Autoresponder Secrets EXPOSED! ™

"Unleash The True Power of a Completely Automated Sales and Marketing System!"

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Autoresponder Secrets EXPOSED!

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Chapter 1 – What is an Autoresponder?

An Autoresponder is an email system that allows you to tell it what emails to send out and when. Essentially it's a Sequential, Automated Email system.

You write the emails you want it to send out, tell it the timeframe to send each email out, then you get people to either send a blank email to your Autoresponders email address, complete a form on your website or click on a button that automatically sends your email address to the responder which starts the sequence.

An Autoresponder is basically your secretary. The nice thing is that it works for you 24-hours a day 7-days a week, 365 days a year.

However, an Autoresponder is much more than a "stupid" email system. It can capture names, user locations, and other information, which can then be used in your responder to personalize emails to thousands of people.

I'll talk more about how personalizing emails to people will increase your sales ratios a little later.

Chapter 2 - Why should I use an Autoresponder?

There are many reasons WHY you should use an Autoresponder. let's do a little brain storming session to come up with ways to use one.

Scenario 1: You get a lot of email asking the same questions about your product or service. Setting up an Autoresponder "F.A.Q" to answer these questions while personalizing the message to each individual.

Scenario 2: You sell products or services on your website. Your visitors aren't converting into paying customers. Setup a FREE email course on a topic your market would be interested in and have a pop-up or form to capture their information. Every single visitor to your

website can now be offered something or FREE. Turning you into the expert on the topic!

Scenario 3: After someone buys your product/service you want to keep in contact with them. You want to let them know of updates, additions and changes to your product/services. Of course you want to offer them additional products related to their main purchase.

Since the 80/20 rule states that 80% of your sales come from 20% of your customers you should be offering them discounts on future purchases or other related products/services or you are losing money.

Scenario 4: You are running a contest. Maybe you're giving away gift certificates or a cash prize. Set up an Autoresponder to grab visitor's information. Offer them deals and update them on new products. Tell them who won and what they won.

It's a statistical fact that 50-80% of your sales will not come on the first visit to your website. These sales will come after the 5-7th contact with the visitor. If there's no way to keep in touch with past visitors then you just lost them as potential customers.

Have you ever shopped around only to come back to the same store? This is fine in the "real" world where we know "JC PENNY" or "SEARS" but in the online world we're dealing with MILLIONS of URLS. People forget, you need to remind them!

After the initial few follow up messages (fifth and further contacts) the later contacts should be less often. Everything after 5-7 days could start annoying your potential customers.

However, if you are offering valuable content people DO want to hear from you. They DON'T want to hear your ads every day or every other day!

Consider a week. Briefly describe your product or service again (as your prospects might have forgot - it's been a long time after all!) and stress out the most important benefits and potential uses. Chances

that you are going to close the sale are getting slim. Ask your prospects why they haven't bought from you and whether they have any questions.

Chapter 3 - Getting an Autoresponder

There are hundreds of autoresponder services you can use, you can even get your own and set it up. The choice is yours. Here are a few that I recommend and use.

FREE Autoresponder service at:
http://www.freeautobot.com

Getresponse (around $17.95 a month):
http://www.getresponse.com/index/43357

Aweber (around $19.95 a month):
http://www.aweber.com/?36805

Run your own with Autoresponse Plus:
http://www.adventmicro.com/ar

Autoresponders have become extremely popular in the last 2 years. If you go to:

http://www.google.com

Do a search for "Autoresponder Service" you will be blasted with thousands of other choices.

I use Autoresponse plus. Let me tell you why. I know how to setup cgi (it's easy too and Neil is AWESOME at support.) but there's so many features (and the initial setup will compensate for the hundreds of dollars a year you'll save). I can squeeze out more money, more ways than I can if I use a third party service (believe me I've tried A LOT of services and Autoresponse Plus blows them all away). Let me give you a few examples.

Most services allow you to specify a "thank you for signing up link" that's standard stuff.

But what they don't let you do is set, Double opt-in (an email is sent to the person and they have to click a link to say they actually requested the information), when someone unsubscribes, you can set up unsubscribe pages.

This is important because you can make more money with these additional features.

