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**4 Effective Ways To Use Autoresponders To Increase Your Sales**

**By Jean Lam**

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An autoresponder is a very powerful tool for any online business. Basically, an autoresponder is used to ease your tasks. Automation is critical when running an online business. Hence you won't need to do the tiring and boring manual tasks if you automate your business.

An autoresponder simply sends backs a precomposed message to the recipient who requested information from it by sending an email to this autoresponder address.

But autoresponders can be used for far more advanced tasks to increase your sales for instance.

1. Use your autoresponder to publish an ezine

A nice function available in most autoresponders nowadays is the broadcast feature.

Every person who requests more information from your autoresponder eg to subscribe is automatically added to your autoresponder database. Hence you will be able to use the broadcast feature to publish your ezine and your subscribers in your database will receive your newsletter automatically.

This is a low cost way to create mailing lists that your visitors can subscribe to including your own ezine that you can use to effectively market your products.

Concentrate on making your ezine a source of valuable information for your subscribers and you'll be able to create an ezine that your subscribers look forward to reading and that increases your sales.

2. Use your autoresponder to deliver an email course

A very simple but yet powerful method of increasing your sales is to create an email course that contains valuable information.

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For eg if you are creating an email course about Internet marketing, you can write an article that lists 7 Internet marketing methods.

Method 1 – Search Engines

Method 2 – Ezine Advertising

Method 3 – Joint ventures

Method 4 – Opt In Email

Method 5 – Affiliate Programs

Method 6 – Article Writing

Method 7 – Link Partnerships

Then put every marketing method in your autoresponder on a 7–day cycle. Hence every person who requests this course will receive each lesson for a period of 7 days.

In each method, try to find products, be it affiliate products or your own products that are related to this marketing technique and include a link.

For example if you own an ebook on how to write articles to promote your business, you can include a link to that product in method 6.

### 3. Use your autoresponder to provide a report

Reports can be articles that you can easily deliver via an autoresponder. If you have an article called "7 Powerful Internet Marketing Tactics To Promote Your Online Business", you can easily use it as a report.

Include the links to the products to complement each method.

### 4. Use your autoresponder to promote your articles

Autoresponders are very effective ways to promote your articles along with your website.

You can make your articles on your site or in the emails that you send to ezine editors to consider your recent article for publication available by autoresponder. You can say something like.

All my other articles available for reprint at [articles@autorespondername.com](mailto:articles@autorespondername.com)

Make your articles available by autoresponder along with your publishing guidelines. If you've written lots of articles, make a master list of your articles available by autoresponder that lists all of your

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articles along with their autoresponder addresses.

This can provide you with a terrific way to get your articles published on a regular basis by ezine publishers and webmasters who enjoy your writing.

Autoresponders should form part of your Internet business. Without them, your business will suffer.

Consider an autoresponder as your own 24hr marketing machine.

Good autoresponders that are available on the market are Getresponse at

and Aweber at

Jean Lam is the editor and publisher of "Web Biz Secrets" E-Magazine. Receive a FREE gift when

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He is also the author of the highly acclaimed eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google. Click here to find out:

### **FOND OF AUTORESPONDERS? WRITE 'EM RIGHT!**

**By A well-written**

### **FOND OF AUTORESPONDERS? WRITE 'EM RIGHT! by A well-written**

Autoresponders are one of the most popular forms of marketing today. The reason for this is a simple one: they work. However, writing a truly effective autoresponder series can be frustrating, even for the professional marketer.

To come up with an effective series of autoresponders without boring your prospects can be difficult. To help you, here are a few general tips.

1) In my line of work, I see a lot of autoresponders. Most of these are one to three pages long, which is generally appropriate for a sales letter. In an autoresponder series, however, keep in mind that your prospects are going to be reading multiple messages from you. Try to keep them each down to about a page and spread the juicy details around a bit. Don't tell them everything at

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once.

2) Now let's talk content. You'd be wise to try to give your autoresponders some continuity so they hang together well. Start with the basic details of your offer, then gradually reveal more and more. When you start a letter, rehash (very briefly) what you told them in your last letter. At the end of each letter, make sure they stay tuned by enticing them about what they'll find out next time.

3) A word about hype. It can definitely work if you have the right audience and the right product. Feel free to use bold letters, exclamation points, etc., but don't overdo it. The last thing you need is for your prospects to feel that your message is being jammed down their throats. In any case, it might be helpful to use some imagery. Have your prospects imagine how your product or service can enhance their lives or their business. Use vivid words, describe feelings or circumstances, and then tell them how you can help them achieve those things (or how you can help get them out of where they are right now).

A well-written, well-targeted series of autoresponders can do wonders for sagging sales. For tips on writing effective copy for autoresponders, see <http://www.drnunley.com/copywriting.htm>.

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