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HOW TO WRITE A FOLLOW UP MESSAGE

By Beka Ruse

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Smart marketers know that follow up autoresponders drive sales. But, many don't know how to write the e-mail messages they need in order to use these tools.

Don't let that keep you from increased profits! Write masterful messages with these simple steps:

- * Pull the Reader in
- * Introduce the Product
- * Explain the Product's Significance
- * Tell the Reader to Make a Purchase

(Examples in this article use the fictional product "Green Garden Lawn Fertilizer". Any similarity to actual products is unintended and coincidental.)

PULL THE READER IN

First, convince your audience that your text is worth reading. Make your first sentence or two very interesting: Make a bold statement, say something seemingly ridiculous, or appeal to your prospect's emotional side. Later, tie this grabber in with the rest of your copy. For instance:

"Want to make your neighbors jealous? How about with a lush, green lawn in just 2 weeks?"

INTRODUCE THE PRODUCT

What is the product you're advertising? What does it do? Directly after your grabber, give a compact explanation of your product. Keep this explanation short, while still being very clear. For example:

"Green Garden Lawn Fertilizer is taking the landscaping industry by storm. What else can give

you the lawn of your dreams in just 15 minutes a day?"

EXPLAIN THE PRODUCT'S SIGNIFICANCE

What will it do for me? This is the time for details – make this section long and rich. Suggest a variety of product uses, and give examples. Make the most of this opportunity to directly target your unique audience! Clearly explain how your readers will benefit from your product.

TELL THE READER TO MAKE A PURCHASE

You've come so far – you've laid out exactly what the product is and how it will help your unique audience. Now, seal the deal – tell your readers to purchase the product!

This step may sound strange, but it's necessary. Often, people hear about a product and are genuinely interested, but fail to actually make a purchase. A clear call to a simple action cuts down on buyer ambivalence. Don't be pushy – just change your verb tenses to the imperative. Instead of:

"If you think that you fit this profile, you might

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want to think about buying Green Garden Lawn Fertilizer."

Say:

"Click here to order Green Garden Lawn Fertilizer today."

AN EYE FOR CONTINUITY

More and more opt-in e-mail is being sent around the Internet. Remind your prospect that he requested your messages by keeping an eye on continuity.

Start and end each message in a similar way. At the top, let your prospect know who you are, why he is getting e-mail from you, and where he is in the follow up sequence. This can be as simple as saying:

"Last week, you requested more information about Green Garden Fertilizer..."

Then, end each message with your own contact information. Use your autoresponder's personalization features to list details about your lead. Also, include a way for the lead to unsubscribe. For example:

"This message was sent to Dusty Dan at dustydan@needsanewlawn.com. On April 5th, Dusty Dan requested information about Green Garden Fertilizer. Questions? Call us at 000-000-0000. Or, to unsubscribe, click here."

CREATE WITH CONFIDENCE

Don't sweat over follow up messages – your prospects are waiting for you! Print and follow the guidelines in this article, and follow up with confidence.

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<http://www.aweber.com/a/p163/lfs.htm>

How to Follow Up For Success

By Warren Smith

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If you have been online for more than a day, you've heard some 'guru' say that you must 'follow up at least five times' with every prospective customer in order to make the sale.

Well, it's true.

Following up with those who ask for more information is perhaps the most powerful marketing technique on the Internet, and one of the least used. Think of it this way, if you have a very successful website you will convert 5% of visitors into customers.

That leaves 95% of visitors in a kind of information 'no man's land' unless you follow up with them.

Follow up works because people buy from people they trust and building trust takes time. In addition, when a person first visits your web site they might not be *able* to buy.

How many of us have seen a product or service we want (but needed to wait for payday to get) and then forgotten to return and make the purchase?

For these reasons and more, anyone who sells online needs a follow up system containing at least five messages. The good news is that it's very easy to create a powerful follow up system. In fact, you can create your own follow up system by following these five simple steps.

1. Write down the three most important benefits of your product or service. Remember that people buy benefits, not features. A feature is what a product does; a benefit is what your product does for me.

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A good example of features vs. benefits might be someone who purchases life insurance. While life insurance protects one's family in case of a tragic loss, the reason people buy

it is that it provides peace of mind in the here and now. People are buying peace of mind, not insurance.

2. Now write a short message, about 200 words will do fine, that tells people 'in a nutshell' why they should own your product or service. This will serve as your introductory message (or message #1) so be sure to include the three benefits you listed in the form of a bulleted list.

3. Next, write a short message (again, about 200 words will do the job) about each one of the three benefits you listed. These will become your messages #2 to #4. Be sure to paint a 'word picture' about each, where the reader can project himself or herself into the picture.

Staying with the life insurance product for a moment, you might say something like "Just imagine the peace of mind you will feel knowing that you have taken the steps necessary to protect your family."

4. Finally, write one 300–word message that summarizes everything you have said in messages one through four. This is your message #5. Be sure to include your bulleted list from message one.

Also, make the case for the reader to visit your site and take action now. Many follow up systems fail when they simply forget to tell the reader what they want the reader to do!

5. Now all you need to do is find an autoresponder service that can deliver these messages over a period of time (called a sequential autoresponder) and begin inviting visitors to get your free e–Course on the topic you've chosen.

Creating a powerful follow up system is good business. That's why all the 'gurus' have at least one follow up series. Now, you can have one too! Using a follow up system helps you maximize the value of your visitors and puts time on your side. Now that's a powerful place to be!



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