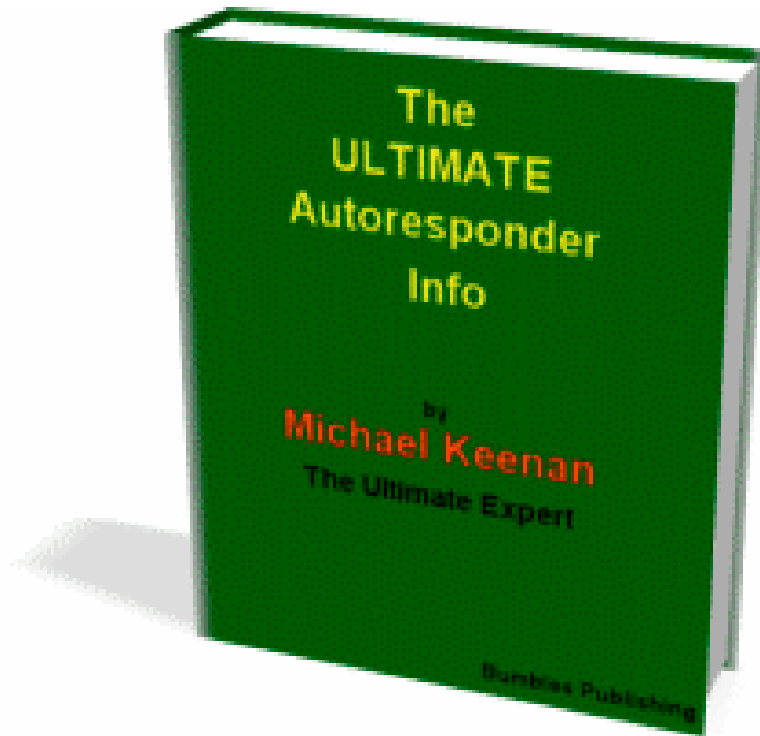


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An Introduction & Overview

The Money Is In The List

I am certain you have heard the online marketing super quote 'The money is in the list'. I can guarantee you there **is** no other method that will bring you greater success online than this method.

For those of you who have not heard of this quote before, I will give you the basic outline for what is involved in starting an autoresponder email service yourself.

1. You sign up to an autoresponder service. Large proportions of these services are free. But each service differs in the services that they provide. For example, the format that is available for sending your autoresponder messages in e.g., text or html format. The choice in providers of autoresponder services is up to you. I won't give you any biased links here, but please do the research and make a decision, decided around the ideas and/or requirements you want to create in this exact task.
2. Set up your autoresponder messages in a sequence that you want your prospects to receive them. (A more detailed mention shortly about this important task.)
3. Cut and paste your html code etc, provided by your autoresponder service so that your prospects can sign-up to your email list from your web site.

This is a basic 3 step process which gives you an outline of just how simple this set-up process is.

The real skill, mentioned in step 2 above, although not difficult, is in writing the autoresponder messages you are going to send to your signed-up prospects. There is a need for a real structure and purpose in the way you attempt this task. And I will tell you how right now! So let's begin.

We, all from an early age, have been trained as consumers. From the first moment for example, we saw our first 30 seconds of television, we were instantly introduced to the wonderful world of both 'Direct and Indirect Advertising'. Both these words direct and indirect are very important when it comes to online marketing. In my opinion direct advertising does not work online at first, and should not be attempted until later. This direct advertising may have worked online initially in the past, but thanks to such online issues as spam, this method is not effective at all in the beginning. Indirect advertising however is what should be used, and this provides a 'Conditioning' phase for your potential buyers who have newly signed-up to your autoresponder list.

When targeted, potential customers visit your website for the first time, they arrive because they are searching for specific information. And secondly, they may choose to purchase an item or service from your website, as a pure result of the information you are providing, in order to complete or complement the provided information contained on your website.

The structure of the information you provide in your autoresponder messages should therefore follow this same 'Cause & Effect' structure. Simply put, you are providing

information that will complete or complement a product or service you are promoting indirectly. In online marketing you will hear the word 'Pre-selling' mentioned a lot, and this is what pre-selling is, a simple providing for a cause and effect event.

