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**11 Creative Ways You Can Use Autoresponders**

**By Shery Ma Belle Arrieta-Russ**

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1. Pick 4 or more articles you've written that have a common theme and put them in an autoresponder series. Announce it on your site as an e-mail course on the go.
2. If you have a page for related links, create a related links file and put it on autoresponder. This can be a one-page e-mail containing 15-50 links that are of interest to your visitors. Put your own promotional texts or blurbs at the top, middle and bottom of the e-mail.
3. Create a fun or trivia quiz, put it up on your site and put the answers in an autoresponder that your visitors can request. This way, you'll know the people who took your quiz.
4. Write reviews of books, music, e-books, sites, software or anything you can think of and put each review (or related reviews) in an autoresponder. If what you are reviewing have affiliate programs, use your affiliate links in the autoresponder.
5. Run a contest on your site or e-zine, then have your visitors or subscribers send their responses to your autoresponder. This way, you won't have to worry about manually sending them a confirmation receipt.
6. Create a frequently updated autoresponder and let your visitors and/or subscribers know about it. You can put in weekly tips or links to useful resources in the autoresponder and a reminder to the people who request it that you update it every week or on a regular basis (e.g. tell them to request for the same autoresponder again a week from now). You can use this method instead of using autoresponders with limited follow up messages.
7. If you've written 20 or more articles and you have them on separate autoresponder accounts, create a master list for your articles. In this master list, list the titles of your articles, their autoresponder addresses and their short descriptions. You can then just promote this master list.

## 11 Creative Ways You Can Use Autoresponders

8. Put excerpts or free chapters of your e–book, book or paid e–mail courses in an autoresponder series, then include your follow up sales letters at the end.

9. If you're selling your own products, put your testimonials on autoresponder, along with the description of your products, an excerpt or a free chapter. This will increase your credibility.

10. Keep track of people who download your free e–book, e–report, or free software by putting their download links in an autoresponder. When you promote your free product, you can just promote the autoresponder address.

11. Put links to your hidden pages on autoresponder. A hidden page could be the affiliate page where you have all the graphics, text links, promotional articles that interested affiliates can use. Let people know they can have free access to your affiliate page by requesting the autoresponder. This way, you

can have a list of people who are interested in becoming your affiliates.

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Shery is the developer of creative, motivating and fun e–mail courses for writers. Sign up and take an e–mail course today -- free! -- at

. She also authored the e–book that lets you

create your own original and profitable E–mail Workshops, eCourses and Tutorials in only 3 days! Visit for more info.

### **Autoresponders: The Fortune Is In The Follow Up!**

**By Marilyn Sheehan**

#### **Autoresponders: The Fortune Is In The Follow Up! by Marilyn Sheehan**

Working an internet business means competing with countless other opportunities. It's a "mind blitz" out there in cyberspace!

Enticing ideas about online businesses bombard people like confetti at a wedding.

So..The big question is...How do you keep someone's attention after the first click?

It's a fact. Follow up is the lifeblood of your

business! And it can be done easily and effectively.

If well planned, autoresponders can turbo charge any business plan. When you first start advertising, you can use a different autoresponder for each ad. This provides an easy tracking system that any newbie can use.

Develop your use of autoresponders as both an art and a science. Invest some time and energy. And don't be timid about stretching your creative imagination.

Statistics prove that less than 5% of closed sales occur on the first contact. 85% of sign-ups require up to 7 or more followups. Don't ignore this fact!

However... who has the time for this much followup when working hundreds or thousands of leads a month?

One of the best ways to manage your lead flow is through the use of autoresponders. They can take your prospects by the hand and lead them straight into your organization. Try it! It works for me!

I have take this proven plan a step further, and it is paying off handsomely.

I love my primary business. Although it is the most lucrative business I've tried, prospects worry about having the time to build a business.

Autoresponders can come to your rescue. Once the autoresponders have done the recruiting for me, the next objective is to get the training done quickly and effectively.

I have written a concise set of autoresponders designed to train new people, and they love it! They're a bit quirky, and fun, and they really are getting the job done. My people are making money fast!

Step by step, I provide the insights gained through my own blood, sweat, and tears. I tell recruits exactly what works... and what doesn't. This dramatically reduces the learning curve for new people and puts

them into profit much more quickly.

By harnessing the power of autoresponders, I attained director positions in 2 well respected network marketing companies in a matter of months, so I can vouch for the power of these "silent sales agents."

I encourage you to "experience" the power of the autoresponders that I use at one of my sites.

Simply fill out the request form, and the autoresponder will tell you everything you need to know about my business. And.. hopefully, it will get your creative juices flowing and give you ideas for turbo charging your business as well!

Marilynn Sheehan<http://msheehan.cjb.net>

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