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**7 Super Ways To Use Autoresponders To Increase Your Sales**

**By Ken Hill**

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1. Use your autoresponder to publish an ezine.

Autoresponders with a broadcast feature are 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. Make a sample issue(s) of your ezine available by autoresponder.

Your sample issue(s) will help you to increase the number of visitors that subscribe to your publication by showing them firsthand the valuable content that they can expect from subscribing to your ezine.

In addition, many ezine directories allow you to submit an autoresponder address where their visitors can obtain a sample issue of your ezine.

Making a sample issue available to their visitors can help you to increase the number of their visitors that subscribe to your ezine by setting your ezine apart from the other publications.

3. Use your autoresponders to deliver email courses to your visitors.

Fill your courses with information that your new readers can profit from and that stresses the benefits of owning your product.

If you write articles you could use these as the basis of your course or even to make up the different parts of your course.

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In addition, you can write a course that answers commonly asked questions that you get from your visitors, subscribers, or customers.

You can also use problems that people come to you with to write up a course that increases your sales by showing your readers how your product can solve their problems.

For instance, if you wrote a manual on ezine publishing you could write up a course that shows your readers different ways to promote an ezine, or that shares with your readers different ways that they can successfully market their products to their subscribers.

4. Use your autoresponders to provide your visitors with free excerpts of your informational product.

An excellent way to do this is to make a multipart report. Your free report could be excerpts of a single chapter delivered over a number of days or you could use excerpts of several different chapters of your

informational product to make up your free report.

Creating your report in this way can be very effective in building up your visitors trust in you and your product and can help you to close more sales by giving your visitors a taste of the valuable information to be found in your course, manual, or tutorial.

5. Use your autoresponders to promote your articles.

Make your articles available on your site 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 articles along with their autoresponder addresses.

If you write articles on a regular basis, increase your profits by making a mailing list that people can subscribe to that announces when you've written a new article or articles.

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.

If you run an affiliate program, you can further increase the profit you get from running your list. Tell your subscribers that if they join your affiliate program that they can earn commissions by publishing your articles with their new affiliate URLs in your resource box.

This will increase the number of publishers and webmasters that publish your articles, giving you more free publicity of your business and more sales of your products.

6. Use your autoresponders to deliver an affiliates only newsletter.

Your newsletter will give you an easy way to provide your affiliates with tips and techniques that they can use to successfully promote your products. Your newsletter will also give you an easy way to announce to your affiliates when you are running a special sale or promotion.

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In addition, you can use your newsletter to strengthen your top affiliates' loyalty to your program by mentioning them and their sites in your publication and by featuring what they do to promote your products.

This will not only help you to show your appreciation for your top affiliates but will also provide your other affiliates with great examples of how to successfully market your products.

7. Use your autoresponders to get repeat sales.

Keep in mind that it is much easier sell your products to people that have bought your products in the past and know that you offer quality products and service than it is to find new people to buy your products.

Ask your customers to sign up to be notified when you are running a special customers only sale or when you are providing them with a special discount and you'll be able to develop a large customer base that buys your products on a regular basis.

Article (c) by writer, Ken Hill. Increase Your Sales With Unlimited Follow-Up Autoresponders — includes easy mailing list management. Plus f–ree targeted permission email ads promoting your offer! Pick up your f–ree 30 day trial today at:

### **Autoresponder Services Improve Your Profits**

**By Stephen Pope**

Perhaps you, like me, have web hosting that includes, free of any extra charge, unlimited autoresponders. That being the case, you might be inclined to balk at any suggestion to start paying for them.

Recently, however, I made the switch to paying a monthly fee for unlimited autoresponders. Am I rich (with money to burn)? Have I lost my mind?

Actually, I consider this move to paid autoresponders to be a wise decision. Here are some reasons why you might want to pay for an autoresponder service.

1. Sequential Autoresponders: Although many web hosts offer unlimited autoresponders, each autoresponder is only capable of sending one response. Building business relationships with paid autoresponder services can thus increase your sales.

2. Tracking Capabilities: The autoresponders that come with your web host don't have built–in tracking capabilities. Tracking customer response with paid autoresponder services can lead to more effective advertising campaigns.

3. Deliverability: A very large number of your newsletter subscribers are not getting your newsletter if it

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is sent using your web host's mailing list program. Improving newsletter delivery with paid autoresponder services will improve your bottom line.

4. Legal Protection: Since the e-mails you send are hosted on the autoresponder service's servers, you are insulated from false accusations of sending spam (unsolicited commercial e-mail). Protect yourself legally with paid autoresponder services.

You could also consider buying an autoresponder program (or script) that will allow you to run unlimited, sequential autoresponders from your websites. However, they can be expensive, require some technical skill, and still have some disadvantages.

For example, since you are hosting your own autoresponders, you might still have issues with deliverability and legal protection.

Paid autoresponder services, with their many advantages over other autoresponder systems, can increase your business profits.

J. Stephen Pope, President of Pope Consulting Inc., has been helping clients to earn maximum business profits for over twenty-five years. For more information about autoresponders and other profitable Work at Home Small Business Ideas, visit

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