I must mention the word 'Trust' at this point, because it is an absolute needed commodity on the Internet, and leads into the whole concept and purpose of 'Branding'. We have all heard of the bad things that can happen online with credit card fraud etc. it's a long list. And it is absolutely 100% certain that your potential customers have also heard of these facts. So you should be aware that every person who visits your website for the first time is already on the back foot. It is now your job to build a potential customers trust in your website, so that when they may visit your website again, they have a feeling of complete ease. Let me assure you this trust does need to be earned on your behalf and you should always be aware of this. I will add at this point the statement, 'If you are not serious about the product or service you are promoting then just don't bother doing it in the first place'. If you are not committed, you as a result, have no set purpose for what you are trying to achieve. If your customers suffer your website will suffer. So how do we build 'Trust'?

Branding is a tool by which we associate trust. Think of a brand name product. Ask yourself the question how do you feel about that product? Do you feel at ease buying that product? If the answer is 'yes', then it is for the reason that you know and trust that product. Why? Because you know when you buy it, you know exactly what to expect. If you answer no, it would be mainly for the reason that the product is unreliable, because you are not sure about what to expect. This idea of branding is essential in your autoresponder messages, because you have the task to condition your potential customers to positively associate your website, business name or logo etc, to what they should positively expect from your website and its products.

(Note: If a customer or website visitor sends you a question etc. you should always respond ASAP. If there is a problem work out a solution ASAP. Treat your customers etc. the exact way you want to be treated yourself. This note is absolutely essential, if you want to retain your brand image)

So how do I use all this information in my own autoresponder messages? Good question. Let's answer it! What I have discovered that works effectively, lies in the exact structure of your autoresponder emails.

1. Introduce yourself, both personally and the website ideas you represent.
2. Send your subscribers only value information that helps their own website or Internet purpose. These emails need to be set-up in an autoresponder process multiple times. Over time through this strategy, you are making your subscribers feel completely at ease. By constructing informal high value informational autoresponder messages, you are indirectly consistently associating your 'Brand Name' with a feeling of 'Ease' and 'Trust'.
3. Once you have established point 2 effectively. You can begin to indirectly pre-sell different products. Why? Because your subscriber is now at ease and your subscriber trusts exactly what you are saying, because you have conditioned this behavior. Value informal information supplied at first simply lets a potential customer associate your brand with exactly what it represents.

4. After a set period of time you can at this point 'Direct Sell' a customer, because they absolutely know your brand and trust your purpose. And if you have been effective from points 1 through 3 your strategy will have a maximum effect in sales.

The big players online have email lists that consist of up-to and over 300,000 subscribers. How did they achieve these numbers of subscribers?

Subscriber lists can be gained from numerous traffic means. Search engines, PPC, e-Book links, forming joint ventures, word of mouth, this list can just go on and on. But no matter by what means you use in gaining traffic to your website, a very large proportion of website visitors will be untargeted. In that they will have little interest in what your website provides, they are just simply surfing the net and/or do not know what they are looking for. This is wasted traffic and a pure waste of potential customers, but only if you are not aware of this. So it is essential, I have found to position your autoresponder subscribe box on multiple website pages, and I try to use a (1) x (2) format.

(1) Is the question that I pose to my targeted traffic so that they may sign-up for further information. And (2) are the 2 separate questions that I pose that are open and appeal to a larger audience.

For example: (1) Learn exact answers to effective affiliate marketing methods by subscribing here. (2) Making an income online is easier than you imagine when you gain these skills. (2) Free - This is your complete guide to show you how to create a real online income stream.

This is only a general example guide, but gives you an exact idea of my own 1 x 2 strategy. It is open in its format, and just does not only appeal to your target audience who may just be interested in affiliate marketing. It is also open to untargeted traffic who may have never even considered the idea of being able to make money online.

Tip: Free Manual traffic surfing sites are ignored by most as a source of website traffic of any value, and so they should be if they are not approached with purpose. But they can be a real source of potential subscribers. Build yourself a webpage containing your subscriber box and write content within the page that appeals to all who may read it. Use this page as you would with your first autoresponder message. Introduce yourself and your website purpose. I myself have built a very large responsive email list using this exact strategy.

*The Absolute Ultimate Autoresponder Tip: Provide your autoresponder messages with a link where potential customers can simply download your messages in a pdf format. Why?

