

**Home Business School Presents...**

**HBS Guide to Autoresponders**

**Written by Dean Sharples 2011**

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## INTRODUCTION TO AUTORESPONDERS

Autoresponders are useful tools that allow you to collect someone's details and use them for a large number of possibilities such as newsletters, ezines, mailing lists and email tutorials. By building up a database of names and email addresses you will be able to send your mailings to thousands of people quickly and easily. You can even arrange to have a series of letters sent automatically on set dates which looks like you are sending them yourself – where in actual fact it is the autoresponder sending them which saves you a lot of time and effort.

### MAILING LIST

When you buy something online you are usually added to a mailing list. This allows the stores to email you with offers such as new products or discounts on existing ones. This way they can gain repeat custom from you without relying on you going back to their websites. A store such as Amazon who stocks a variety of items may record extra information about the kind of products you usually buy so they can mail you about them. Some companies give you the option to sign up for their mailing list (or newsletter) so you get the choice whether you want to receive email from them or not.

### NEWSLETTER AND EZINES

There are many newsletters and ezines on the Internet that you can subscribe to and have delivered to your inbox on a weekly or monthly basis. With an autoresponder you can create your own newsletter or ezine and set up your autoresponder to send it to your subscribers. Once you decide on a subject you can promote your newsletter using various resources such as traffic exchanges and article directories. When you have built a large subscriber base you could sell advertising space to companies or even promote your own products to make money.

### FOLLOW UP LETTERS

Autoresponders allow you to create a series of emails and sent them to your subscribers on set dates. These emails are known as **Follow up Letters**. Once a prospect (person interested in your offer) requests information from you then they will receive an email with that information. However a single email may not be enough to encourage the prospect to go for what you are offering, therefore you need to send further emails with more information. Professional marketers will tell you it can take between 7-10 emails before a prospect acts upon your offer.

### EMAIL TUTORIALS

You can create a tutorial on any subject you like and turn it into an **Email Tutorial**. An email tutorial is simply a set of emails – each one containing a section of the tutorial. Marketers often use email tutorials to promote a product. For example, you could create a ten email tutorial called "10 Steps to Weight Loss" where each email covers various subjects such as exercise, diet foods etc... and at the end of the tutorial you could provide a link to a weight loss product.

### TOKENS

A useful feature you will find in most popular autoresponder tools is **Tokens**. These allow you to store and display a piece of information you have received from your prospect. The most common token you will use is the **NAME** token which will store the prospect's full name and insert it in the email you send. This is useful if you want to add a personal touch by addressing the prospect by their name. Another use of tokens would be to store a membership number which you can refer to when contacting customers.

You may ask why you would need an autoresponder when you can just email people yourself. Well you could use a bulk email program to mail a monthly newsletter and just add new subscribers manually. However this would take up a lot of your time as you would have to manually remove subscribers from your mailing list who requests to stop receiving email from you. Follow up letters would be a nightmare as you would have to make a spreadsheet to remind you **which** prospect had **what** email and **when**.

Prospects are also required to verify their email address before they receive any emails - which act as a guard against people entering **Autoresponder Email Addresses**. An autoresponder is so much easier as it puts the whole process on autopilot once you set it up.

## **TYPES OF AUTORESPONDERS**

There are two types of autoresponder tools. One is a program that you can install on your computer and the other is an online version. I do not recommend the ones you install as they will require your computer to be switched on most of the time. Online versions will keep your campaigns running 24 hours a day so prospects can subscribe to your list at any time.

## **AUTORESPONDER CAMPAIGNS**

When you set up an autoresponder with information you are setting up an **Autoresponder Campaign**. Many of the popular autoresponder tools allow you to set up more than one campaign and have them all running at the same time. Each campaign keeps itself separate so you can have more than one mailing list. Imagine having a list of people who read your newsletter and another list of people you are promoting your products to.

## **EXAMPLE CAMPAIGN**

In this guide I will be using the popular Trafficwave Autoresponder which is easy to use and very powerful. Before we start with the lessons I recommend you subscribe to an example campaign. This will allow you to see an autoresponder campaign in action. Click on the link below and you will be taken to a page where you will be asked to submit your name and email address. You will then receive an email asking you to confirm your email address by clicking on a link inside the email. Once you have done this then you will receive the first of a series of follow up letters which will be sent to you daily.

### **[CLICK HERE TO SUBSCRIBE](#)**

Bear in mind that you can stop receiving these emails at anytime by clicking on the **Unsubscribe Link** in the email itself. Once you do this then your email address will be removed from the system.

