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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

A New Breed of Autoresponder, Auto Message Setup

By Beka Ruse

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The concept of the follow up autoresponder revolutionized Internet Marketing. Now, "Auto Message Setup" promises to bring the field an even greater degree of efficiency.

This recent innovation lets experienced marketers painlessly transfer marketing know-how to their entire downlines. A marketer can now provide each of his downline representatives with a follow up autoresponder system that is already packaged with the marketer's pre-written messages.

The result? Just a few minutes of work on the part of an experienced marketer, and each of his reps is set up with the same tried and true marketing messages.

Case Study: Marketer Matt
and the New Breed

For example, take a look at the case of a fictional network marketer named Matt M:

For years, Matt has been successfully marketing All Natural Pharmaceuticals using a follow up autoresponder. In fact, much of his success can be attributed to the set of seven messages e-mailed to all of his potential customers. Matt has carefully crafted those messages over the years, and they're really great.

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Recently, Matt has been trying to pass what he's learned along to his downline representatives. He explains his marketing principles over the phone, and he knows that several of his reps pass his follow up messages around amongst themselves.

However, Matt finds that his pearls of wisdom rarely survive this 'telling and retelling' intact. He knows his reps aren't getting anywhere near what they could out of his knowledge. He wishes there were a way to harness today's technology, and put it to use for the greater good of his downline...

Enter Auto Message Setup

Using an Auto Message Setup system, Matt's downline reps can order their own follow up autoresponder accounts that are already packaged with Matt's pre-written messages. They can reap the fruits of Matt's experience with ease.

Each rep will customize Matt's messages for himself by logging in to his new follow up autoresponder account, and entering his own contact information.

Here is Matt's original autoresponder message:

Hi LEAD NAME,

Thanks for stopping by the All Natural Pharmaceuticals web site today! We hope you come back soon!

Best Regards,
Matt M.
matt@all-natural-pharma.com
918 Awl St.
Natural, PA 22314

Notice that the message greeting uses a variable, (LEAD NAME). The variable ensures that each of Matt's leads will receive a message personalized with his or her own name. Notice, also, that Matt's name and address are at the end of the message.

Case Study: Downline Dan
and the New Breed

Dan is one of Matt's downline representatives. He's ordered his own follow up autoresponder through Matt. Since Matt is using Auto Message Setup, Dan's account came pre-packaged with Matt's marketing messages. Dan personalized those messages to himself by answering a few questions in his Online Control Panel. Now Dan is sending his own personalized version of Matt's messages to his customers! All of the basic content is Matt's, but Dan's contact information is on the letters. Here is the autoresponse that Dan sends to his potential customers:

Hi, LEAD NAME

Thanks for stopping by the All Natural Pharmaceuticals web site today! We hope you come back soon!

Best Regards,
Dan D.
dan@pharma-ceuticals.com
5 Farm Way
Sootuh, TN 88457

Notice that the contact name and address at the end of the e-mail are Dan's, but that the greeting at the beginning of the message still includes the name of Dan's lead.

Mission Accomplished

With Matt's experience in hand, Dan is now marketing more successfully than ever before. And he isn't the only one – Matt's entire downline is now using his marketing messages! Matt's commissions are growing exponentially.

Matt and Dan's situation is not unique. Any network marketer with an established downline can take advantage of the opportunities available in an auto message setup system. There's no better way to put more auto in your autoresponder.

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How To Write A High-Profit Autoresponder Series!

By Grady Smith

How To Write A High-Profit Autoresponder Series! by Grady Smith

It's the truth!

A strong autoresponder series can instantly double the conversion rate of your existing sales letter!

No kidding! I've created autoresponders for sales letters that have instantly pushed a 2% conversion to a 4% conversion with a snap of the fingers.

Yet everywhere I turn I see great sales letters that could do so much better if they simply added a strong autoresponder and started following up with prospects over and over again on complete auto-pilot.

You have a sales letter right now, or you're getting ready to have one. Either way, you'll spend hours polishing it or spend hundreds to have a copywriter work on it, all with the hope of increasing the sales and profits it produces.

And while that's smart business -- without an autoresponder -- you'll never kick your conversion rate up as high as it can go.

So you might wonder, what exactly makes a great autoresponder series that takes those somewhat interested and turns them into rabid "cash in hand" buyers? It's actually a painless process...

With autoresponders, I usually use 7 messages. Studies have proven this to be the most effective number for follow-up without completely annoying those that keep getting message after message from you.

Now with these 7 messages, you have a lot of room to talk about your product.

So what I like to do is break apart each of the messages into separate buying types I know will be interested in my product.

For instance, there are a lot of different types of people that would use my copywriting services. One might have an interest in my services because of my prices. Another might be thinking about hiring me because they like my writing style. And yet another may be debating about using me because they like the way I keep writing until they're thrilled with the copy.

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Now that's 3 different reasons that people might buy from me. I can think of a few more too. So what I would do with each of my 7 messages is pick one type of person -- think about what's stopping them from buying -- and write one message directly to them.

For instance, my first message in my autoresponder might be written to the business owner that likes

my prices. In this letter, I would go through the reasons my prices give him or her better bang for their buck. I would talk about nothing else. Every word of this one autoresponder message would be about my prices and why they're getting a good deal.

And then, with my next autoresponder message, I might write to the business owner that likes my guarantee. I would go into deeper detail about it. Explain it so that he or she has no questions. I would sell the guarantee I offer, and nothing else.

And I would continue on like this, message after message. Each message would have a very specific goal -- to convince a certain prospect that they should buy from me while knocking down objections and diminishing their buying resistance.

Of course, some prospects will have multiple reasons for not buying from you. But if you find the 7 – 10 main reasons they won't act, and address them with individual messages, you'll instantly notice an increase in your conversion while knocking down individual objections on complete auto-pilot.



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