

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Give Potential Customers A Preview With Autoresponders**

**By Anton Cheranov**

Building customer interest and excitement is the first step to successfully marketing many products.

Autoresponders play a vital role in building this interest and excitement. For instance, if you were developing an ebook, you may want to start telling your website visitors and opt-in subscribers about it. Start building interest; tell them what this product will do for them, and how soon it will be available.

Do more than build interest by telling them about it. Use an autoresponder to let them preview your product! Even though you will be selling the product, you can allow your potential customers to preview the information. Have you ever seen previews for movies that will be playing in theaters soon? It is the same concept.

Load one chapter of the ebook into an autoresponder, and put a form on your website where your visitors can enter their name and email address to receive the preview chapter free of charge. This gets their name on your list of potential customer. Each week, send a reminder email, letting them know how close the release date is, and what they can expect from your product - keep building interest and excitement.

Finally, a couple of days before you are ready to launch your product offer those that received the preview the option to buy a pre-release copy. You can opt to offer a discounted price, or leave the price as it will be on launch day - the choice is yours.

Take a look at the list of people who signed up to receive the preview. How many of them are still 'subscribed' to that list? They've had the option to stop receiving notices about your product, but they chose to keep receiving the information you were sending. These are highly targeted prospects for our product. They have already shown you that they have an interest in your product, and a large number of those people are simply waiting on the autoresponder broadcast message that will let them know that it is time to pick up their copy of your product!

Isn't automation a wonderful thing? Using an autoresponder, you are able to see how much of a market there is for your product, and build a great deal of interest in it before it is ever released. This is the key to making sales on launch day. Use autoresponders to build the interest. Get your prospects

excited about what is about to come - and on launch day, give them what they are waiting for and watch the sales pour in!

Email Autoresponder System Has Finally Evolved! Introducing... Direct2Client – Deliver Non-Email Messages Straight to Your Clients' Desktops! Go To:

<http://www.thedirect2client.com>

## **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.

## Give Potential Customers A Preview With Autoresponders

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.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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