This guide covers how to use a selection of affiliate programs. In order to benefit from it you should at least join Trafficwave so you can follow the lessons.

**IMPORTANT:** when you click on any of the links below you may be asked if you wish to **Allow** or **Block** this website. You must click **Allow** because if you click **Block** you may never be able to open it again.

## **AFFILIATE PROGRAMS USED IN THIS COURSE**

**TRAFFICWAVE:** This is the main program used in this course. A powerful newbie-friendly autoresponder that allows you to create unlimited campaigns and recruit unlimited subscribers. It also allows you to create unlimited tracking links, reminders and even promote other programs. You can also earn a regular monthly income as an affiliate. You can get a free 30 day trial with unlimited use of the features.

### **[CLICK HERE FOR MORE INFORMATION ON TRAFFICWAVE](#)**

**ADKREATOR:** Adkreator allows you to create professional looking splash pages, banners, squeeze pages, buttons and even peel away ads. If you want a quick and easy of designing something then this is the only system you'll need. Improve your response one hundred percent.

[\*\*CLICK HERE FOR MORE INFORMATION ON ADKREATOR\*\*](#)

**OTO GOLDMINE:** An easy website that allows you to create One Time Offer pages so you can make extra money from your campaigns.

[\*\*CLICK HERE FOR MORE INFORMATION ON OTO GOLDMINE\*\*](#)

## **LESSONS IN THIS GUIDE**

For video presentations of lessons in this course - see the Home Business School **YouTube Channel**.

### **LESSON 01 – INTRODUCING TRAFFICWAVE**

An introduction to the popular Trafficwave autoresponder and its many features.

### **LESSON 02 – CAMPAIGN OVERVIEW**

Learn how a campaign actually comes together complete with letters.

### **LESSON 03 – CREATING A CAMPAIGN**

Learn how to create your first autoresponder campaign with welcome letter.

### **LESSON 04 – CAPTURE PAGES**

Learn how to create nice looking capture pages with the Trafficwave Page Creator.

### **LESSON 05 – ADDING LETTERS**

Learn how to add follow up letters to Trafficwave.

### **LESSON 06 – BROADCASTING**

Learn how to send a letter as a broadcast letter. Used for one-off mailings.

### **LESSON 07 – USING TOKENS**

Discover the advantages of using tokens to collect information

### **LESSON 08 – PLANNING FOLLOW UP LETTERS**

Learn how to plan out follow up letters for your campaign.

### **LESSON 09 – EARNING MONEY WITH TRAFFICWAVE**

Learn how you can make a seven figure income with Trafficwave as an affiliate.

### **LESSON 10 – HOW TO REBRAND THIS GUIDE**

Learn how to rebrand this guide so you can start building large downlines and income.

### **REBRANDING PACK**

This is an optional download for people who want to rebrand this guide with their own affiliate links. This means that people will be able to join your downline in the programs featured in this guide.

