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

**How to Structure a Follow Up Series**

**By Beka Ruse**

**How to Structure a Follow Up Series by Beka Ruse**

Marketers the world over use follow up autoresponders to increase sales. But, many struggle to write a compelling message series. Don't let that keep you from your share of the profits! Print and follow these instructions; you'll soon be following up with finesse.

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

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**MESSAGE 1 – BIG BENEFITS**

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Many of the sales resulting from your follow up series will come after the very first message. Keep this message short. Just take 500 or so words to flesh out a handful of your biggest benefits. For example, part of the Green Garden Lawn Fertilizer company's first message might read:

"A Lush Lawn: Green Garden Fertilizer will give you a lush lawn in just 2 weeks! Density will increase up to 50%...

"No More Brown: Watch your lawn become 3–5 shades greener with regular treatments..."

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MESSAGE 2 – ESTABLISH A NEED

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Use your second message to explain why your product is necessary. First, lay out the situation leading to a need for your product. Then, show that your product will meet that need. For instance:

"...Lawns across the country are looking dull. Homeowners water and mow to no avail. But, not those who use Green Garden Fertilizer! They've created lush, beautiful lawns..."

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MESSAGE 3 – TOOL TALK

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In your third message, show the lead how he will go about actually using your product. Detail any tools or supporting material that you offer. In the case of our fictional Green Garden Fertilizer, part of this message might read:

"...This treatment is a cinch: Simply attach the included diffuser to the end of your garden hose, creating a sprinkler. Run the sprinkler for 15 minutes each week. You will see an improvement after just one treatment!"

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MESSAGE 4 – THE WILDCARD

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Customize message four for your unique product. Try one of these ideas:

- \* Have a customer case study? This is a great place for it.
- \* Selling complimentary products? Detail one of them here.
- \* Selling a real-world product? Explain shipping / tracking now.
- \* Have a bricks and mortar office? Invite the prospect to visit. Include directions.

\* Are you personally a visible part of your brand?  
Include your bio here.

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MESSAGE 5 – QUESTIONS? COMMENTS?

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Your lead may be waiting to purchase until you explain one particular thing. By asking outright, you can speed the sales cycle to a close.

Start the fifth message by asking your prospect if he has any questions. Give him several ways to reach you, and include your hours of operation and time zone.

Take the rest of the fifth message to answer some of the questions your prospects ask most often. For instance:

"Are you excited about the lush lawn you'll have with Green Garden Fertilizer? I hope so! Let me go over some questions our customers have asked in the past..."

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MESSAGE 6 – TESTIMONIALS

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With your sixth message, show off your satisfied customers. Choose several of your best testimonials, and list them here. Look for quotes from customers who are obviously excited about your product, but that still sound believable. For instance, choose:

"I'm thrilled with my Green Garden Fertilizer! Just two weeks, and my lawn looks better than it has in years."

Instead of:

"Green Garden Fertilizer is miraculous! It turned my back lot into a rolling meadow in days – and that lot is PAVED!"

(The testimonials in this article are made up examples.

All of \*your\* testimonials, however, must be real.  
(Fabricating testimonials is illegal.)

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### MESSAGE 7 – LAST CHANCE

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Your final message serves as one last reminder of your product. Briefly reiterate its most impressive features. Then, throw in a few testimonials or a very short case study. Round out this message with your contact information. Our example product's final message might read:

"Over the past several weeks, you've heard about how Green Garden Fertilizer can turn your lawn around. Customer Dusty Dan tried it, and he says, 'My lawn has never looked better...'"

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### FOLLOW UP WITH FINESSE

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Automation means that good follow up doesn't have to be time consuming. Now, creating a message series is just as easy!

## **Ten Steps To A Well Optimized Website – Step 3: Site Structure**

**By Mary Davies**

Welcome to part three in this search engine positioning series. Last week we discussed the importance and considerations that much be made while creating the content that will provide the highest ROI for your optimization efforts. In part three we will discuss the importance of site structure.

While there are numerous factors involved with the search engine algorithms, site structure is certainly of constant importance. Cleaner structure that removes lines of code between your key content and the search engine spiders cna mean the difference between second page and first page rankings.

Over this series we will cover the ten key aspects to a solid search engine positioning campaign.

