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Personalizing Autoresponders

By Anton Cheranav

Have you ever walked into a store in your town, and been addressed by name? This has probably

happened to you at stores that you frequent often. The shop owner knows your name, and uses it. He remembers you, and he wants you to know that he cared enough about you and your business to remember you. In the offline world, this is just one aspect of customer support.

Customer service like this is almost impossible to achieve on the Internet, but some semblance of it can exist when you personalize your autoresponder messages. Autoresponder messages can be set up to address people by their first or last name - or both. In fact, there is quite a bit of personalized information that can be added, depending on the autoresponder that you are using.

The information is included in the autoresponder messages by using codes. Each autoresponder will use different codes to insert the information in your messages. You simply write your message, and put the codes where you want the personalized information to appear. For instance, your message may start out with `Hello (code for first name)! In this case, the person's first name will be inserted where that code is.

Personalizing your autoresponder messages will most likely improve your response rate. Research has shown that emails that are personalized with the person's first name are opened more often, and those people are generally more receptive to the contents of the email message. It is usually very easy to do. You write one message, using the codes where you want the personalization, then, no matter who that one email is sent out to, their personal information will appear where the codes are.

Of course, the autoresponder must collect the information first. This is done with the use of forms that activate the autoresponder. For instance, if you are giving away a free ebook, and you have your visitor fill out a form with their email address to receive the download instructions for the ebook by email, that form should collect any type of information that you want for personalization - such as a first name, as well as the email address. If that information is not collected, the autoresponder won't have anything to insert where that code appears in your messages!

Personalizing Autoresponders

Take a look around the control panel of your autoresponder, and find out what type of personalization you can add to your autoresponder messages. You may be very surprised at the improved results!

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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

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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).

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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