**[CLICK HERE TO DOWNLOAD REBRANDING PACK](#)**

## LESSON 01 – INTRODUCING TRAFFICWAVE

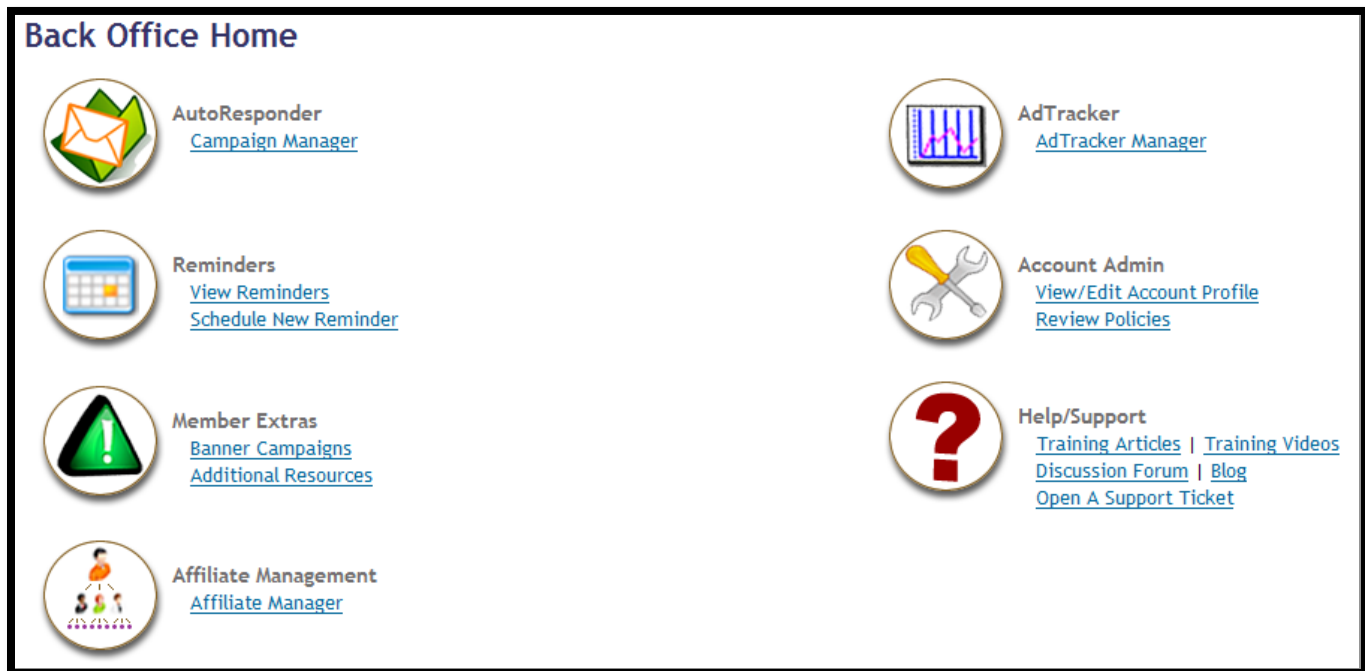
Although there are many good autoresponder tools out there I personally find that Trafficwave is the best one for ease of use, powerful features and a reasonable price tag. It comes with email and video tutorials to help you get started and is perfect for the complete beginner.

It also comes with a free trial which allows you full use of all its features for 30 days. If you wish to continue using it then you just pay a low monthly fee of \$17.95.

An extra benefit of becoming a full member is the **Affiliate Option** which will allow you to earn a regular monthly income just by promoting Trafficwave to people such as family and friends. For each person who signs up for a full membership you will receive a Fast Track Bonus of \$17.95 plus a continuing monthly commission. You will also earn extra bonuses from any members that your members bring in. For more information on how much you can earn - read the Trafficwave Income Opportunity page.

### [CLICK HERE TO JOIN TRAFFICWAVE](#)

I will now take you through some of the features you can use in Trafficwave. Note you will find similar features in other autoresponder tools as well, so reading this lesson will be of benefit to you if you decide to use a different autoresponder. The screenshot below shows the Trafficwave Back Office.



## CAMPAIGN MANAGER

The Campaign Manager as you will have guessed allows you to create and manage your campaigns. You can also create a webpage to promote your campaign with the built in capture page creator. I will cover this feature in more detail in a later lesson.

## REMINDERS

This is a very useful tool as it allows you to create little reminders about anything you want. An example could be to remind you to mail your subscribers about your latest product. You can set the date and time you want to be reminded and have Trafficwave send you an email when the time comes. The screenshot

shows an example reminder which I have created to remind me to send a promotional email to all my subscribers to inform them of my latest book.

### Reminders

All times are listed GMT: Dublin, Edinburgh, Lisbon, London [UTC 00:00] ?

Due Date	Reminder
12/20/11 02:30 PM	Send promotional letter to all subscribers to inform them of my new book.

Created: 12/15/11 04:43 PM Email alert enabled.

ScheduledDue (within 2 hrs)Past Due

## BANNER CAMPAIGNS

These can be found under the **Member Extras** section and can be used to promote any banner you wish on your Trafficwave Affiliate website, allowing you to promote other programs as well.

deansharples.01

Started: 30 Oct 2011

Exposures: 1,033



### Home Business School

Free Rebrandable Home Business Guides and Articles

Image SRC URL: <http://www.trafficwave.net/usrbanners/deansharples.01.jpg>

ClickThru URL: <http://www.home-business-school.com>

## ADTRACKER MANAGER

When you use any form of email advertising such as Safelists it is useful to track how many times that someone has actually clicked on your link and visited your website. This way you will be able to see how many visitors you are actually getting from a particular advertising service.


### AdTracker Overview

All times are listed GMT: Dublin, Edinburgh, Lisbon, London [UTC 00:00] ?