The Ten Steps We Will Go Through Are: Keyword Selection Content Site Structure Optimization Internal Linking Human Testing Submissions Link Building Monitoring The Extras

### Step Three – Site Structure

Developing the structure of your website is a very important step in its overall optimization. The site structure will dictate how the spiders read your site, what information they gather, what content holds the most weight, how much useless code they must weed through and more. You must structure your website to appeal to the visitor and the spiders.

When developing your website you want to be sure not to create useless code that can confuse spiders and take away from the content of your site. When developing your site I recommend hand coding as the best option however not everyone has the time or the skill to do this so I would suggest Dreamweaver as a great option. (Though the code will not be as clean as hand coding it does not create an over the top amount of extra code like programs such as Front Page do.) The object here is to keep the code as clean as possible! Remember the more code you have the more the spiders must weed through to get to your content, where you want them to be.

A great way to cut down on extra code as well is to use style sheets. You can use style sheets in ways as simple as defining fonts or as advanced as creating tableless designs. There are many ways to use style sheets and the biggest perk to using them is to cut back on the code on any given individual page.

When you are setting up the initial structure of your site you want to be sure that the table structure is laid out in such a way that the spiders can easily and as quickly as possible get to the most important content. A great way to attain this is to create your website using the table structure outlined in my article "Table Structures For Top Search Engine Positioning" (

). When the spiders visit

your site they read through it top to bottom, left to right following the rows and columns. The key to the table structure outlined above is the little empty row. Were this row not there the spiders would read through that first column hitting nothing but images and Alt tags, your navigation, until it would then

move onto the next column, your content area. Placing this empty cell in the first row of the main table guides the spiders directly to your content, they hit the empty row and with nothing to read move onto the next column to the right, where you want them. After they have read your content they will then move back to the left in row 2 and read your navigation images and Alt tags, finally they will end the page at your footer, a great place for keyword rich text links. (Internal linking structures will be covered in part 5 of this 10 part series.)

Once you have created the site structure and inserted all of your content you will then begin the basic optimization of your site. In your code you will want to create Meta tags that fit your keyword choice. The two most important Meta tags are the Description tag and the Keyword tag. Your description should highlight your keyword phrase, keeping it focused, to the point and readable. Your keyword tags should also be focused using each keyword a maximum of 3 times in any set. These tags should be customized on each page to fit the specific phrase targeted.

## How to Structure a Follow Up Series

After the Meta tags have been inserted appropriately to fit each page it is important to title each page appropriately. The main targeted phrase should be the focus of the title, keep it simple, focused, to the point, do not bog it down with extra descriptive text, this is not your description, it is your title.

Next move onto Alt tags. Though it is good practice to add Alt tags to all your images the spiders only put weight on those that are contained within links. An example of this: These Alt tags allow you to make your images matter. Most main navigation is image based so be sure to add appropriate Alt tags targeting your keywords to this very prominent area of your site. Another great place to add a link along with its Alt tag is in your header image. Linking this image to your URL adds the ability to make the first thing the spiders hit within your tables to at least hold some content that "matters" rather than simply a static image.

H1 tags are also great way to add weight to your content however, use them wisely. You can use any of the H1,2,3,4 tags, the idea being H1 has the most weight, H2 a little less and so on. Do not over use these tags or they will lose their value all together. The correct way to use these is to use them where they actually belong, for example the first line of text on a page, the title. Also, if you are defining your fonts in a style sheet, which you should be, be sure not to abuse these tags. An H1 tag should be defined bigger than an H2, etc.

Utilizing the above tips will create a site structure that is the perfect environment for the spiders, it is clean, focused and easily read. Your site structure is now optimized and ready for the more advanced content optimization elements to come.

Next Week

Next week in part four we will be covering content optimization. This will cover everything from meta tag optimization to the use of heading tags.

Mary Davies is the owner of Beanstalk Search Engine Positioning (

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Mary works and writes with years of experience in website design and search engine optimization.

Ten Steps To A Well Optimized Website – Step 3: Site Structure

The Boston Red Sox win the World Series championship, its sixth championship win, but first since 1918.

Five Profitable Ways To Use Your Follow Up Autoresponder

Search Engine Optimization: Site Structure and Popularity

Dietary Supplement Vitamin

Affiliate Marketing PLR Kit

Self Improvement PLR Kit

Hobbies, Arts and Crafts PLR Kit

Internet Marketing Video Training Vault  
Stretch Assistant Software



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