

Autoresponders: The Fortune Is In The Follow Up!

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**Autoresponders: The Fortune Is In The Follow Up!**

**By Marilyn Sheehan**

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Working an internet business means competing with countless other opportunities. It's a "mind blitz" out there in cyberspace!

Enticing ideas about online businesses bombard people like confetti at a wedding.

So..The big question is...How do you keep someone's attention after the first click?

It's a fact. Follow up is the lifeblood of your business! And it can be done easily and effectively.

If well planned, autoresponders can turbo charge any business plan. When you first start advertising, you can use a different autoresponder for each ad. This provides an easy tracking system that any newbie can use.

Develop your use of autoresponders as both an art and a science. Invest some time and energy. And don't be timid about stretching your creative imagination.

Statistics prove that less than 5% of closed sales occur on the first contact. 85% of sign-ups require up to 7 or more followups. Don't ignore this fact!

However... who has the time for this much followup when working hundreds or thousands of leads a month?

## Autoresponders: The Fortune Is In The Follow Up!

One of the best ways to manage your lead flow is through the use of autoresponders. They can take your prospects by the hand and lead them straight into your organization. Try it! It works for me!

I have take this proven plan a step further, and it is paying off handsomely.

I love my primary business. Although it is the most lucrative business I've tried, prospects worry about having the time to build a business.

Autoresponders can come to your rescue. Once the autoresponders have done the recruiting for me, the next objective is to get the training done quickly and effectively.

I have written a concise set of autoresponders designed to train new people, and they love it! They're a bit quirky, and fun, and they really are getting the job done. My people are making money fast!

Step by step, I provide the insights gained through my own blood, sweat, and tears. I tell recruits exactly what works... and what doesn't. This dramatically reduces the learning curve for new people and puts them into profit much more quickly.

By harnessing the power of autoresponders, I attained director positions in 2 well respected network marketing companies in a matter of months, so I can vouch for the power of these "silent sales agents."

I encourage you to "experience" the power of the autoresponders that I use at one of my sites.

Simply fill out the request form, and the autoresponder will tell you everything you need to know about my business. And.. hopefully, it will get your creative juices flowing and give you ideas for turbo charging your business as well!

Marilynn Sheehan<http://msheehan.cjb.net>

## **How to Make Use of Autoresponders**

**By Herman Drost**

### **How to Make Use of Autoresponders by Herman Drost**

Have you been following up on your contacts by hand and found it very time consuming?

Do you want to increase your chances to make more sales, keep more of your customers?

An autoresponder should be part of your marketing arsenal.

#### How it Works

An autoresponder delivers instantly by email. It can work for you 24 hours per day delivering information without being at your computer.

By placing your marketing message on your autoresponder customers can request information any time of the day and instantly have it in their mailbox. This will save you hours of manually filling out forms.

#### Uses of Autoresponders

1. Follow up on customers - It's known that it takes at least 7 times to recontact a person before he buys your product. For example, you may be distracted when receiving the first message, but are then reminded by it in the follow up messages. Using the autoresponder, you can set up your follow up messages automatically at predetermined intervals e.g. a different message every 2 days for up to 20 days
2. Newsletter - you can send out a sample of your newsletter automatically, to give people an idea of the information you share in it, so they will see the value of it and want to subscribe.
3. Articles - you can distribute valuable content at your web site by automatically offering articles.
4. Use in your email signature file - e.g. "send an email to [article@isitebuild.com](mailto:article@isitebuild.com)". They will instantly receive your article without you having to lift a finger.
5. In discussion lists and bulletin boards
6. Autoresponder courses - a group of articles or information can be sent out separately over a period of time by email.
  - offer your course as a free bonus for purchasing one of your

products or services.

– Gain new leads by having people sign up and give you their contact information before they can receive your autoresponder course.

7. In printed materials - you can leave your autoresponder address in a printed (or online) ad.

Features of good autoresponders.

1. You get copies of each request that's made.
2. Ad-free versions for a fee.
3. Unlimited text length (though pre-formatting your message will help readers).
4. Personalization available if name data is collected.
5. Databasing of information.
6. Automatic follow-up capabilities.
7. You have control of your autoresponders
8. A firm policy on spam.

Free vs. Paid Autoresponders

Free autoresponders often have ads incorporated in them and will have limited features, whereas paid autoresponders will charge you a monthly fee and will incorporate a full list of features.

Suggestion - try both and see what works best for you.

Here are a few you can try:

[Zipresponse.com](http://Zipresponse.com)

[Aweber.com](http://Aweber.com)

[Getresponse.com](http://Getresponse.com)

[Freeautoresponders.net](http://Freeautoresponders.net)

[Sendfree.com](http://Sendfree.com)

[Rapidreply.net](http://Rapidreply.net)

If you are serious about Internet Marketing, an autoresponder is a "must have" tool, especially for saving time in following up on all your customers.



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