AUTORESPONDER SECRETS

All The Inside Info For Using Autoresponders

Terms and Conditions

Table of Contents

Foreword

If you are a business men or woman you understand how busy life can be, this is especially true when it comes to internet marketers. It can feel at times like there is no time for yourself and you will often times find yourself too short on time to complete all of your tasks for the day.

Luckily there are things that can help you with this problem such as autoresponders. These tools are extremely effective and they can free up a great deal of time for you. With the help of an autoresponder, you will no longer have to spend hours of your time responding to emails from clients and customers. You probably do not realize how much time you actually spend each day replying to emails. If you take the time to think about it, you will surely be surprised by the amount of time it consumes.

Autoresponders are exactly what their name suggests. They are an automated system that's sole responsibility is to send automatic reply's back to people who send you emails. Before you decide to use an autoresponder, there are some things you need to be aware of and well informed about.

Autoresponders work very quickly and responses to emails will be sent out almost immediately. This is one way of keeping people happy because it will make them feel as if their emails are very important to you.

Autoresponder Secrets

All the Inside Info for Using Autoresponders

Chapter 1:

Autoresponder Basics

Synopsis

The following chapters of this book will go over the basics of autoresponders and will provide you with some very useful information that will help you to get the most out of your autoresponder.

The first thing that we are going to go over is the basics of autoresponders. In order for you to be able to use them in a way that you will benefit from it is important that you are aware of what they are and exactly how they work.

Many people are not aware of what an autoresponder does and many people who are aware of what they are think that they only have one purpose. This is not the case. If you know how to use autoresponders correctly they can actual perform several duties.

Believe it or not, autoresponders can actually generate you large amounts of income if you use them correctly. Some autoresponder services offer opt-in forms and the use of these is what allows marketers to rake in the cash, but we will go over opt-in forms in a later chapter in more detail.

The following chapter will go over the basics of autoresponders and provide you with some general information on what autoresponders are and what their purpose is.

The Basics

The use of autoresponder can make you a lot of money and can also save you a great deal of time by making your work load lighter. As stated before, autoresponders have multiple purposes so you will need to determine what you will be using it for before anything else.

Many people are unaware of what autoresponders are. This is true even when it comes to marketers. Some of the people that are aware of what they are think that the only thing they can do is respond to emails. The problem is that this couldn't be any more incorrect.

People need to be aware of the advantages that you will be presented when you use an autoresponder, especially marketers. Autoresponders can be the source of some serious cash generation, you just have to know how to use them to your advantage and be aware of all of the capabilities that they have.

When autoresponders were first created, they were basically used for only one purpose. All that they were really used for was sending out to responses to emails when the person that the email was sent to is not available to respond. Over time people began to use autoresponders for many different things.

Currently, marketers use autoresponders for many different reasons on a quite frequent basis. People who are internet marketers are aware of the fact that a contact list can be quite lengthy and that it can take quite a bit of time to send emails out when you need to. Autoresponders can help with this problem due to the fact that you can have them send out your emails

for you. This will free up a lot of time for you and if you are a marketer, you know time equals money.

You can also use autoresponders to send out broadcasts to your contact list about upcoming products and important announcements. One of the best things about autoresponders is the fact that you can set them to send these broadcasts out on a future date. This allows marketers to use their free time, which is rare, to create emails that need to be sent out at a later time without the marketer having to physically send them out.

You will also be granted other advantages from the use of an autoresponder such as the ability to grow your list from opt-in links, automatically remove unsubscribers, and manage their list.

There are three basic steps that you should take to ensure that your autoresponder is as efficient as possible.

- **Determine What Your Autoresponders Purpose is**
  As stated before, autoresponders have a number of uses so before anything else you need to determine what exactly you will be using your autoresponder for. Will you be using your autoresponder for the purpose of answering emails or will you be using it to send out broadcasts or other reasons? This is an important question to ask yourself because knowing what your autoresponder will be used for will ensure that it will work very effectively in the future. Being clear about what your autoresponders purpose is from the beginning may possibly be the difference between your marketing business being a success or a failure.
- **Choose the Right Autoresponder Service for Your Needs**

Once you have determined what you will be using your autoresponder for it is time for you to choose a service to use. Different autoresponder services will offer different features so you will need to take the time to research each one and make a decision on which one to use. This is actually quite an important decision so make sure that you do not rush it.

- **Use Your Autoresponder Service Correctly**
  You could have the best autoresponder service in the world but if you do not know how to use it properly, the results that you get will surely not be to the standard that you expect. You need to make sure that you take advantage of every feature of your autoresponder service that may be beneficial for your goal. One thing you may want to do is study the way that some other marketers use their autoresponder service. Try to build a good rapport with them so that you can ask them for advice on some do's and don'ts.

Autoresponders really are not that difficult to use or set up and that is why I am so amazed by the fact that more marketers do not use them. An autoresponder will surely free up a great deal of time for you while at the same time make you a lot of money and build your list. It is truly a win win situation when you look at it.

Chapter 2:

Which Autoresponder is best for you?

Synopsis

Autoresponders are a very effective tool and that probably contributes to why they are so widely used by marketers. They are used for sending messages of all kinds and can make your contact list much more profitable. They can be used to generate new contacts and can also be used as a way to stay in touch with your current contact and keep them happy with your services.

There are different types of autoresponders and you should be aware of what they are and what their purposes are. Knowing this information will make your chances of generating some serious profits from your marketing campaign much higher.

The following chapter will go over the different types of autoresponders and will give you some important information on each one of them.

