

This Free E–Book is brought to you by Natural–Aging.com.

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

How To Write A High–Profit Autoresponder Series!

By Grady Smith

How To Write A High–Profit Autoresponder Series! by Grady Smith

It's the truth!

A strong autoresponder series can instantly double the conversion rate of your existing sales letter!

No kidding! I've created autoresponders for sales letters that have instantly pushed a 2% conversion to a 4% conversion with a snap of the fingers.

Yet everywhere I turn I see great sales letters that could do so much better if they simply added a strong autoresponder and started following up with prospects over and over again on complete auto–pilot.

You have a sales letter right now, or you're getting ready to have one. Either way, you'll spend hours polishing it or spend hundreds to have a copywriter work on it, all with the hope of increasing the sales and profits it produces.

And while that's smart business — without an autoresponder — you'll never kick your conversion rate up as high as it can go.

So you might wonder, what exactly makes a great autoresponder series that takes those somewhat interested and turns them into rabid "cash in hand" buyers? It's actually a painless process...

With autoresponders, I usually use 7 messages. Studies have proven this to be the most effective number for follow–up without completely annoying those that keep getting message after message from you.

Now with these 7 messages, you have a lot of room to talk about your product.

How To Write A High–Profit Autoresponder Series!

So what I like to do is break apart each of the messages into separate buying types I know will be interested in my product.

For instance, there are a lot of different types of people that would use my copywriting services. One might have an interest in my services because of my prices. Another might be thinking about hiring me because they like my writing style. And yet another may be debating about using me because they like the way I keep writing until they're thrilled with the copy.

Now that's 3 different reasons that people might buy from me. I can think of a few more too. So what I would do with each of my 7 messages is pick one type of person — think about what's stopping them from buying — and write one message directly to them.

For instance, my first message in my autoresponder might be written to the business owner that likes

my prices. In this letter, I would go through the reasons my prices give him or her better bang for their buck. I would talk about nothing else. Every word of this one autoresponder message would be about my prices and why they're getting a good deal.

And then, with my next autoresponder message, I might write to the business owner that likes my guarantee. I would go into deeper detail about it. Explain it so that he or she has no questions. I would sell the guarantee I offer, and nothing else.

And I would continue on like this, message after message. Each message would have a very specific goal — to convince a certain prospect that they should buy from me while knocking down objections and diminishing their buying resistance.

Of course, some prospects will have multiple reasons for not buying from you. But if you find the 7 – 10 main reasons they won't act, and address them with individual messages, you'll instantly notice an increase in your conversion while knocking down individual objections on complete auto–pilot.

11 Creative Ways You Can Use Autoresponders

By Shery Ma Belle Arrieta–Russ

1. Pick 4 or more articles you've written that have a common theme and put them in an autoresponder series. Announce it on your site as an e–mail course on the go.

2. If you have a page for related links, create a related links file and put it on autoresponder. This can be a one–page e–mail containing 15–50 links that are of interest to your visitors. Put your own promotional texts or blurbs at the top, middle and bottom of the e–mail.

3. Create a fun or trivia quiz, put it up on your site and put the answers in an autoresponder that your visitors can request. This way, you'll know the people who took your quiz.

How To Write A High–Profit Autoresponder Series!

4. Write reviews of books, music, e–books, sites, software or anything you can think of and put each review (or related reviews) in an autoresponder. If what you are reviewing have affiliate programs, use your affiliate links in the autoresponder.

5. Run a contest on your site or e–zine, then have your visitors or subscribers send their responses to your autoresponder. This way, you won't have to worry about manually sending them a confirmation receipt.

6. Create a frequently updated autoresponder and let your visitors and/or subscribers know about it. You can put in weekly tips or links to useful resources in the autoresponder and a reminder to the people who request it that you update it every week or on a regular basis (e.g. tell them to request for the same autoresponder again a week from now). You can use this method instead of using autoresponders with limited follow up messages.

7. If you've written 20 or more articles and you have them on separate autoresponder accounts, create a master list for your articles. In this master list, list the titles of your articles, their autoresponder addresses and their short descriptions. You can then just promote this master list.

8. Put excerpts or free chapters of your e–book, book or paid e–mail courses in an autoresponder series, then include your follow up sales letters at the end.

9. If you're selling your own products, put your testimonials on autoresponder, along with the description of your products, an excerpt or a free chapter. This will increase your credibility.

10. Keep track of people who download your free e–book, e–report, or free software by putting their download links in an autoresponder. When you promote your free product, you can just promote the autoresponder address.

11. Put links to your hidden pages on autoresponder. A hidden page could be the affiliate page where you have all the graphics, text links, promotional articles that interested affiliates can use. Let people know they can have free access to your affiliate page by requesting the autoresponder. This way, you

can have a list of people who are interested in becoming your affiliates.

Copyright (c) Shery Ma Belle Arrieta–Russ

Shery is the developer of creative, motivating and fun e–mail courses for writers. Sign up and take an e–mail course today -- free! -- at

. She also authored the e–book that lets you

create your own original and profitable E–mail Workshops, eCourses and Tutorials in only 3 days! Visit

for more info.

How To Write A High-Profit Autoresponder Series!

11 Creative Ways You Can Use Autoresponders

New Ideas For Using Autoresponders To Supercharge Your Marketing Efforts And Create Powerful Customer Relations

How To Boost Your Affiliate Sales With Press Releases

Automate Your Web Business

Personalizing Autoresponders

Power Profits Autoresponder Course

Affiliate Marketing PLR Kit

Self Improvement PLR Kit

Hobbies, Arts and Crafts PLR Kit

Direct2Client



This Free E-Book has been brought to you by Natural-Aging.com.

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