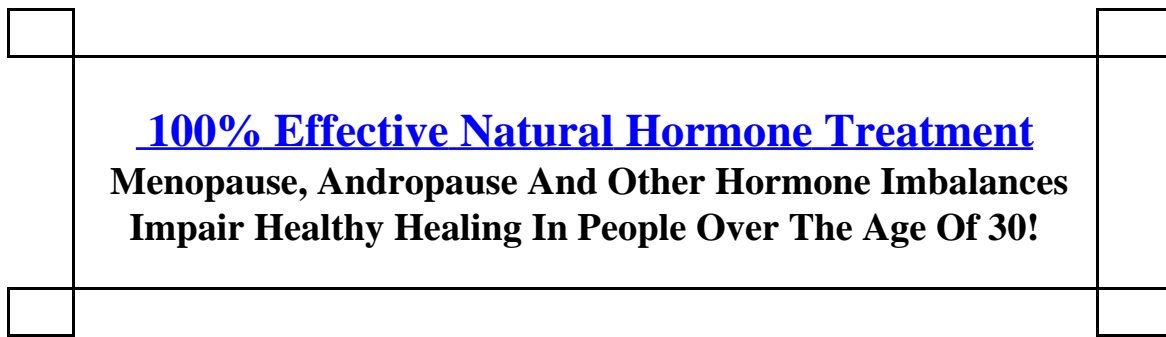


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The Autoresponder – The Most Effective E–book Marketing Tool on the Internet

By Wayne Perkins

The Autoresponder – The Most Effective E–book Marketing Tool on the Internet by Wayne

Perkins

About six years ago the Internet fascinated me. Someone told me that I could place a billboard on the World Wide Web and forty million people would go by and see it every day.

I was completely entranced with the idea that my information could be delivered anywhere in the world in less than a minute!

Immediately dialed the telephone number shown on a vacant billboard on the freeway and asked how much it would cost to put my face on that billboard. The reply was "ten thousand dollars a month."

I decided that the Internet was a cheaper option and set out to place my banner in view of 40 million people. Boy, was I in for a surprise. In over three months of exposure on the "net" I received only a hand full of hits. The only e–mail I received was from other people like me who had shelled out lots of money, only to find that no one was viewing my home page.

I paid a price but learned a valuable lesson. "The potential of the Internet in book selling is fantastic, but you have to learn the tools of Internet marketing or you will never make any money regardless of the product or service you offer."

Fortunately, the same tool that so entranced me six years ago is the same tool that I find to be the most effective in selling over the web.

That tool is called an "autoresponder."

The Autoresponder – The Most Effective E–book Marketing Tool on the Internet

An autoresponder is an e–mail service that works something like a fax–on–demand. For an author or a publisher, it works like this. You create an article or sample chapter of your book. You load that chapter into your autoresponder or e–mail on demand. You publicize the e–mail address of your autoresponder in your e–mail signature file, your web site, your business cards, order forms, and in any printed advertising about your books.

The potential buyer sees that he/she may sample a chapter of your book. He types in your autoresponder e–mail address or clicks on it if he is on–line. As soon as the e–mail is sent three things happen.

1. The document is found stored on a web server and delivered immediately to the potential buyer. The process takes less than one minute and is operational 24 hours a day. The buyer may read your article or chapter in e–mail or print it out and read it offline. He/she may forward the article to other people.
2. You (the author or publisher) get a receipt e–mail that gives you the name, e–mail address of the potential buyer and any comments that he/she may have wanted you to see.
3. You collect a valuable e–mail address of a potential purchaser of your books and other products.

How effective is this tool? I receive a book sale from approximately one out of every four requests. To compare that with web page hits, I only receive one or two sales for every 3000 web hits each day!

Why is its so effective?

I think autoresponders give the potential buyer time to read and absorb what you have published. Most visitors on the Web are looking for free information. They are not looking to purchase anything. If they have a chance to download a sample chapter, print it out and read it while they are away from their computer, they don't feel pressured to buy. A reader is making a more informed and objective buying decision.

If you already have a web site, ask your webmaster for autoresponders. They should be free of charge. You should be able to add, edit or delete text any time you choose.

If your webmaster's eyes glaze over when you ask about autoresponders, then you have some free options. I recommend these

options to authors and publishers that have no web site as well. All you need is an e–mail address to take advantage of the Web's most effective marketing tool for authors and booksellers.

Try a couple of my autoresponders and check out how easy they are to use.

For a free relaxation exercise send e–mail to:

<mailto:relax@wayneperkins.net>

For an excerpt from my new e–book, "A Cheap And Easy Guide To Self–publishing E–books" published by the 1stbooks Library, send e–mail the following autoresponder address:

<mailto:easy@wayneperkins.net>

The following services offer autoresponders at no charge. Whether you have a website or not, you can take advantage of autoresponders.

<http://www.sendfree.com>

<http://www.fastfacts.net>

<http://www.getresponse.com>

<http://www.myreply.com>

Once you have set up your autoresponders, you may want to list your offerings with Autoresponder Central at:

<http://www.web–source.net/>

This is a website where you can list your autoresponder in an on–line autoresponder catalog.

I wish you the best in promoting your books on–line with the most effective Internet marketing tool.

Wayne Perkins is an E–book Consultant and author of a new book titled, "A Cheap And Easy Guide To Self–publishing E–books,"<http://www.wayneperkins.net/ebooks/write.html><mailto:wayne@wayneperkins.net>

Tracking Autoresponder Responses

By Anton Cheranev

As an Internet marketer, it is vitally important to know how well your advertising campaigns are doing. Advertising campaigns cost a lot of time and money, and campaigns that are not doing well need to either be changed or scrapped. When using autoresponders for purposes of Internet marketing, you will be able to tell how well your autoresponder messages are doing by using response tracking.

Autoresponder response tracking is usually easily set up with the higher quality paid autoresponder services. Using the tracking set up tool, you simply enter the web site address that you want your readers to visit, and the software generates a brand new URL. This URL is used track the number of clicks that you have from the autoresponder message to the website that you are promoting.

When a person clicks on that special URL, the click is captured, and they are automatically redirected to the website that you intended them to arrive at. The visitor does not know that they have been redirected in most cases. You can monitor the results through the control panel of your autoresponder service account. The control panel will tell you how many messages were delivered, and how many clicks were received. Most quality autoresponders will even include a feature that allows you to track how many of the emails were opened. This is a great marketing research tool for mass email marketing.

Not all autoresponder services offer tracking abilities such as this. If tracking is important to you, you need to make sure that this is one of the features of the autoresponder service before you sign up. This feature gives you the ability to know whether the message you are sending out is effective, or if changes need to be made. It also allows you to see if the sales copy on your website is effective, in a `round–about' way. For instance, if you are getting thousands of clicks from the autoresponder message, but very few clicks from the sales page to the order page, you know that the autoresponder message is working, but the sales copy is failing.

If you have never tracked your autoresponder responses before, you should definitely consider it. Again, this information allows you to find out what is working, and what is not working. It will essentially make your autoresponder marketing much more effective and profitable. You will most likely be very surprised at the results of the tracking!

Email Autoresponder System Has Finally Evolved! Introducing... Direct2Client – Deliver Non–Email Messages Straight to Your Clients' Desktops! Go To:



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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!