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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

FOLLOW-UPS WITH AUTORESPONDERS

By Richard Igoe

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Anyone who gets involved in marketing products on the internet will know that follow-up is VERY VERY important. Most sales occur after the 3rd, 4th, or 5th follow up, and doing this manually can become very time consuming.

If your site suddenly gets a high ranking in the search engines or you put out an advert, you will have to be prepared to deal with the traffic and to reply to your enquiries.

Now you will need to follow up 3 or 4 or even more times in most cases before a prospect becomes a customer. It makes sense to use different emails in each follow up, and each time describe some extra advantages of your product that you have left out in previous emails. This can become very confusing if you have new enquiries each day. You will have to send each of your follow-up emails to a different group. You will have to keep track of which follow-ups were sent to which groups.

There is software available that allows you to personalize your messages by merging your emails with your recipients names. You have to add the names and addresses to your groups, but after this, it can send out your message to everyone in a particular group, and filter out certain addresses if you want. This can be useful if you want to avoid sending a message to those who may have already received it in a previous mailing.

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However even with such software there is still quite a lot of work to be done. Email addresses have to be collected and added to your mailing groups, and you have to keep logs of who has received a particular message. You also have to make your own record of which messages have been sent and to who so as not to send the same message to the same group twice. If your follow-ups have to be done at specified intervals after your initial enquiry, you have to make sure you remember to run your mail program on those days.

The answer is to use autoresponders to do your follow-ups, and leave a minimum of work for you to do once a prospect

has become a serious lead or even a customer. An autoresponder allows you to set up your follow-ups to go out at various intervals after the initial enquiry. You can set different messages up on the autoresponder and specify when each message should be sent after receiving the enquiry. To see how they work send a blank email to <mailto:wsc@quicktell.net> and you will receive a series of emails with my 5-day website success course.

It is often a good idea to set up two or more autoresponders to handle the initial enquiry. The first autoresponder will be in reply to your ad, and will give some details about your product or service. It will also ask the recipient to reply to a second autoresponder if s/he wants more information. The second autoresponder can include some advantages that you only hinted at in the first reply, and then follow up with the remaining messages. This has aroused your prospects' interest and is part of the sales process.

In one of your follow up messages you will need to make a call for action. If you don't ask your prospects to buy, the chances are they won't. One of the best ways to do this is to let them know that for a limited time they will receive a certain discount or that the offer will only be available at a certain price for a limited period.

Some people argue that autoresponders don't allow you to deal with each prospect individually. However it is easy enough to set your autoresponder to personalise the replies to address your prospects with their first name for example. You set up your autoresponder so that if a

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prospect replies to the message, the email will come to your own email address and you will be able to reply personally.

If your business revolves around sending and receiving a lot of email, autoresponders are an essential tool.

- 1) They drastically reduce the amount of work.
- 2) They reduce the possibility of making mistakes sending out the wrong reply or to the wrong address.
- 3) They do not rely on a person being at work at a certain time to send out email.
- 4) They allow you to make follow-ups efficiently.
- 5) They give you more time to concentrate on promotion and marketing.

If you are hosting your website on a full-service web host,

the chances are they will provide you with an autoresponder. However you don't need a website to have an autoresponder. You can use an autoresponder service. If your business needs more than one autoresponder or autoresponders that send out more than one reply at intervals, we have listed some good services here:
<http://www.thewebseye.com/autoresponders.htm> .

Autoresponders have already become an essential marketing tool, and their use is likely to increase as more and more businesses realise the necessity to automate.

Richard Igoe – <http://www.TheWebsEYE.com>. Get his latest Free WebsiteSuccess Course by sending a blank email to <mailto:wsc@quicktell.net> and find out whether you have the 6 essentials of a successful site!

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!

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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?

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!

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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>



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