1. This gives your sign-ups the opportunity to gain an online solid product that they download to their own computer desktop. Your pdf document may even remain on their desktop for quite a while. PDF is harder to discard, you have to manually move it to your trash can. Plain Email messages are just read once and are very easily discarded, as you know.

2. You can give your potential customers the opportunity to use your pdf documents in their own autoresponder messages or on their own websites. Thus you have created an effective form of viral marketing, simply because you should have at least your website address embedded in the pdf document. There are many ideas in the ways you can use

pdf format. I am certain you will come up with hundreds of new ideas in the way that you can effectively use this exact method.

Ultimate Autoresponder Info **Articles and Autoresponders**

Writing articles to market a product or service is an excellent way to build business. The articles should be very informative, providing the reader with information that is relevant to a specific topic. The article usually includes a link to a webpage for more information. The webpage, of course, is designed to sell a product or service that relates to the topic of the article.

These articles are commonly submitted to article banks, websites, and ezine publishers. This is one of the most effective ways to market a service or product on the Internet, and it can become even more effective when it is combined with the use of an autoresponder.

Begin by setting each of your articles up in your autoresponder. It is important that each article has its very own autoresponder address, so you will need an autoresponder service that will allow you to do this. Next, make a master list of your articles, with the autoresponder address for each article listed beside the title. You can even add descriptions of the articles on your master list if you want to.

Advertising your articles one at a time can take a great deal of time...but advertising one autoresponder address - the one for the master list - won't take very much time at all. Simply put it in your newsletter and on your website. You can even allow other ezine publishers to use this as a free resource for their subscribers!

Autoresponder Access to Secret Pages

People love to have access to things that other people can't get. It makes them feel special, and it is a marketing tactic that really works. Granting access to secret pages works well on the Internet. It works best when it is limited. For instance, you can grant access to only a lucky few, or you can have a time limit for accessing the pages. You can grant access to secret pages on your website with an autoresponder.

The way this works is quite simple. You create a directory on your website that is password protected, with one login and password that everybody can use. You then create some valuable content for that directory. You can call this your secret vault or your private stash or anything else you want to call it - as long as it sounds like something that your visitors may really want to get their hands on. For instance 'the secret tools that helped me earn thousands each month' would probably entice many people who want to learn how to make money.

Once you get the directory and the pages set up, put the URL of the pages and the login name and password in an autoresponder. Write a Sales page and distribute it to your

opt-in list, or have other list owners distribute it to theirs. Make sure you 'limit' the offer. Don't let people assume that you are going to share this secret information with the rest of the world - they want to be the only ones with this special access!

Keep access to the secret pages free. The goal is to get people to those pages, so that they can purchase your products or services. However, remember that you've advertised secret tools or secret information. Therefore, when they get to those pages, there must be something of value there for them to collect - for free in most cases. Don't make the mistake of thinking that you will be losing money by giving something away for free - you won't. In fact, you've already gained by collecting the names and addresses of the people who were interested in your secret information!

Again, this is a marketing tactic that really works, and it is a great way to use an autoresponder. Once people have requested the information for your private pages, you can email them periodically, using your autoresponder, to let them know about updates to the secret site. While you are updating them, you can also tell them about other specials or new products in your line.

Autoresponders and Shopping Cart Integration

When people place orders through your website, it is always a good idea to immediately acknowledge the purchase. One way to do this is with the use of an autoresponder that can be integrated with your shopping cart. In fact, many shopping carts that are available today have their own autoresponders built into the system.

When you set up your autoresponder to send a message to someone that has placed an order, there are several things that should be included in the message. This is an opportunity to 'speak' to your customer, and to let them know about other deals that you have or special items that you have available. You should not miss this opportunity.

Do not try to get your 'thank you' sales message on the same autoresponder as the customers email receipt. Putting the sales message on an email that is automatically sent to grant the customer access to their purchase is also a bad idea - that would go better with the receipt. Make sure your 'thank you' sales message is a message that is sent out all by itself, so your customer can focus solely on that!