If someone is unsubscribing why not say "Thank you for unsubscribing… You may be interested in…." You can even set a sales page for this.

I try not to be too invasive and I set a "We're sorry to see you go, why not checkout these new offers…" and then I list related information to what the Autoresponder was about.

Hey, they might not like you but they can like another product you're affiliated with, and who knows they might just come back if you are working your Joint Ventures the way you should be!

If you're going to be using Autoresponse Plus you will need a place to host it. Most likely you already have a host for your website so you can simply use theirs.

If not, I recommend Host4profit. They have a ton of features and can handle as many subscribers as you need to email. Some systems might not be able to handle your subscriber base if it's in the tens of thousands. Host4Profit can.

Host4Profit can be found at:
http://www.host4profit.com/cgi-bin/home.cgi?33340

Chapter 4 - Creating & Sequencing an Autoresponder Course

Before you begin to write your Autoresponder course please use the following guidelines for creating a compelling letter that will get read.

1. The first basic rule you need to remember is to only write 65 characters per line in any email. Otherwise it won't look right on some peoples email programs. This is very simple yet vitally important. If they can't read it right, they won't try. When I type any message into my responders I always pres ENTER at 65 lines or less. You need to press enter in any responder when writing the email because it will not automatically wrap for you (unless they have some fancy feature, I have not seen this.).

2. Also, never use JUST HTML email. It might look pretty but you should allow the option not force it. Again not everyone can read these types.

3. If you own "The Complete Guide to Internet Marketing" you know that when writing you should write as you talk, and think of someone specific when writing to him or her. This will make your message more personalized and you will get a better response. You can grab a copy of "The Complete Guide To Internet Marketing at: http://www.completemarketingguide.com

4. Always use the first name of your prospect in the email. Use it more than once if it looks right. I always open with "Hi <FIRSTNAME>. Any Autoresponder you get should be able to do this. Usually it's [FIRSTNAME], [[FIRSTNAME]] or {FIRSTNAME}

5. When writing a URL always do http://urltosite.com AND an AOL link which is like this AOL Users

Click Here AOL has said to own 20% or more of the internet users, don't lose 20% of your audience because you didn't include a link "Friendly" to them.

6. When writing use "YOU" more than "I" again if you've read "The Complete Guide To Internet Marketing" you know that when copywriting it's important to do this to maximize the personalization factor.

7. Use your visitors name in the "subject" I like to use "<FIRSTNAME>, thank you for subscribing" for my first and "<FIRSTNAME>, here's your first marketing tip…"

8. Always have a link so they can remove themselves at any time at the bottom of the email. You don't want to get reported for SPAM. You will lose your hosting or responder account in a matter of minutes if you have no way to unsubscribe. Legally you have to!

9. Put YOUR name in the "FROM:" field. It looks more personalized than an email address and they will know right away it's not spam without opening it.

10. Keep the subject lines in your messages similar. Change the subject to the topic but if you always use "<FIRSTNAME>, This Months Marketing Gazette is Here!" Keep it that way. The person will recognize it as acceptable email.

11. Always remember that the reader wants to know what's in it for them. Always start out with something that will make them curious or promises them something.

12. Tell them why you are emailing them. Is it a special offer? Did they request your "Tips" course from you? Remind them or they might delete and consider it spam.

Here's a list of words that you should NOT use in your subject line, these are words that are automatically considered Spam by many ISP's and Spam programs.

Free, guarantee, guaranteed, money, discount, make, great, offer, credit, card, sex, kill, adv:, toner supplies, accept credit cards, increase sales w/4 powerful words, new, hot, loan, latest, xxx, affordable, advertise, amazing, announcing, approved, Bill Gates, cheap, checks, discount, home business, invest, lottery, MLM, million, opportunity

Earlier I showed you some scenarios, which you could write a responder course for. Here are few more examples.

If you are selling car parts or information on how to save money when buying a new/used car you could setup your Autoresponder to be called something like "5 tips to save money on a new car." You want your course to be on the same topic as your product and you want to give the prospect useful information that will be of value to them.

This is called "Soft-selling" you aren't asking them to buy anything, during the course you just remind them about your product or service and how it will benefit them.

