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

**By Paula Morrow**

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You've heard the experts say that a prospect usually needs to be exposed to an offer at least three, sometimes as many as seven, times before a decision is made to buy a product or service. To offline businesses, accomplishing this through direct mail and telemarketing can be both intimidating and expensive.

This is where online businesses have a distinct advantage, through the use of autoresponder technology. This technology forms the backbone of many of today's online fortunes.

The basic concept behind an autoresponder series, sending a series of scheduled messages to convince a customer to take action, is easy to understand. But determining how to write one, or WHAT to write, often isn't so clear.

Go to <http://www.idealmarketingcorp.com/autoresponder.html>, where you'll find resources for proven autoresponder series and messages. However, I'll go over some other ideas here.

First, the basics...every autoresponder series must include:

\*Useful Information

\*Personalized Messages – Both in the Subject Line and in the Body Copy

### \*Back-end, Upsell Offers

Now, think about the different types of autoresponder series that are available, to positively impact your business. For example, you could:

1) Deliver a multi-part salesletter. Remember that long piece of art you slaved over, aka your sales letter? You could break it up, as an ongoing series of weekly messages for an instant autoresponder series. You could also offer links in each, pointing back to your website to view the entire document.

Also, you could send a sequence of different letters with each one promoting a different benefit of a selected product or

service. Finally, you could send different variations of the original letter. Think creatively!

Or, if you're really pressed for time, just put 'Second Notice' in the subject line, and resend the original message.

Just remember to always focus your messages to emphasize 'what's in it for them,' showing what pain or problem your product/service solves.

2) Deliver a multi-part training or coaching course. Yes, this can be done on autoresponder. Again, the key is that the delivered information must be perceived as being valuable.

3) Deliver evergreen information in the form of an ezine or newsletter. By offering value, and keeping you top-of-mind, this leads to a stronger customer relationship. When you have to choose between reading a message from someone you know and trust, and one from someone you don't, most choose the friend, right? Use autoresponders to help create that bond — this could lead to more sales!

4) Make existing customers feel special by developing a autoresponder series that offers a 'members only' exclusive of product bundles, limited-time discounts, holiday or seasonal promotions, etc.

5) Create a separate autoresponder series to 'upsell' paying customers on increasingly expensive product offerings. Never assume that they're automatically done

with just one purchase! Don't underestimate a customer's ongoing desire for high-quality products and services.

One last idea for a creative use of autoresponders – timely customer relations. If you find that the same questions are being asked over and over by your visitors, assemble their answers and load them into an autoresponder. Then add a place on your site to click for 'Answers To Frequently Asked Questions' – this will save a huge amount of time and energy, leaving your time open to come up with new marketing ideas.

Always remember to have a place for customers to contact you directly, however, if the autoresponder FAQ did not answer their questions.

How many other autoresponder campaigns or applications can you think of?

### **3 Reasons eBook Publishers Need AutoResponders**

**By David Hallum**

I'll bet you think ebook publishers don't need autoresponders, am I right? Well they do!

And here's why...

#1. If you publish more than one ebook, why not make up a list of your titles and call it a catalog. Then place your list on a autoresponder, then you could tell people to send a blank email to your autoresponder to get your free catalog via email.

#2. If your ebook is in EXE format, some people will be afraid to buy and/or download it. You could place a copy of any reviews you have of your ebook on a autoresponder along with a sample chapter. This way people could get a peek at your ebook contents, plus their fears would be eased by knowing that someone else has bought, downloaded and reviewed your ebook.

### Reason #3

Let's say you use one or both of the above, but still no one buys or downloads your ebook/s. Let me ask you this, "Did you send them a follow-up message?" You do know that most people need see your offer at least 3-5 times before they will make a decision. Don't you?

Well now that you know, you will need a autoresponder that can automatically follow-up for you. This way you only need to set it up once then let it do the work for you.

I found a company that will not only give you free follow-up autoresponders, they will also pay you to help them give them away.

Here are some of the features they offer:

- \*Instant, reliable delivery  
(in only 10 to 30 seconds!)
- \*Unlimited, reliable follow ups  
(up to 5, even 10 times!)
- \*Unlimited message length
- \*Unlimited message changes
- \*Control Panel Interface is easy and simple
- \*Powerful personalization features
- \*Database of your prospects' e-mail addresses
- \*Powerful mailing list management features
- \*AOL and WebTV friendly

Let's see your prospects' request your information via e-mail and they get it in a matter of seconds.

Then their names and e-mail addresses will be added to your database and then the system schedules delivery

of the next follow up messages (at a time you decide on for the next follow-up message to go out) all automatically.

This is a completely FREE service and very easy to set up. After you're done setting it up, your ebook marketing machine will be working for you 24-7. Still think ebook publishers don't need autoresponders?

For the name of the company that offer this service and to get more ebook marketing ideas. Why not join our email discussion group "Ebook Talk" by going to my web site at: <http://ebooknews.netfirms.com>

David Hallum published the ZDNet four star rated famousebook "The Newbie's Guide To Publishing An Ezine" he now publish the interactive "eBook News – ePublishers & ePublications Resource Directory" check it out at: <http://ebooknews.netfirms.com/cgi-bin/search/ilink.cgi>



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