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6 Things To Be Aware Of While Selecting A Follow-Up Autoresponder/List Server

By Vishal Rao

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Rao

I don't know about you, but according to me, the best marketing tool for your online business other than your domain name is your follow-up autoresponder/list server.

While a good one can make running your online business a dream, a bad one (or transferring your list) can turn it in to a nightmare. Based on my experience here are 6 things to be aware of while selecting a follow-up autoresponder (or transferring your existing list to a new one).

1) Make sure your follow-up autoresponder has a "List Broadcast" facility.

This way, there is no need for a investing in a different list server to manage your opt-in list.

2) Make sure you read the "Fine Print" before signing up for any service.

When I first decided to get one for my growing opt-in list, I came across one that looked absolutely great. It seemed to have all the features and the price was dirt cheap too.

I signed up immediately and soon my list outgrew the 1000 barrier. When I decided to send this news to my subscribers, I got a notice something like this: "Your List Has More Than 1000 Subscribers. If You Would Like To Send A Broadcast To

Your List, Please Purchase The List Extension Feature"

I cursed myself for not reading the fine print.

3) Inquire if they have any list transfer policy.

This is very crucial if you're changing your existing list server and have a relatively large list.

One autoresponder I checked had a list transfer policy which stated that you cannot upload more than 2500 subscribers in a given month!

4) Always upload a DEMO list and send a test mail to see if everything is fine.

Recently I checked an autoresponder that had everything one could dream for. When I shifted my list to this one and sent a broadcast, I couldn't close the window!!! It kept displaying this...

Mailing xyz@xyz.com
Mailing xyz@domain.com

...

...

Don't Stop Till You See "Finished Mailing"

It took more than an hour to mail to my entire list and all the time I had to keep watching the process. This might be OK for those who have unlimited Net access, but for those with dial-up plans, it can be a nightmare.

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It's very easy to create a demo list if your domain has "Catch All" e-mail address feature. You can create a list of 20 or so with addresses like this:

you1@yourdoamin.com
you2@yourdomain.com
you3@yourdomain.com

... so on.

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5) Inquire whether they have any limit imposed on the no. of

subscribers.

6) See whether they have any limit on the message length you send to your list.

Finally, ALWAYS check your new service THOROUGHLY before leaving your old one. Most of them offer a 30 day guarantee; which should be a sufficient time to make any decision.

Using Autoresponders In Your Online Business

By Paul Jesse

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Autoresponders return previously stored messages or sets of messages in response to any email sent to that autoresponder address. Almost all paid web hosts and many of the free ones provide autoresponders as part of their hosting service.

When do you use autoresponders? Normally, they are used to follow up with a visitor who has made an inquiry. If a customer does not initially buy, you can utilize their email address to follow up later. It could lead to future business. The reason for following up with the client is that you want to refresh their memory about having been to your place of business. Remind them that they viewed your products. You can use this opportunity to boast your product's advantages. You could offer special discounts or other bonuses to entice them to purchase. Don't give up easily just because they didn't buy the first time. This is your lead-in to a possible sale. Rather than approach each of these potential customers individually, an autoresponder does it for you. This saves you time, stress, and effort. It is done for you automatically.

There are several types of autoresponders. Each type has different capabilities. For this reason, they range from free to very expensive. It's up to you to choose the autoresponder that best fits your business needs.

If you want more advanced capabilities, you can always purchase autoresponder software. There are two types of autoresponder software. The first is installed on the web host server, and the second is installed on your computer. There are advantages and disadvantages to purchasing each.

First, the software installed on the server isn't always user-friendly. If it's really complicated, chances are that it will require services of an installer. It also may be limited to providing only one autoresponder address on that server. However, sending emails in a big list is handled by the server. The server-based software manages the autoresponder addresses and is backed up. This takes that stress off the user.

If you opt for autoresponder software installed on your own computer, you have the advantage of it being easy to install, but you are responsibility of backing up the list. Sending mass emails might

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exceed the limits of your internet service provider. This software, however, might offer the possibility of combining the email list with other functions or marketing tools that would not be possible via server based software. Whichever autoresponder you choose, it is most likely to your benefit to incorporate this marketing tool into your business. It saves you time, effort, and in some cases money. Let technology work for you. This is an effortless way to increase sales.

Paul Jesse is a retired government employee and author of numerous home business articles. If you are interested in starting a home business visit:



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