Thank the customer for their recent purchase. Tell them how much their purchase will help them, and then tell them about other available products that work well with the one that they just purchased, or that are similar to the one that they just purchased in some way. For instance hair conditioner works with hair shampoo. Vacuum cleaner bags or carpet powder works well with vacuum cleaners. Just let them know about the various products that you offer that will compliment their purchase in some way.

The important thing is to not let your customer get away without further contact! Think about being in a brick and mortar store. When you go up to the counter to pay, there are many items there for sale. These items are meant to be picked up as last minute purchases, or impulsive purchases. Your 'thank you' sales letter serves the same purpose.

Don't make the mistake of bombarding your customer! You can usually send them periodic information about your specials after they have made a purchase through you, but emailing them on a daily basis with your offers is not good business! Use your autoresponder responsibly! Make sure that your autoresponder is set up to handle automatic remove requests, and make sure that the information that you are sending your customers is of value to them.

Autoresponders and Spam - What You Need To Know

There are laws against sending spam. There are even laws that you must adhere to when you send out email that was requested. No matter what type of email you are sending out, the chances are good that the anti-spam laws apply to you in some way.

In order to be in compliance with the anti-spam laws in various states in the US, each commercial email that you send must include your name or business name, your street address, city, state, zip code, and phone number. You must also include instructions that will allow the recipients to remove themselves from your mailing list. If you fail to do any of this, you are essentially breaking the law in various states - no matter what state or country you live in!

Protect yourself from spam complaints in any way that you can. Make sure that when a customer requests any type of information from you that an email is sent requesting confirmation before any other email is sent. If someone is placing an order from you, include a check box on the order form, asking for permission to send them periodic emails. Never use your autoresponder to send unsolicited commercial email!

Autoresponders - The More You Know, The More Effective They Are

If you have signed up with an autoresponder service, you need to take the time to read the instructions to learn how to use the service - before you load the first word of your first message! Not knowing how to use the service will lead to many mistakes, and your customers and potential customers will most likely see every mistake you make! As soon as you have completed the sign up process, load one email address into the autoresponders mailing list - yours. If there is a manual or help file for your autoresponder, read every word of it, and really learn how to use all of the features of the autoresponder.

Work with it, sending messages to your own address, until you know your autoresponder service inside and out! This may take a little time, but after a few hours or so, you should know all that there is to know, and you will be able to set your autoresponders up much more effectively in the future. Taking the time to learn now, will not only save time in the future, it may also help you tweak and tune your autoresponder messages and tracking in a way that increases your responses!

Autoresponder Training Sessions

Autoresponders work very well when it comes to training others. This is why autoresponders are the perfect way to conduct email courses. But there are other types of training that can be done with autoresponders as well.

Even college professors have found a use for autoresponders. They can use them to remind students about upcoming tests, or to deliver study guides. Since the information in that professor's course is taught over and over again each time a new class comes in, this saves the professor a great deal of time.

Autoresponders are also used by colleges to remind faculty and students about coming events. Because events are scheduled in advance, these autoresponder messages are set up in advance, and nobody has to depend on a secretary to get those notices out!

Many businesses use autoresponders to keep their employees trained. When new equipment is brought into the office, and employees need to know how to operate it, an autoresponder can be set up with training instructions.

No matter what kind of business you are in, there is a way that autoresponders can be used. The use of an autoresponder will save quite a lot of time, and it can also serve to make the people in your organization much more effective.

Build Interest With Autoresponder Messages

If you are using your autoresponder to sell a product or service, you must be very careful as to how you approach your potential customer. Few people like a hard sale, and marketers have known for years that in most cases, a prospect must hear your message an average of seven times before they will make a purchase. How do you accomplish this with autoresponders?

It's really quite simple, and in fact, the autoresponders make getting the message to your potential customers those seven times possible. On the Internet, without the use of autoresponders, you probably could not achieve that. Too often, marketers make the mistake of literally slamming the potential customer with a hard sales pitch with the first autoresponder message - this won't work.

You build interest slowly. Start with an informative message - a message that educates the reader in some way on the topic to which your product or service is related. At the bottom of the message, include a link to the sales page for your product. Use that first message to focus on the problem that your product or service can solve, with just a hint of the solution.

Build up from there, moving into how your product or service can solve a problem, and then with the next message, ease into the benefits of your product - giving the reader more actual information with each and every message. Your final message should be

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