Sort List By:  
Nickname (A to Z)

Show Group:  
--All Groups/No Group--

Reset SelectedGroup SelectedDelete Selected

Nickname	Hits	Rel.Info	Select
 homebizschool <a href="http://ad.trww.net/t.pl/37882/303096">http://ad.trww.net/t.pl/37882/303096</a>	0 Hits since Dec 15th, 2011 04:57PM	<a href="http://www.home-business-school.com">http://www.home-business-school.com</a> Group: No Group	<input checked="" type="checkbox"/> <input type="checkbox"/>

All times are listed GMT: Dublin, Edinburgh, Lisbon, London [UTC 00:00] ?

Reset SelectedGroup SelectedDelete Selected

The **Affiliate Manager** contains all the tools and WebPages you need to make money with Trafficwave which I will cover in detail in a later lesson. There is also a Help/Support section here with video and email tutorials and a forum where you can post messages for extra help.

## TRAFFICWAVE MEMBERSHIP

In order to follow the rest of the lessons in this guide I recommend you sign up for your free 30 day trial in Trafficwave. I assure you that you will **NOT** be asked to spend any money unless you decide to become

a full active member. You can use all the features (except for the Affiliate Option) for 30 days and you can cancel your membership at anytime.

Go back to the introduction lesson and click on the link to open Trafficwave. Next, click on the "Register" link at the top of the screen. This is where you can decide whether you want a free 30 day trial or a full active membership. You will see a list of features that you get with your trial or full membership.

If you decide to go for the full membership then you will be expected to set up your payment details. If you go for the free trial you can upgrade anytime during the trial process. Let's get started – scroll down the bottom of the page and click the **Free Trial** link.

Custom Landing/Confirmation Option	✓	✓
Capture Full Contact Information	✓	✓
24/7 Online Access To Your Account	✓	✓
Unlimited Banner Advertising	✓	✓
Add Subscribers via Import		✓
Optional <a href="#">Affiliate Plan</a>		✓
Monthly Cost	FREE for 30 Days	\$17.95
How Would You Like To Start?	<b>Free Trial</b>	<b>Paid</b>

## STEP 01 – ENTER YOUR DETAILS

On the form that appears you will need to fill out a few details such as a username, email address and your name and home address. Once you have done this then scroll down the page to choose your enrolment type. Make sure you check the box to agree with their policies.

**Choose an Enrollment Type**

☒ **Enroll as Free Trial Member**  
**Try TrafficWave.net free for the first thirty days**

☐ **Enroll as Active Member**  
Begin your full membership at \$17.95 USD per month

As soon as the form is submitted, your information will be processed and you will be taken to the final step(s) of your enrollment.

**Enroll Now!**

Sometimes Trafficwave will report an error which usually happens when there is a problem with your username. Make sure your username is between 3 and 15 characters and includes only letters and numbers. If you get an error message then just refresh the page and alter the error.

## STEP 02 – VERIFY YOUR ACCOUNT

You will be told to check your email for a verification email. This email contains a long link which you must click to verify your new account. Once you have done this then you will receive a welcome email with your username and password so you can log in to your Trafficwave Back Office.

Log in to your Trafficwave Back Office and you will be presented with a form. This form will ask you if you want to use Trafficwave as a customer only or as an affiliate as well. If you are from the USA then you will need to enter your **SNN** and **TAX ID IS**.



☐ I do not wish to become an Independent Affiliate of TrafficWave.net but do wish to continue as a Customer so that I can use these powerful tools to promote my own web site.

☒ I have read and agree to abide by the policies of TrafficWave.net and wish to become an Independent Affiliate of TrafficWave.net. This will allow me to continue to use the tools to promote any site I wish AND will allow me to refer others to TrafficWave.net and earn commissions based on meeting the sales criteria specified in my member site.

If you are joining us as an Independent Affiliate, we will need the following information:

☐ I am a US Resident. My ☒ SSN ☐ TAX ID IS:

☒ I am not a US Resident and therefore am not subject to US/IRS reporting provisions.

When you have finished then click the button at the bottom of the screen to enter your Back Office.

The screenshot shows the TrafficWave.net Back Office interface. At the top is a navigation bar with links: Home, AutoResponder, AdTracker, Reminders, Extras, Acct. Admin, Support, Affiliate Mgr., and a Log Out button. On the left is a sidebar with 'Account Information' showing login details and a warning about the trial ending on 01/15/12. The main content area is titled 'Back Office Home' and features several icons with links: AutoResponder Campaign Manager, AdTracker AdTracker Manager, Reminders View Reminders/Schedule New Reminder, Account Admin View/Edit Account Profile/Review Policies, Member Extras Banner Campaigns/Additional Resources, and Help/Support Training Articles/Discussion Forum/Blog/Open A Support Ticket. A top banner contains an important notice about the Email Marketing Best Practices Guide and a link to Top Earning Affiliates for November 2011.

