

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!**

**How Would You Reply to That?**

**By Jim Daniels**

**How Would You Reply to That? by Jim Daniels**

Email newsletter publishers receive loads of questions, especially from newcomers to the web. As publishers, our ever growing subscriber lists result in an endless stream of inquiries.

And we love it! After all, every question we receive is an opportunity. It is a chance to help out fellow Internet marketers and in the process, further develop our expertise and reputation as an expert.

But each inquiry is something much more than that. It is also an opportunity to sell a solution. These solutions can be in the form of instruction, a software solution or maybe even an opportunity.

And most of us ezine publishers have our replies down to a science. Of all the ezine publishers I've asked, every effective one processes each new inquiry in a similar fashion. We field so many messages each week that we have to have a reply system down pat, or we'd be buried in email!

Here's a quick flow chart most of us publishers use when replying to inquiries...

First, we reply quickly and personally, then...

1. Offer any free help we have available on the subject
2. Suggest one of our proprietary solutions
3. Suggest a solution we've plugged into our site

## How Would You Reply to That?

### 4. Send them to a 3rd party website if necessary

Now, it's important to realize that we've been through literally thousands of messages. This means we've developed some great solutions to almost every inquiry.

For instance, let's look at three popular questions every ezine publisher has faced at one time or another. Along with each question you'll see the action the publisher took to secure a new, long term income stream...

Inquiry #1: What software did you use to build your website?

This is one you'll come across quite often. And it turned into a gold mine for one publisher I know. (She preferred to remain nameless.) She's one of the best webmaster's I've seen and her site is amazingly sharp, fast-loading and professional. As inquiries began growing she would tell folks how she built the site and the tools she used. But smart marketer that she is, she decided to use this as an opportunity to grow her income.

She emailed the companies who created the software she used to build her site. She got them to look at her site by telling them it was done with their software, and they too loved it. Then she told them she was receiving a growing number of inquiries from other webmasters and would be interested in offering their design tools at her site. After a little finagling, she was able to offer their software at a discounted price.

Now, every email enquiry she receives about the design of her site gets met with a pre-formatted email reply. It takes her all of 10 seconds to reply by pasting the message in and personalizing it, and nearly every webmaster tries the free demo programs then goes on to order the software at her special discount price.

Her next step was to set up small buttons at her site that say "Do you like this site? Click here for a free demo of the software I used." Her autoresponders now do the rest of the email work. Pretty slick way to generate income from simple email inquiries eh?

So how would you reply to that question if you were asked

today?

Inquiry #2: Which affiliate programs work best for you?

Here's one you'll undoubtedly see a lot. Wise marketers know that in order to make money as an affiliate they need to first join the right programs. Why not go right to the folks who see it all? That's right, ezine publishers.

And this question can present a great opportunity for ANY marketer. Why not set up a web page at your site that shares the results you are achieving with the affiliate programs you've joined. Not only is this a great way to help fellow marketers, it can help you as well. If there is a 2nd tier to any of the affiliate programs you're in, you can offer to help these folks if they join under you.

Contrary to popular belief, signing up other resellers into two-tier programs CAN be profitable. How do I know?

One program I promote has reached \$1000 a month on the second tier alone. And it's all because I've done exactly what I described above. You just can't beat automatic income like this. Once you've brought the 2nd tier affiliates in and showed them how to work it, the money you earn is effortless. And all they did was ask you what programs are working for you.

But how would you reply to that question if you were asked today?

Inquiry #3: Who do you use for web hosting?

This is another question you'll see quite often, and it's the simplest one to answer. But rather than just tell them who you use, why not sign up as a reseller for the web hosting company first. Then you'll be able to send folks to your reseller page and start growing a residual income.

If your web host does not offer a reseller program, work out a deal with them. Most will be receptive to paying a percentage to you as a referral fee. Just be sure to work out a deal where you earn a monthly residual and NOT a one-time referral commission like some hosts pay. There's much more money in monthly commissions and every time you

## How Would You Reply to That?

refer a new customer your own income will grow.

