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**Work Your Autoresponder: Opinions & Product Reviews on Autoresponse**

**By Shery Ma Belle Arrieta**

**Work Your Autoresponder: Opinions & Product Reviews on Autoresponse by Shery Ma**

**Belle Arrieta**

People are interested to hear about someone's opinion on a product or service.

When I scout for a web host, the first thing I look for are testimonials from those who are already with the web host. If their testimonials include their Web site or e-mail address, I visit their site or e-mail them for reaffirmation.

When I buy books on Amazon, I read the readers' reviews first because they help me in my book-buying decision.

The same thing goes when I'm reading a sales page. What people think of a product, e-book, service or software matters a great deal, and can influence my decision to buy or not to buy.

As an e-zine publisher or Web site owner, you have an "influence" on your readers or visitors. When you recommend a product or service to them, your words will have an effect on their decision.

Many of us buy products (e-books, reports, software) that help us in our online marketing efforts. Which of these products do you honestly feel you can endorse to your readers and/or visitors?

## Work Your Autoresponder: Opinions Product Reviews on Autoresponse

Write an honest evaluation or review of the products you have bought.

Talk about the many benefits you have derived from owning them.

What are their weak points? Where do these products excel?

In short, write about your experiences in using these products.

Many products have affiliate programs that let you earn percentages by referring other people.

By writing a review or evaluation of these products and including your affiliate link, you provide a service to other people while you create a passive income stream for yourself.

Let's say you have a section on your site devoted to products you are affiliated with.

Don't just enumerate these products and give only short descriptions. Include a summary of your review after each product, then invite your readers to request for the complete reviews you've put on autoresponder.

Make them want to request your reviews. It won't work if you say, "Click here to receive the full review by e-mail." Try, "Read the Top 5 Ways this Product Will Help You in Your Online Promotions!"

So today, why don't you take a look at all the e-books, software, services and other products you either paid for or used.

Write a review for each of them and put your reviews on autoresponder. Let your opinions and product reviews on autoresponse be another source of passive income for you!

The above autoresponder technique is only 1 of 11 techniques Shery discusses in her hot new e-mail course, 11 Autoresponder Techniques for MAXIMUM Profits! Take the course for free! <http://emailworkshopshowto.com/maxprofitsregister.html>

## 11 Creative Ways You Can Use Autoresponders

By Shery Ma Belle Arrieta–Russ

1. Pick 4 or more articles you've written that have a common theme and put them in an autoresponder series. Announce it on your site as an e–mail course on the go.
2. If you have a page for related links, create a related links file and put it on autoresponder. This can be a one–page e–mail containing 15–50 links that are of interest to your visitors. Put your own promotional texts or blurbs at the top, middle and bottom of the e–mail.
3. Create a fun or trivia quiz, put it up on your site and put the answers in an autoresponder that your visitors can request. This way, you'll know the people who took your quiz.
4. Write reviews of books, music, e–books, sites, software or anything you can think of and put each review (or related reviews) in an autoresponder. If what you are reviewing have affiliate programs, use your affiliate links in the autoresponder.
5. Run a contest on your site or e–zine, then have your visitors or subscribers send their responses to your autoresponder. This way, you won't have to worry about manually sending them a confirmation receipt.
6. Create a frequently updated autoresponder and let your visitors and/or subscribers know about it. You can put in weekly tips or links to useful resources in the autoresponder and a reminder to the people who request it that you update it every week or on a regular basis (e.g. tell them to request for the same autoresponder again a week from now). You can use this method instead of using autoresponders with limited follow up messages.
7. If you've written 20 or more articles and you have them on separate autoresponder accounts, create a master list for your articles. In this master list, list the titles of your articles, their autoresponder addresses and their short descriptions. You can then just promote this master list.
8. Put excerpts or free chapters of your e–book, book or paid e–mail courses in an autoresponder series, then include your follow up sales letters at the end.
9. If you're selling your own products, put your testimonials on autoresponder, along with the description of your products, an excerpt or a free chapter. This will increase your credibility.
10. Keep track of people who download your free e–book, e–report, or free software by putting their download links in an autoresponder. When you promote your free product, you can just promote the autoresponder address.
11. Put links to your hidden pages on autoresponder. A hidden page could be the affiliate page where you have all the graphics, text links, promotional articles that interested affiliates can use. Let people know they can have free access to your affiliate page by requesting the autoresponder. This way, you

can have a list of people who are interested in becoming your affiliates.

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Shery is the developer of creative, motivating and fun e–mail courses for writers. Sign up and take an e–mail course today -- free! -- at

. She also authored the e–book that lets you

create your own original and profitable E–mail Workshops, eCourses and Tutorials in only 3 days! Visit

for more info.

11 Creative Ways You Can Use Autoresponders

A New Breed of Autoresponder, Auto Message Setup

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Five Profitable Ways To Use Your Follow Up Autoresponder

Turn Your Autoresponder Into A CASH COW!

Blogging Made Easy

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