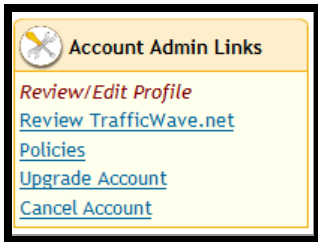
Notice the menu options at the top of the screen. You can use these menus to access different parts of your Back Office. They perform the same function as the links you see on this page. It is up to you which menu system you prefer to use.

On the left hand side of the screen you will see your account information. This tells you how many days are left of your 30 day trial. It also reminds you that you currently have no billing information on file. Unless you decide to add your billing information then all the features will stop working after 30 days and you will have to enter them and upgrade to an active member to continue usage.

## ACCOUNT ADMIN

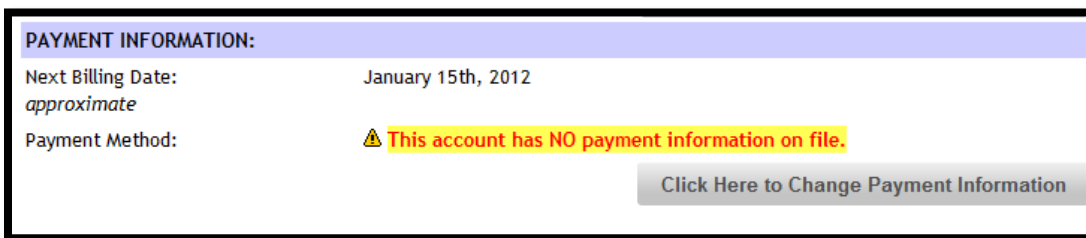
Click on the link that says "View/Edit Account Profile" under the Account Admin section (or Acct.Admin) from the menu bar on the top of the screen).

This page allows you to change your personal settings such as your address and password. It also allows you to change your payment information. Look to the top left and you will see a small menu like the one below. These menus appear in other sections of your Back Office as well.

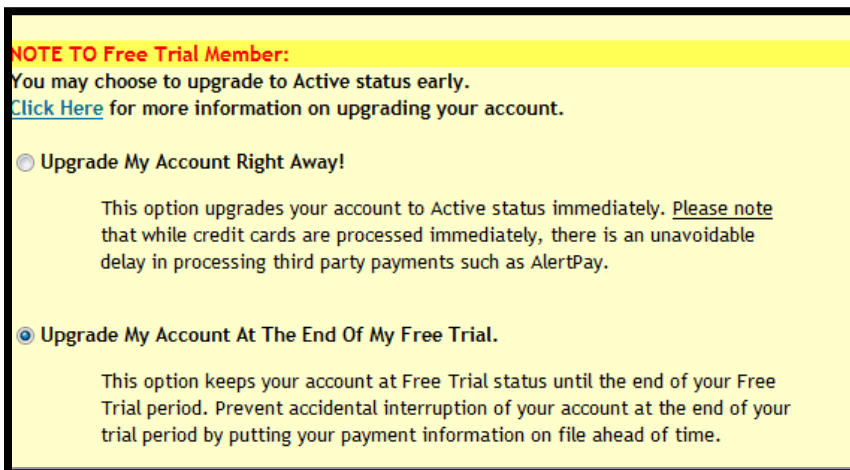


If you want to cancel your account then click on the "Cancel Account" link. You can also upgrade your account by clicking on the "Upgrade Account" link. Providing you have entered your payment information then you can become a full active member anytime you want.

Locate the part of the page as shown below. As you have no payment information on file then you will be informed of this. When you are ready to add the information then click on the "Click Here to Change Payment Information" button and you will be taken to the next screen.



The top part of this page gives you the option to upgrade your account right now or automatically upgrade at the end of the 30 day trial. Choose the option you prefer.



Scroll down the screen and enter your payment details. You can choose between a credit card, PayPal or AlertPay. Once you have done this then your billing details will be safely stored and you will be billed a monthly membership fee of \$17.95 - unless you cancel your account.