You could make a large course with hundreds of tips but I always find it easier to keep it simple, give the prospect a few high quality emails with good information and on the 3-5 email you can send them an email that only talks about the product you are selling.

Another way to do this is give your customer a "teaser" copy of your product. If you are selling software, Shareware or a crippled version (cripple ware) is a great way to convert customers.

I've used this many times before with "how-to" books, giving out the first few chapters to people who signup for the email course. This will convert more visitors/prospects into BUYERS!

Below is the order in which you should send out the messages.

Initial message - Introduce yourself
Thank your prospects for requesting information from you, and

introduce yourself, tell them some more about you. List all the
methods of contacting you, and give information on how they can buy
from you.

Follow-up #1 – Introduce the course
Send your first tip or part one of your ecourse to the prospect ONE
DAY after your initial thank-you introductory message. Make sure
you are focusing on benefits to the customer.   Remember, what
would YOU want to know if YOU were receiving the course on the
specific topic?

One of the best ways to think of this is something I hear Allen Says
saying a lot. Sell like you'd like to be sold! He's not the man who
"said it first" but he sticks to this and it shows in his success and sales
copy, product delivery etc.

Follow-up #2-5 – Assuming you're using a 3 part course
If you are offering a 3-part course send one part every day for 3 days.
You should never offer something to someone and then not give him
or her the information they requested, if you do, you'll just lose their
trust and a possible sale.

Follow-up #6 - Introduce Special Offers
Remind your prospect that they requested info from you, and tell
them that you've given them a special discount for a limited time.
Remind them that it's a time limited offer, so they must act fast if they
wish to redeem it.

This can go in between days 2-5. I prefer to do this afterwords. But I
ALWAYS include an email signature or a P.S and remind them about
my product/service.

Follow-up #7 - Pile up the benefits
Elaborate on your previous offer by listing all the benefits you're
product/service offers. Don't take this tip lightly. Pile on as much
benefits as possible, so your prospect is astounded by you offer.

When I say benefits, I don't mean features. People like to hear what it
does for them. Will it make them more money? Will it make them lose
weight? Tell them what it does for them.

Follow-up #8 - Add Extra Offers
Tell them that as well as the special discount, you've decided to add in an extra special gift worth X amount of dollars just for responding quickly. Again, add a time limiting factor to emphasize that action is required NOW.

Follow-up #9 - Compare your products/services
Chances are that whatever you're selling, Joe down the road (or web of course) is trying to compete with your product too. What makes your service/product better than theirs? Compare your features with the competitor to let your prospects know that you offer the best there is. This is your USP (Unique Selling Proposition).

Follow-up #10 - Tell a story of your product/service
Everyone likes stories. So if you can give a real-world example of how your product or service is benefiting someone's life right now, then you're guaranteed to attract the prospects attention. People like to feel that they're special, not just another number. So personalize your follow-up with a story that they can relate to.

Follow-up #11 - Give Testimonials
People will trust you more if you give examples of present or past customers who have enjoyed your product. If people know you're product is worth spending their hard-earned dollars on, then they will buy it. Adding testimonials creates the final bond of trust that's needed to push your prospects to become paid customers.

One of my favorite types of emails is the "Still Skeptical?" email. I've used this with massive success. Here's an example of a still skeptical email I use for one of my products Auction Sources EXPOSED!

Subject: {FIRSTNAME}, Still Skeptical?

Hi {FIRSTNAME},

You recently read my excited letter about how I finally discovered the secret sources eBay power sellers are buying from.

But you weren't convinced enough to buy, were you?

I don't blame you. In these skeptical days, we all need more proof before parting with our money. And to that, listen closely to what an Oregon woman said one week after ordering Auction sources EXPOSED! --

"Fantastic! I ordered Auction Sources EXPOSED! and it truly did deliver as promised! You had made some pretty bold promises that made me skeptical at first but after only one week I've already made $436 with these sources and have only spent 2 hours using them!

"I love this package and the bonuses are really amazing.
I can't say thank you enough!"
-- Cindy Swanson

And here's another...

"Where in the world did you find these sources? I was speechless when I saw how little people were really paying for items I see on ebay all the time...

