

FOND OF AUTORESPONDERS? WRITE 'EM RIGHT!

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By A well-written

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Autoreponders are one of the most popular forms of marketing today. The reason for this is a simple one: they work. However, writing a truly effective autoresponder series can be frustrating, even for the professional marketer.

To come up with an effective series of autoresponders without boring your prospects can be difficult. To help you, here are a few general tips.

1) In my line of work, I see a lot of autoresponders. Most of these are one to three pages long, which is generally appropriate for a sales letter. In an autoresponder series, however, keep in mind that your prospects are going to be reading multiple messages from you. Try to keep them each down to about a page and spread the juicy details around a bit. Don't tell them everything at once.

2) Now let's talk content. You'd be wise to try to give your autoresponders some continuity so they hang together well. Start with the basic details of your offer, then gradually reveal more and more. When you start a letter, rehash (very briefly) what you told them in your last letter. At the end of each letter, make sure they stay tuned by enticing them about what they'll find out next time.

3) A word about hype. It can definitely work if you have the right audience and the right product. Feel free to use bold letters, exclamation points, etc., but don't overdo it. The last thing you need is for your prospects to feel that your message is

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being jammed down their throats. In any case, it might be helpful to use some imagery. Have your prospects imagine how your product or service can enhance their lives or their business. Use vivid words, describe feelings or circumstances, and then tell them how you can help them achieve those things (or how you can help get them out of where they are right now).

A well-written, well-targeted series of autoresponders can do wonders for sagging sales. For tips on writing effective copy for autoresponders, see <http://www.drnunley.com/copywriting.htm>.

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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 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.

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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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