## LESSON 02 – CAMPAIGN OVERVIEW

As mentioned previously, an autoresponder campaign contains the information you need to send to your prospects or subscribers. In this lesson you will examine the default Trafficwave campaign which comes pre-installed in every new account. Log into your back office and click the “Campaign Manager” link.



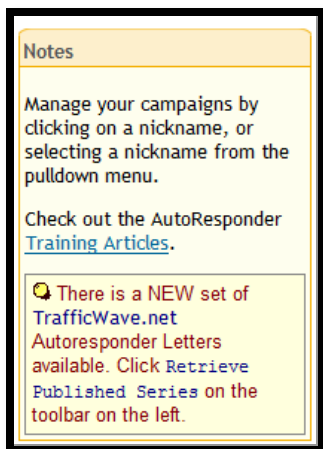
The Campaign Manager contains a list of all your current campaigns. Currently there is only the **Default Campaign** which is used to promote Trafficwave.



On the left hand side of the page you will see a small menu with a list of options. Each section of Trafficwave contains this small menu which you can use to perform a task.

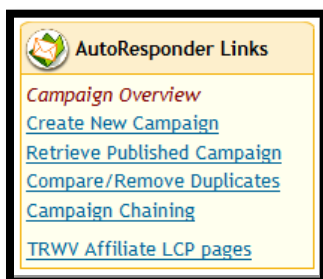


Under the menu you will see a “Notes” section. This briefly explains what each option does. Notice that there is a flashing message telling you that there is a new set of autoresponder letters available. This is a useful feature of Trafficwave that allows you to define a set of letters which any other Trafficwave user can import into their own campaign. Great if you want to update letters from your computer and then simply contact other users to import them from you.



## IMPORTING LETTERS INTO DEFAULT CAMPAIGN

Before we proceed you will need to import these letters into the default campaign as it currently has no letters installed. To do this, click "Retrieve Published Campaign" from the left hand menu.



On the next screen you have two options. The first one is to retrieve the Default Autoresponder Letters and the second one is to retrieve letters from another Trafficwave user. For this option you will need an "Autoresponder ID Number" and a "5 Digit Code" which you will get from the person with the letters.

As we only want the default letters you should select the first option to "Retrieve Trafficwave.net Master Autoresponder Letters" (Step 1). Next choose which campaign to overwrite. From the drop down menu choose "DEFAULT" (Step 2). Now click on the "Retrieve Pre-Written Autoresponder Letters" button.

## Retrieve Pre-Written Letter Series

### STEP 1: Select a letter series to retrieve

- ☒ Retrieve TrafficWave.net Master Autoresponder Letters ?

There is an updated TrafficWave Autoresponder letter series currently available.

OR...

- ☐ Retrieve OTHER Pre-Written Autoresponder Letters ?

In order to retrieve Pre-written Autoresponder Letters from another member, you will need to enter the ID Number of the Autoresponder and the 5 digit authorization code (provided by the owner of the letters) below:

Autoresponder ID Number:  5 digit code:

### STEP 2: Select a new home for this letter series

Please select the AutoResponder Campaign to overwrite:

--SELECT-- ▼

⚠ **WARNING:** This process will **OVERWRITE** your Campaign's current followup letters.

To minimize/prevent unwanted results, you can also create a **NEW** Campaign and copy letters as needed between AutoResponder Campaigns.

Retrieve Pre-Written Autoresponder Letters

You will receive a message telling you that the 13 letters have been placed in the series "DEFAULT".

The **TrafficWave.net** Master Autoresponder Letters (13 in all) have been placed in the series nicknamed **DEFAULT**

While the letters from the TrafficWave.net Master Series are pre-formatted with your member information, it is always a good idea to review them for accuracy.

[Click Here](#) to review your changes.

Let's take a closer look at the campaign. From here you can take a shortcut by clicking on the "Click Here to review your changes" link or you can click on "Campaign Overview" from the left hand menu. From that menu you will have to click on the name of the campaign to enter it. Of course right now it is easier to take the shortcut. This brings you to this page.

## CAMPAIGN PROFILE

## Campaign Profile

Campaign Profile

Signature Tokens

Campaign Options

Confirmation Letter

Campaign Nickname: DEFAULT [ Campaign ID# 233314 ]

Campaign Description: ?

Campaign "From" Name:  
Edited under Signature Tokens

Home Business School

Campaign Email Address:  
Edited under Signature Tokens

sillysoftware@gmail.com

Campaign CAN-SPAM Postal Address: ?