I ordered the sources two weeks ago and have already made $769. I use the drop shipping sources so I don't even have to worry about shipping! It's pretty amazing. I wish I had these sources years ago."
--Mark Henderson

Of course, the REAL proof will be when you get these sources and use the free bonuses and see how they help you make a lot of money.

To see my sales letter again, go here:
http://www.auction-sources-exposed.com AOL Users Click Here

Why not act now and start making the money you REALLY deserve?

Take Care,

Marty Fiegl

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Notice I used "{FIRSTNAME}" depending on the autoresponder service you use will depend on the variable that is used to substitute the subscribers name.

Power Tip! – Make More Money!

Remember before I was saying how if you use Autoresponse Plus you can set unsubscribe pages and stuff? It's really one of the least used, most powerful ways to maintain subscribers, get new ones and to make more money!

Think about this if you will… I have a Joint venture with Joe Some (what's a Joint Venture? Goto http://www.digitalpaperproducts.com/jv) and I have a few others.

Since Joe and I are in a similar business (or related) and our customers are "compatible" there's no reason why we shouldn't be working together right? I mean, you're a little guy vs these huge corporations. Anyway, so you have a Joint Venture with Joe and he's got information on your products, links, maybe even in his product back to yours.

Sometimes he even tells his subscribers about you. Maybe he endorses your product to people who don't want his (hint, hint).

Now Mary likes your newsletter but she just gets too much email and she wants to cut that down so she chooses someone else over you to stay subscribed.

Now, if Mary unsubscribes and is offered RELATED information to view that you already know she's interested in, wouldn't it make sense to offer her more information on other products, particularly Joes?

And since you will make commission if Joe sells Mary you win, and she wins because she has a product she likes (hopefully) and Joe wins because he made another sale and customers.

Now on Joe's backend he's recommending YOUR product or service to his customer. Mary likes Joes information so much she now trusts Joe and may buy your product if not just re-subscribe to your responder.

Are you starting to see the hidden power in Autoresponders?

Here's another example. You have a website, all you want to do is collect email addresses, so you are giving something away as a trade for someone's email and name.

Depending on if you're using Double Opt-in or not will determine the next sequence of events that happen.

Either they are sent to a page that says "thank you for requesting your free report, please check your email and confirm that you requested it" (this is to reduce spam) OR it will go right to the "thank you for subscribing" page.

In either case I do something similar. If I use double opt-in I usually send them to a "Please check your

email" page. This page simply says thank you and explains they need to confirm their email address.

 I also include a few links to my other products or affiliate Joint Venture links that are related to what I offered in the initial page to get them to subscribe.

If it goes straight to the Thank you for subscribing then a do something a little different, I usually include a related product and an entire sales letter after I "thank" them for subscribing.

Of course this product/service is in direct relationship to the newsletter topic. I even use the product I will try to sell them later in the responder to get them their first view so they are interested and know what I am talking about later on in the responder.

If you use double opt-in then you will have a, thank – you page after they confirm their email address, which I would use the same one as I would if it were not double opt-in.

Tip! Make MORE money with your FREE eCourse

Something I've done and people are doing all the time is once they complete their free ecourse they take and turn it into an ebook to sell directly!

So now you've got your Autoresponder that works 24 hours a day converting visitors into buyers and the whole time your turn out another product.

You could take the product that you created from the Autoresponder course and make it a lead product for something else you're working on or something you're affiliated with.

Make another smaller course and lead into your lead product. Continue to follow-through all the way to 2 or 3 sales and beyond!

Chapter 5 - How do I know if my emails are working?

You should know which emails you are sending out are making sales. There are some great services out there that can do this for you.

Adminder Ad Tracking Service:
http://www.adminder.com/go.cgi?id=adventmicro

Hypertracker Ad Tracking Service:
http://hypertracker.com/index/43357

These services will not only be beneficial for your Autoresponder course, you should be using them for any advertising you do. They will allow you to see how many visitors you are converting to sales. This will save you money in turn making you more money.

Autoresponder Plus also has a built in ad tracking system. It will let you know how many people clicked on links. It WON'T tell you how many of these turned into sales. But, if you only offer a special discount or thank you link for that email you can track it and you will know how many people went to the link and how many purchased.

