

Turn Your Auto-Responder Into An Auto-Moneymaker!

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**Turn Your Auto-Responder Into An Auto-Moneymaker!**

**By Grady Smith**

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It's true! Most people won't buy from you the first time they see your offer.

In fact, a large majority won't purchase the second time either. That's why you need to put your wonderful offer in front of them with hard-hitting messages that present different benefits and close the sale.

Buy you might know this already. Therefore, the real question is how many automatic messages should you have?

The magic number seems to be seven. And here's how to make everyone of your responses sell hard!

**GIVE THEM A REASON TO OPEN THE E-MAIL**

Your offer isn't going to get read unless you present them with an offer that builds curiosity or makes a strong promise in the subject.

Throw the word FREE in your message. Or just design a little teaser so the reader can resist opening the message and finding out what you mean.

Another technique that works in getting your messages opened is to present a series of 7 tricks or secrets that come every few days. In order for the recipient to learn everything from the series they'll have to open

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each e-mail. And BINGO, you have them primed and ready for your sales pitch.

### DETAIL DIFFERENT BENEFITS IN EACH MESSAGE

While your first benefit may not convince them to buy, your second or third might be the one to really excite them. Look at your product or service from different angles. Then in each message attack and detail one specific benefit.

Try to make every benefit you detail a little

different from the one prior to it. If you're selling tires, one message can go into detail about their durability. A second message would detail another benefit, this time maybe focusing on the safety record of the tires.

### DON'T FORGET THE BASICS

Write an auto response message like you would a normal sales letter. Give the customer a call to action, like "Order Now", and give them a link to click on.

Make your copy short and easy to skim. Most will be afraid to dive in to a long cluttered sales letter, so break your paragraphs up into smaller easy to digest pieces.

And don't forget to make your copy benefit heavy. Everything should be about what the reader's going to get.

### OFFER ADDITIONAL PRODUCTS

No sense letting good prospects get away from you.

I always offer different programs that target the audience of my auto response messages. Your best bet is to sign up for some compatible affiliate programs and litter your sales letter with links and attention grabbing headlines.

Grady Smith will write your salesmaterials, articles, ads, and autoresponse messages ata price you can afford and with GUARANTEED results! Goto <http://www.mountainhighpub.com/copywriting.html>

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## **When and When Not To Use an Auto Responder**

**By Joe Bingham**

### **When and When Not To Use an Auto Responder by Joe Bingham**

You've got your business, you've got some ads ready to run, and your site is ready to take orders. All that's left is to buy some advertising and get people coming to your site. But should you send people straight to your site from your ads or set up some auto responder messages and direct them to those?

Hmmm. Good question. Here's some thoughts to help you with the decision.

#### **When NOT To Use an Auto Responder**

In general, if you're selling a single product, something that's not really that complicated, only requires a limited amount of information to stimulate interest, or you are using the excitement of the moment to make the sale, do NOT use an auto responder. Just direct people straight to the site.

For example, ebooks. Generally, any information you need to stimulate interest can be done on a single page site. You don't want to give away too much either, and if you are setting up multiple messages in an auto responder, what are you going to talk about?

#### **When You SHOULD Use an Auto Responder**

A more complicated topic, products or opportunities that require a somewhat larger investment, or plans to cover multiple products or multiple benefits, require the use of an auto responder.

Auto responders give you more time to explain your business or product. Or, you may just need to keep in touch while your prospect considers a way to come up with the money for what you are offering. In these cases auto responders are excellent. You simply provide more information or feature different benefits in each message and then direct prospects to your site to learn more or to make a purchase.

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### Exceptions

No rules are perfect, so we should all learn to put what we read into perspective when considering our own businesses. So, even if you're product is expensive or complicated to understand, if that's better

'shown' at a web site than 'told' in an email, send people directly to your site.

As well, you can use email information courses to keep referring people back to your site for just one simple product.

### Ways To Compliment A Site With an Auto Responder

I've had quite a few hits on an auto responder I placed on my site. I simply ask, "In a hurry? Want more information by email?" and provide a link. That way, even though everything is right there on my site, if they are intrigued but don't want to spend much time right then, there is a way they can get more information later, and I still get to keep in contact with them.

Also, you can offer different information courses through auto responders and put them on your site. This way, even if people don't buy from their initial visit, you'll get repeat contact and get multiple chances to convince them to return.

Auto responders are extremely useful. There's no replacing them. It's just a matter of considering your product or opportunity, and your options when deciding how best to use them.

Joe Bingham, Editor of the NetPlay Newsletters  
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