Name: Dean Sharples

Address: Nowhere St

City: Manchester

State/Province: Lancs

Postal Zip Code: M9 111

Country: United Kingdom

Campaign Report Title:  
Edited under Signature Tokens

How Autoresponders Can Make You More Money

Capture Page URL

Customized under Capture Pages

<http://www.trafficwave.net/lcp/deansharples10/DEFAULT>

Email Subscription Address:

deansharples10@info.trafficwave.net

OR

deansharples10.DEFAULT@info.trafficwave.net

Campaign Chains

Edited under Campaign Chaining

no chains.

Update Campaign Profile Information

The Campaign Profile is the first of four pages where you can view and change the settings for your campaign. Here you can see the "Capture Page URL" and "Email Subscription" address for your campaign which I will cover in a later lesson. Notice the four tabs at the top of this page? Click on the one that says "Signature Tokens" to view the next page.

### SIGNATURE TOKENS

## Campaign Profile

Campaign Profile

Signature Tokens

Campaign Options

Confirmation Letter

### "Standard" Signature Tokens

Your Return E-mail Name:

SIG\_NAME

Home Business School

Your Return E-mail Address:

SIG\_EMAIL

homebizschool@gmail.com

Campaign Title: ?

SIG\_TITLE

How Autoresponders Can Make You More Money

Company Name (optional):

SIG\_COMPANY

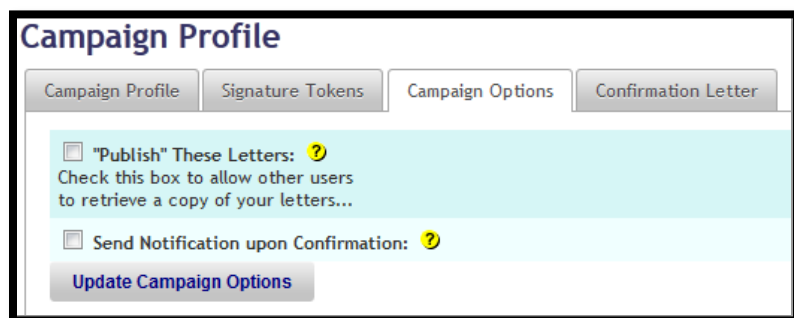
Phone Number (optional):

SIG\_PHONE

Update Signature Tokens

The Signature Tokens allow you to enter the name that will appear when you send the letter. The return email address is the address you want your subscribers to reply to. The "Campaign Title" tells your prospect what this campaign is all about which is "How Autoresponders can make you More Money".

## CAMPAIGN OPTIONS



The screenshot shows the 'Campaign Profile' page with the 'Campaign Options' tab selected. It features two checkboxes: 'Publish These Letters' and 'Send Notification upon Confirmation', both with help icons. An 'Update Campaign Options' button is at the bottom.

**Campaign Profile**

Campaign Profile   Signature Tokens   **Campaign Options**   Confirmation Letter

☐ "Publish" These Letters: ?  
Check this box to allow other users to retrieve a copy of your letters...

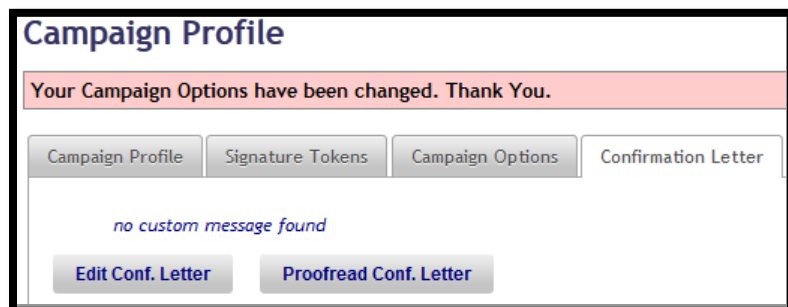
☐ Send Notification upon Confirmation: ?

[Update Campaign Options](#)

Remember how you retrieved the letter series for this campaign? This page allows you to choose whether you want to allow other people to retrieve your letters. Click the "Publish This Letters" box and you will get an Autoresponder ID Number and a Five Digit Code to give to them so they can retrieve your letters.

Trafficwave does its job without bothering you but if you want to know if you have received any new subscribers then you can ask Trafficwave to send you an email every time someone subscribes to your campaign and confirms their email. Click the "Send Notification upon Confirmation" box to allow this.

