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**Autoresponders Are a Publishers Best Friend**

**By Bill Platt**

**Autoresponders Are a Publishers Best Friend by Bill Platt**

How many times have you subscribed to a new ezine, and then when the first issue of the ezine arrived, you were scratching your head as to how your email address ended up on the list? Our lives are often so tedious that little details often slip right from our memory.

The point is this. If it happens to you, you can rest assured that others have the same experience as well.

Sometimes when this happens to us, we just unsubscribe from the list after that first issue. We cannot remember what compelled us to subscribe in the first place, and the first issue of the ezine does little to rekindle our initial enthusiasm for the ezine.

As publishers, autoresponders can serve us well. When used correctly, autoresponders can strike while the iron is hot, cementing the subscription for the new subscriber.

If your ezine has been around for a while, or only for a few issues, seriously consider taking the time to compile a "Best Of" issue.

Be certain to list subscription instructions near the top of your "Best Of" issue, and also ask people to forward it to their friends.

Your "Best Of" issue should be placed into an autoresponder email address, and then given away at every opportunity. The

## Autoresponders Are a Publishers Best Friend

moment the issue is ready, you can notify your subscribers of the existence of the issue. In the ezine information area of each issue, you can also remind subscribers that the "Best Of" is available at such-and-such email address. Ironically, some of your subscribers will download your "Best Of" several times.

The most important reason for building the "Best Of" issue is not for the benefit of your current subscribers, though most of them will appreciate your making it available to them. The best reason to implement the "Best Of" autoresponder is for your new subscribers!

When someone subscribes to your ezine, they will receive their "Welcome to My Ezine" notice. As they are reading the "Welcome" message, their enthusiasm is bubbling over. Waiting for that first issue will be tough unless there is an invitation to receive their first issue NOW.

In your "Welcome" message, you should let them know that if they would like to get started right away reading your ezine, then they should send a blank email to your autoresponder address for the "Best Of" issue.

New subscribers will gorge themselves on your "Best Of" issue, and they will remember your ezine when the first new issue arrives in their mailbox. If the "Best Of" issue was precisely what they were looking for, you can rest assured that they will eagerly open each subsequent issue of your ezine, with delight in their hearts.

If you do not have the ability to set up autoresponders on your own domain, one company that offers a free autoresponder service is: <http://sendfree.com/>

If you take the time now to implement the "Best Of" autoresponder, the rewards will most certainly be long-lasting. Remember, the best time to get a new subscriber to fall in love with your ezine is when their interest is the highest --- at the very moment they subscribe to your ezine.

Bill Platt, <http://IMIOBC.com> assists businesses with search engine optimization and a multitude of other business services. If you are interested in custom, ghosted articles to promote your business, similar to the one you just finished reading, consider employing our team of professional wordsmiths to weave articles developed to reach your target market. <http://GhostArticles.com>

### **3 Reasons eBook Publishers Need AutoResponders**

**By David Hallum**

I'll bet you think ebook publishers don't need autoresponders, am I right? Well they do!

And here's why...

#1. If you publish more than one ebook, why not make up a list of your titles and call it a catalog. Then place your list on a autoresponder, then you could tell people to send a blank email to your autoresponder to get your free catalog via email.

#2. If your ebook is in EXE format, some people will be afraid to buy and/or download it. You could place a copy of any reviews you have of your ebook on a autoresponder along with a sample chapter. This way people could get a peek at your ebook contents, plus their fears would be eased by knowing that someone else has bought, downloaded and reviewed your ebook.

Reason #3

Let's say you use one or both of the above, but still no one buys or downloads your ebook/s. Let me ask you this, "Did you send them a follow-up message?" You do know that most people need see your offer at least 3-5 times before they will make a decision. Don't you?

Well now that you know, you will need a autoresponder that can automatically follow-up for you. This way you only need to set it up once then let it do the work for you.

I found a company that will not only give you free follow-up autoresponders, they will also pay you to help them give them away.

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Here are some of the features they offer:

- \*Instant, reliable delivery  
(in only 10 to 30 seconds!)
- \*Unlimited, reliable follow ups  
(up to 5, even 10 times!)
- \*Unlimited message length
- \*Unlimited message changes
- \*Control Panel Interface is easy and simple
- \*Powerful personalization features
- \*Database of your prospects' e-mail addresses
- \*Powerful mailing list management features
- \*AOL and WebTV friendly

Let's see your prospects' request your information via e-mail and they get it in a matter of seconds.

Then their names and e-mail addresses will be added to your database and then the system schedules delivery of the next follow up messages (at a time you decide on for the next follow-up message to go out) all automatically.

This is a completely FREE service and very easy to set up. After you're done setting it up, your ebook marketing machine will be working for you 24-7. Still think ebook publishers don't need autoresponders?

For the name of the company that offer this service and to get more ebook marketing ideas. Why not join our email discussion group "Ebook Talk" by going to my web site at: <http://ebooknews.netfirms.com>

David Hallum published the ZDNet four star rated famousebook "The Newbie's Guide To Publishing An Ezine" he nowpublish the interactive "eBooK News – ePublishers & ePublications Resource Directory" check it out at: <http://ebooknews.netfirms.com/cgi-bin/search/ilink.cgi>



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