Chapter 6 - How to make your list grow!

There are thousands of ways to get your list to grow. Here are a few of my favorite.

1. Put a pop-up on your website to capture the visitors information.
2. Use the ok/Cancel Message Box Style (see below)
3. When submitting FREE or Paid ads use "Send a blank email to you@autoresponders.email.address.com"
4. Create a website specifically to get leads. Dedicate an entire sales letter to getting people to signup for your free course or tip emails.
5. Add an email signature.

So how do you put a pop-up on your website? Please the following code between the <head> </head> tags (anywhere). Modify the size and name (in the example it's pop.html) to whatever you want. Test it out so it looks right:

```
<SCRIPT LANGUAGE="JavaScript">
function enter() {
window.open('pop.html','','toolbar=yes,menubar=no,location=no,height=300,width=500,left=20,top=20');
}
```

Then place the following code in the <body> tag.   The first example is for entrance pop-ups, the second for exit.

Onload="enter()"

OnUnload="enter()"

If you already have something in the Onload or Unload statement simply place a ; between the calls. Say you already had enter() and want to add exit, you would say

Onload="enter();exit()"

That's it!

Example image of a Message Box Style Pop-up

You can get a free copy of this script at:
http://www.ultralistbuilder.com

If you are using Multi-Step marketing (#4 lead method) write a sales letter dedicated to getting people to signup for your Autoresponder. Here are a few examples of what I do to get leads.

http://www.completemarketingguide.com/f1.php

http://www.profitswarm.com

http://www.directsalesmarketingonline.com/am

Adding an email signature: This takes 30 seconds to do and you will be advertising FREE every time you send someone an email. Almost every mail program and webmail service allows you to do this and if they don't add it yourself. A simple P.S. will get you more subscribers than you think.

Use a simple 1-4 line P.S. as you would write a headline and add your Autoresponders email address or website to signup for the FREE course. Don't forget to include an AOL link like this.

<a href=http://www.website.com>AOL Users Click here
or a mail link
mailto:name@autoresponders.com

Chapter 8 - The Future Of Autoresponders

So, where are Autoresponders going? Though I can't foretell the future I can always express my opinion.

Autoresponders will get smarter; they will be able to grab more information from the subscriber (without them entering it). Whether it's directly from the subscriber's computer or from some other database of information.

They will continue to get "Smarter." In the next 5-10 years you'll start to see an Autoresponder that doesn't simply use email but interacts directly with the users desktop.

We are starting to see things similar to this like the Money Browser by Allen Says. You can learn more about the Money Browser at:

http://www.digitalpaperproducts.com/mb

This is an application that resides on the desktop of the PC and you are notified of new articles etc.

Expect this type of system to start evolving into a more connected experience with the subscriber.

Chapter 8 – Miscellaneous Autoresponder Ideas

Sell sponsor ads. This will only work if you have a lot of subscribers. One way to start doing this is insert your own ads and make them appear as people bought them. Then you can have a link to you're your ad here" and have it go to your advertising rates page.

Articles On Demand - A great way for writers to distribute their articles

Offer Free Powerful Reports on various subjects and use your signature file at the end to promote your site or business

Tips course – "7 ways to save $2,400 or more on your taxes this year"

Product listings

Price list - Catalogs

Welcome letters

Thank you letters

Order Confirmations

Advertising Rates

Birthday Reminders

Holiday Reminders

Product Resources

"How To <u>Quickly</u> and <u>Easily</u> Create, Deploy and Market Information Products That Pull In Thousands Of Dollars Every Single Month -- Even While You're Sitting In Your Lazy-Boy™ Watching T.V!"

http://www.completemarketingguide.com

"How You Can Make *$2,456* (or more) A Week Simply Using The Jealously Guarded Secret Wholesale Sources eBay™ Power Sellers Don't Want You To Know About!"

http://www.auction-sources-exposed.com

"<u>Instantly</u> Access The *Latest* eBooks, Scripts And Internet Marketing Courses Directly From Your Desktop!"

http://www.digitalpaperproducts.com/mb

Instantly Start Your Own Information Business With Resell Rights To The HOTTEST Products On The Planet!

http://www.digitalpaperproducts.com