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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Autoresponder Courses: The Automated Marketing Tool

By Shelley Lowery

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Autoresponders, also known as mailbots, automatic email and email on demand were derived from the very popular fax on demand and designed to automatically respond to any email message it receives with an automatic response.

Autoresponder programs vary from software set up to run with your desktop email program and automatically answer your incoming email to a script that runs on your server. The script may run a Web-based autoresponder system that utilizes a web page form, or it may run with your pop email account on your server. It is programmed to automatically send out a predetermined message when a message is received to a specified script address or email address.

In addition to the standard autoresponder systems, there are also autoresponders that can send an unlimited amount of follow-up messages. These follow up messages can be set up to automatically be sent out at predetermined intervals. In other words, you can set up your autoresponder to automatically send out a new message each day for as many days as you would like.

This powerful technology is currently being used by some of the top online marketers to reach thousands of potential customers. As you may know, it may take up to seven contacts with a potential customer before closing a sale. By setting up an autoresponder and offering a free autoresponder course, you can completely automate a portion of your marketing efforts.

Creating A Course

The first step in creating an autoresponder course is to decide upon a subject. Your course should focus on a subject in which you have a great deal of knowledge and target your potential customers.

Once you have selected your subject, you'll need to make a list of topics. Each topic will represent one lesson. If you have five topics, then you can offer your visitors a free 5-day course. If you have ten topics, then you can offer your visitors a free 10-day course and so on.

Separate each of your topics into course lessons. Your first lesson should welcome your subscriber to your course and explain a little bit about what they are going to learn, followed by the first lesson.

The key to creating a successful autoresponder course is to provide quality information that will be of interest to your target audience. Each daily topic must contain valuable information or your reader may decide to unsubscribe. In addition, make sure you include information in regard to your course such as the lesson number, lesson title, information about your products or services and highlights of the next lesson.

Your course should identify a problem, provide advice in regard to solving the problem and provide the solution with your products or services. Keep in mind, your course should not be written like a sales letter. It must provide quality information written to teach and inform.

Setting Up Your Course

After you've written your course, you'll need to transfer your text into an autoresponder. You can find free follow-up autoresponders here:

<http://www.getresponse.com/>
<http://www.fastfacts.net/>

Sign up for a follow-up autoresponder and follow their instructions in regard to setting it up.

Once you've gotten your autoresponder set up, your final step will be to place your course information on your web site. This will include a description of your course and a mailto link to your autoresponder.

By offering your visitors a free autoresponder course, you are not only providing them with a great service, but you are also automating a portion of your marketing efforts. This form of free advertising can increase your sales considerably.

Choosing An Autoresponder Email Service

By Charles & Susan Truett

In the internet marketing industry, keeping in close contact with your customers and potential customers is imperative to your success. You need a method of instantly responding to customer inquiries and a way to follow up with those who have expressed an interest in your business. An autoresponder will allow you to instantly respond to emails and your responses are completely automated. You can create the messages you wish to send and your autoresponder will take care of the rest. You will have a round the clock customer service department that send replies in an instant.

You can increase your repeat business and your new business alike through the use of an autoresponder. Your customers will love the frequent contact and you will increase your web site traffic and sales considerably. Many online businesses fail due to a lack of speedy follow-up contacts with potential customers and the inability to keep the company name visible to interested parties. Internet marketing is a highly competitive industry and you must keep your business and products fresh in the minds of those who visit your site. An autoresponder will help you build your mailing list without the necessity of questionable practices such as spam.

Try an autoresponder for your initial email responses. You will save time and money and your customers will enjoy the fast response. You can create many autoresponder messages and send them out as frequently as you wish. A fully automated autoresponder is the best way to maintain your customer contact and increase your visibility. You can get an autoresponder for no cost that contains many helpful features that can add to your ability to keep in touch with your clientele.

You can now sign up for a FREE Autoresponder account. We'll Give You Autoresponders To Automate Your Follow-up, Increase Your Sales and Drive Your Profits into Overdrive! 100% FREE! Sign up for your Free Autoresponder at:



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