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How to Make Use of Autoresponders

By Herman Drost

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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.

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3. Articles - you can distribute valuable content at your web site by automatically offering articles.

4. Use in your email signature file - e.g. "send an email to 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

Aweber.com

Getresponse.com

Freeautoresponders.net

Sendfree.com

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.

FOND OF AUTORESPONDERS? WRITE 'EM RIGHT!

By A well-written

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Autoresponders are one of the most popular forms of marketing today. The reason for this is a simple one: they work. However, writing a truly effective autoresponder series can be frustrating, even for the professional marketer.

To come up with an effective series of autoresponders without boring your prospects can be difficult. To help you, here are a few general tips.

1) In my line of work, I see a lot of autoresponders. Most of these are one to three pages long, which is generally appropriate for a sales letter. In an autoresponder series, however, keep in mind that your prospects are going to be reading multiple messages from you. Try to keep them each down to about a page and spread the juicy details around a bit. Don't tell them everything at once.

2) Now let's talk content. You'd be wise to try to give your autoresponders some continuity so they hang together well. Start with the basic details of your offer, then gradually reveal more and more. When you start a letter, rehash (very briefly) what you told them in your last letter. At the end of each letter, make sure they stay tuned by enticing them about what they'll find out next time.

3) A word about hype. It can definitely work if you have the right audience and the right product. Feel free to use bold letters, exclamation points, etc., but don't overdo it. The last thing you need is for your prospects to feel that your message is being jammed down their throats. In any case, it might be helpful to use some imagery. Have your prospects imagine how your product or service can enhance their lives or their business. Use vivid words, describe feelings or circumstances, and then tell them how you can help them achieve those things (or how you can help get them out of where they are right now).

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A well-written, well-targeted series of autoresponders can do wonders for sagging sales. For tips on writing effective copy for autoresponders, see <http://www.drnunley.com/copywriting.htm>.

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