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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.

## When and When Not To Use 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.

### 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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### What's in a Name?

**By Martin Wood**

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A name can make or break a web site. I am of course talking about a Domain name.

You may think there is nothing to it. Pick a catchy domain name that rolls off the tongue, check that it is available and if it is go ahead and buy it. It couldn't be any harder than that can it?

Well, yes it can. Just stop and think for a minute. You have bought the domain name, designed and built a great looking website, and launched it out onto that great world wide web. You have got a great Reciprocal Link Exchange on your site and you have reached a reasonable Google Page Rank.

Then you decide to get an Auto responder to have a mailing list, and that is when your troubles start! Let me tell you my story...

I don't know if you have heard of Stone Evans - the Home Biz Guy? He runs the Plug in Profit Site. <http://www.pluginprofitsite.com/main-3509> Well I bought into his business. I had to decide on a domain name before he built my website. I chose the name martinoffers.com. I thought that was quite cool as my name is Martin and my site would be advertising offers.

Part of the Plug in Profit Site is you get your own Auto Responder, filled with a 360 day newsletter ready for when you sign up subscribers. I went ahead and bought a good quality leads package and loaded them into my auto responder.

All was going well. Or so I thought.

After a while, I noticed I was not getting any response from my good quality leads (on average you should expect around 1% sign up at the very least). I did some searching around, mainly in the Warrior Forum which is part of the membership package of the Plug in Profit Site. There I saw a series of posts on the American Anti Spam Laws and the effects it was having on the newsletters.

With the Auto responder, there was a spam check program. I'd never used that before, but I ran a few sample newsletters through the spam check. Boy, was I in for a shock. Every single one failed to pass the test. My auto responder is probably like most others, it has a scoring system and once it passes 5 it flags up that your newsletter would trigger the spam filters.

What I found most disturbing was that it was my domain name of martinoffers.com that was scoring the most, 4.3 points each time it was mentioned. And 2.3 points because my email address was @martinoffers.com.

## When and When Not To Use an Auto Responder

Even a single word newsletter with just [www.martinsoffers.com](http://www.martinsoffers.com) scored 6.6. Way above the threshold.

The cost to me, as a result of this has not just been to register a new domain name. I have had to completely redesign my website with my new name on it. Cancel and reopen a new account with my auto responder. And start again with my Reciprocal Links Exchange.

I have also had to start again from scratch with the Google Ranking. And I have a domain name that is next to useless to me or to anyone for that matter. I only use it now to direct traffic meant for [martinsoffers.com](http://martinsoffers.com) to my new website.

So, that's my story, and my warning to you.

Before you go and register a new domain name, run it through a spam check. If you are going to use your web site for marketing the last thing you want is for the spam filters to stop your email getting through.

Martin Wood's newest report "What's in a Name?" and many other articles, written by experts, are available to read on his website <http://www.twahs.com> . Don't forget to subscribe to his weekly ezine "Home Business Tips."



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