## CONFIRMATION LETTER



The screenshot shows the 'Campaign Profile' page with the 'Confirmation Letter' tab selected. A red message bar at the top states 'Your Campaign Options have been changed. Thank You.' Below the tabs, it says 'no custom message found'. At the bottom are 'Edit Conf. Letter' and 'Proofread Conf. Letter' buttons.

**Campaign Profile**

Your Campaign Options have been changed. Thank You.

Campaign Profile   Signature Tokens   Campaign Options   **Confirmation Letter**

*no custom message found*

[Edit Conf. Letter](#)   [Proofread Conf. Letter](#)

As mentioned before, when someone enters their details on your form they first receive a confirmation letter which tells them they need to confirm their email address. Once they do that then they will get the rest of the letters in the campaign. By default a simple message is sent but you can create your own letter in this section. To do this you click the "Edit Conf Letter" button which takes you to the editor.

### Edit Campaign Confirmation Message

The optional custom message you type above will be included with our system confirmation message. It will be sent to everyone that is entered in to your AutoResponder via subscription request or import.

This is a great way for you to give prospects a little more information about what they are subscribing to and improve your subscription rate.

Campaign confirmation messages are sent as plain text and are limited to 1024 characters. HTML tags are not available in your confirmation message. This is just a simple text message.

Message Body:

You could use this feature to add extra information to encourage the prospect to go ahead and confirm their email address. Here is an example.

Hi,

*Thank you for requesting more information about my business opportunity. I am going to send you lots of free information on how you can make a five figure income working from home. But first I need you to confirm your email address so that I know it is you and no-one else using your email address.*

*Please click on the long link below to confirm and I will send you the information straight away.*

Dean

Note: you must not put any links to your website or autoresponder as this may get you a spam complaint.

Finally we will take a look at the letters in this campaign. Notice the tabs at the top? Click on the button that says "Letters". This will bring down a menu. On this menu click "Review/Edit Letters".



## FOLLOW UP LETTERS

This is where you will find all the letters that will be sent to your subscriber along with the "Day Delay" value. For a simple mailing list you will probably find just one letter which is the "Welcome Letter".



Review/Edit Campaign Letters

Letters

My Letter Templates (0)

Automated Follow-up Letters ?

Letter/ID:	Subject Line:	# Days Delay:
<input type="checkbox"/> 1 [ 2020622 ]	**NAME** - How Autoresponders Can Make You More Money	0 (now)
<input type="checkbox"/> 2 [ 2020623 ]	**NAME** - Let's get you started.	1
<input type="checkbox"/> 3 [ 2020624 ]	**NAME** - Still thinking about Autoresponders?	2
<input type="checkbox"/> 4 [ 2020625 ]	**NAME** - What Is Holding You Back?	3
<input type="checkbox"/> 5 [ 2020626 ]	**NAME** - How Do You Really Know?	4
<input type="checkbox"/> 6 [ 2020627 ]	**NAME** - It's all about the flow.	5
<input type="checkbox"/> 7 [ 2020628 ]	**NAME** - This is your reminder	6
<input type="checkbox"/> 8 [ 2020629 ]	**NAME** - Are Competitors Getting Your Sales?	10
<input type="checkbox"/> 9 [ 2020630 ]	**NAME** - Guaranteed Visitors To Your Web Site	11
<input type="checkbox"/> 10 [ 2020631 ]	**NAME** - Do You Know your ROI?	12
<input type="checkbox"/> 11 [ 2020632 ]	**NAME** - How To Profit From Guaranteed Visitors	14
<input type="checkbox"/> 12 [ 2020633 ]	**NAME** - How Many Visitors Do You Want?	17
<input type="checkbox"/> 13 [ 2020634 ]	**NAME** - Still thinking about Autoresponders?	19

This campaign has 13 letters in all and each one is written with the purpose of convincing the subscriber to sign up for a Trafficwave Account. You can read the letters by clicking on the subject line for each one.

Notice where it says “\*\*NAME\*\*”? This is a token which will be replaced by the subscriber’s name which will be seen in the letter.

## DAYS DELAY

A **Day Delay** value tells Trafficwave when to send the next letter. How many days after the first one. The first letter has a Day Value of zero (0) which means “send the first letter as soon as the subscriber confirms their email address”. The second letter has a value of one so it is due to be sent one day after the first letter. The last letter (number 13) is sent 19 days after the first letter.

The Day Delay feature allows you to automatically send letters daily, weekly or monthly. So if you wanted to send a letter once a week you could set the values to 0,7,14,21 etc. You can even scatter the letters so one is sent a day later, the second three days later, the third nine days later and so on.

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