

Follow up marketing and what to include in your messages

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**Follow up marketing and what to include in your messages**

**By Bob Evans**

Any business, whether it be online or offline, needs to stay in touch with its customers and

prospects. In the offline world this usually requires a great deal of effort – writing letters, stuffing envelopes, mailing out, telephoning etc.

Thankfully, in the online world, this can be done 90% automatically. I say 90% because sometimes manual follow up is essential.

If leads, prospects and customers are the lifeblood of your business, then follow up must be the driving force behind it. To put it bluntly, if you did not have a way to regularly contact the people who come into contact with your web site, then the chances of your business staying afloat are virtually non-existent.

So how do we stay in touch?

Usually by email, though there are one or two other options too. Let's stay with email for the time being.

There are two ways to stay in touch with your contacts – manually through a mailing list, or automatically, using autoresponders. Both are important. Let's focus on autoresponders.

If you're feeling a little intimidated by all of this, then don't be. There really is nothing to it.

In fact, like most things you will do in order to develop your internet business, you need only apply yourself for a couple of hours and then once you have set it up, it will go on working for you automatically, day in day out, forever – or until you pull the plug on it.

It really is that straightforward – and powerful.

So how do we take advantage of this most powerful and convenient marketing method?

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I'm going to assume that you have at least set up a free sequential autoresponder account with an online service or have downloaded and installed a free script and are now at the stage where all you have to do is add your messages.

let me give you a few little tips on what to put in each message:

\* establish a reason for the follow ups. Is it to promote a specific product (like a paid upgrade to a free product the prospect has received from you) or is it to offer free gifts, bonuses, other products etc to existing customers, or is it a course of some kind?

\* make sure you include a short header at the beginning of every message. It should read something like: "You are receiving this message because you joined my mailing list at

<http://www.yoursite.com>

.

Removal instructions are at the end of this message."

\* always include a link so that subscribers can unsubscribe if they wish

\* always include your full contact details – name, home/office address, email, telephone

\* always include a sentence to the effect that the message may contain material of a commercial nature (if you are promoting a paid product or service)

\* always keep your message short and to the point. Long rambling emails are OUT, unless you are sending them a course or other tutorial type material.

\* try not to overtly "sell" anything, but rather appear to "recommend" and include a live link to the page you are promoting

Keep to these guidelines and you will not go wrong (unless of course you happen to be promoting something that nobody wants to buy, but that is a different story!)

It may seem an impossible task if you have never done anything like this before. But even just a sentence or two would be better than not staying in touch with your prospects and customers. Believe me, this is the way to build your online business and take it to the next level.

Bob Evans has been successfully marketing online since September 2000. His highly acclaimed Marketing Action Plan includes an automated follow up system you can personalise and "go live" with in a matter of minutes

<http://www.market4profit.net/marketing-action-plan.php>

## **A New Breed of Autoresponder, Auto Message Setup**

**By Beka Ruse**

A New Breed of Autoresponder, Auto Message Setup by Beka Ruse

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 autoresponse 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.

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Case Study: Marketer Matt  
and the New Breed

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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.

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...

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Enter Auto Message Setup

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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 autoresponse 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.

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Case Study: Downline Dan  
and the New Breed

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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

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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.

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Mission Accomplished  
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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.

Beka Ruse is the Business Development Manager at AWeber Systems, Inc. AWeber offers one of the first available automatic message setup systems. <http://www.aweber.com/a/p219/ams.htm>

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