For those of you who think this may not be worth the effort, think again. I've managed to grow monthly residuals from one major web hosting company to the tune of \$4,000 a month. Now that's not bad for simply answering that question each time it comes along.

How would you reply to that question if you were asked today?

In closing...

All online marketers can and should take a lesson from ezine publishers. After all, if your website is set up effectively, you'll be receiving an ever-growing number of inquiries from your site too. And exactly how you handle them can make or break the future of your business.

Take a look at the questions you've received so far. If you're just getting started, consider what questions your

visitors MIGHT ask. Then think about how you will answer them. If you can plug an income stream into your answer, why not do it? After all, you'd be helping your visitors by offering an answer AND a solution. And that's a great way to grow long-term profits at ANY site.

### **Are You Throwing Away HOT Prospects?**

**By Dustin Rhodes**

#### **Are You Throwing Away HOT Prospects? by Dustin Rhodes**

Targeted prospects are coming to you each and everyday, but from a very unlikely place. You probably do not recognize these potential customers /subscribers. You are most likely dismissing these targeted prospects as an annoyance. They cost you NOTHING, but could be costing you in LOST SALES. Here is how I discovered this hidden treasure.

Everyday I receive a never ending stream of unsolicited email offers, thank goodness for Spam filters. However, many of these unsolicited offers land into my IN BOX. These messages have been verified that they originated from legitimate email addresses and other criteria that makes them borderline or questionable SPAM.

## How Would You Reply to That?

At first, I was annoyed that my SPAM filter would let these messages pass into my IN BOX. Then one day I decided to REPLY back to each of these messages with my own offer. Let these guys/gals see how annoying it is to get unsolicited email in their IN BOX. To my surprise, 3 out of 5 actually ACCEPTED my offer. Now, I value these unsolicited offers that "squeak" through my SPAM filter.

I began to consider just how much time and money I spend each day trying to find new prospects, when targeted prospects are coming to me. Each day, I was DELETING these highly targeted prospects and curse them for sending their offers. When, I could easily, reply back with a note of appreciation and include my own offer. The senders of these offers are promoting online businesses and would be perfect prospects for my offer. I can send a reply offer–message with just a few key strokes, it doesn't take but a couple of seconds to do.

Step 1: I composed my "reply" offer that I would send:

Thank you very much for sending your great offer, I appreciate your thinking of me. I have a very special invitation that you will find valuable.

As an online business owner, you will want to subscribe to my free weekly ezine, dedicated to the serious netpreneur. News and Articles that relate to conducting a profitable online business for newbies and experienced netpreneurs alike.

Subscribe now and you can advertise your offer to the entire growing subscriber base of serious–minded online business owners, EACH WEEK.

Maybe you have written a feature article that you would like to submit, an excellent way to showcase your business to my subscribers.

Subscribe today and accept a complementary gift.

Subscribe at:

<http://www.IntelligenteMarketing.com>

To Your Success,

Dustin Rhodes

<http://www.IntelligenteMarketing.com>

---

You are receiving this message because:

- (1) I am replying to the message that you sent to me, see below.
- (2) this is a one time mailing, you have not been added to any mailing list.
- (3) you may request removal by replying to this email with REMOVE in the subject line.

Step 2: I saved my "pre–written" offer with Biz Automator (<http://www.BizAutomator.com> kcomm) as

## How Would You Reply to That?

"reply offer". This program is a great time saver. As I can store my email offer letter and with a click of a button, my letter is automatically added to any document that I chose.

Step 3: To reply, I simply click the email REPLY TO button and then click on my "reply offer" short-cut button from Biz Automator. My "reply offer" letter text is automatically typed into my REPLY TO email.

Step 4: Then I manually add the sender's name to the top of the email and click SEND.

With just a few key strokes, I have replied (with my offer) to senders of unsolicited offers that arrived in my email IN BOX. It takes only seconds to send my offer. Now, I welcome those fabulous unsolicited email offers, as I grow my customer and subscriber base.



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!**