The Different Autoresponders

Autoresponders are a great tool and they can make a lot of things much easier for a lot of people, especially marketers. The best part about autoresponders is the fact that they are completely automated and once you have it set to do what you want it to, it does the rest on its own.

If you want to get the best result possible from the use of an autoresponder it is very important that you are aware of the fact that there are different types of autoresponders. The reason why it is so important that you know this is because different types of autoresponders are more effective for certain types of things than others.

The following will list out the different types of autoresponders and will give a brief explanation of what each one is best used for.

- **Sign-up Based Autoresponders**
  These autoresponders are used when a person decides to sign-up to be on your list. These autoresponders will usually be used to send out emails that thank the person for choosing your services and welcome them.

- **Date Based Autoresponder**
  This type of autoresponder is primarily used when there is an email that needs to be sent to a specific contact on a certain date. An example of this type of email would be to wish a contact a happy birthday.

- **Closed Group Autoresponders**

These autoresponders are used in situations where there is a certain group of contacts from your list that you would like to send an email to. These types of autoresponders will usually be used in cases such as sending promotions and discounted material to loyal contacts.

- **Calendar Based Autoresponders**
  This type of autoresponder is primarily used for special dates such as Christmas.

- **Email-Action Based Autoresponders**
  These types of autoresponders are used for opens and clicks on emails and they can be very beneficial when it comes to trying to build your contact list.

Now that you have a better understanding of the different types of autoresponders it is time for you to start thinking about which one you will begin to build. Keep in mind, autoresponders are very powerful tools but only if you use them correctly.

Make sure that you are certain about what you need to use your autoresponder for before you actually build one. In all honesty, deciding which type of autoresponder would be most beneficial for you is probably the hardest part of using autoresponders.

Autoresponders can offer you a lot of value and can save you a lot of time and money. All you have to do is build you list and then create some good autoresponders and in no time at all your marketing business will surely take off. Before anything else though you need to decide which autoresponder you will use.

Chapter 3:

Learning to Use the Autoresponder You Have Chosen

Synopsis

Now that you are aware of the fact that there are different types of autoresponders and each one has its own purpose, it is time that you begin learning how to use your chosen autoresponder in a productive manner.

The following chapter will over how to use some of the different types of autoresponders and will give you some helpful guidelines that you can use when creating your autoresponder.

Learn to Use Your Autoresponder Properly

Autoresponders are basically an automated system that sends out emails that contain the content of your choice. You can choose when they messages go out and who they go to. They can be a very powerful tool for internet marketers but is important that they are used correctly if real results are expected to be seen.

If you are a beginner to autoresponders, you probably are not familiar with how to use them. Do not worry because everyone had to learn in the beginning. The following are some simple tips you can use to make sure that you are using your autoresponder correctly.

- **Choose Your Provider**
  The first thing that you will have to do is figure out which autoresponder service you are going to use. This is a very important choice and you should do a lot of research before you actually come to a final decision. Different services will offer different features and some may be more beneficial for your needs than others. Make sure you do a lot of comparing and find out which service will fit your needs the best.
- **Brainstorm**
  Once you have chosen what autoresponder service you will use it is time for you to begin brainstorming on what type of content will be sent out by your autoresponder. Make sure while doing this that you keep all of the content relevant to what you are trying to market.
- **Create the Content**

After you have figured out exactly what the content of your emails will be it is time to start creating it all. Make sure to always keep everything professional looking. You want to avoid making your emails cluttered. You want to try and get your message across in a quick to the point matter so that the contact does not lose interest in the message.

- **Follow-up Emails**
  After you have created your first set of content and sent it out, it is time to begin the phase of working on your follow-up emails. These emails are used a lot in marketing, especially for content that is meant to be delivered in the form of a serious. An example of this would be a six part series about using autoresponders. You want to spread the emails out in order to keep your contact interested but at the same time you do not want to take too long inbetween emails. It is recommended that you spread this emails out no more than four days and no less than two days.
- **Track Your Autoresponders Progress**
  After all of your content has been created and you have begun using your autoresponder, it is advised that you track the progress that you make using it. This will help you realize where you need to make changes and what is working well.

If you use the tips that have been provided for you here you will surely be successful with the use of your autoresponder. You will be surprised by how effective they are and much easier they can make things for you. What are you waiting for? Start using an autoresponder right away!

Chapter 4:

Using Opt-in Forms

Synopsis

Delivering your contacts and subscribers great content on a consistent basis is one way of keeping them happy and making some serious cash. The only problem is that before you can deliver content to subscribers you have to first rope the subscribers in.

Having an eye catching website is only part of the process of email marketing. You also need to have subscribers on your list. The more subscribers the better your marketing campaign will be. One way that you can build your list of subscribers is to use opt-in forms on your website.

You may not be aware of what opt-in forms are or how they work but do not worry because many people are not. The following chapter will go over the importance of using opt-in forms in marketing and will provide you with some tips that will help you to use opt-in forms to your advantage.

Tips for Opt-in Forms

Opt-in forms are very beneficial for marketers but only if they are well put together. They always need to remain professional looking and they need to be eye catching. The following are some basic tips that you should follow while creating your opt-in form. If you follow these tips you are sure to have optimal results.

- **Put the Form Where it Will be Seen**
  It is very important that you choose to put your opt-in form in a location that it will be seen by many people. After all, how will people be able to subscribe if they cannot see the form? There is an alternative that some people choose to use which consists of placing the opt-in form in a pop up window. There is a risk that is associated with this due to the fact that a lot of people use pop up blockers now.

- **Short and Simple**
  It is advised that you try to make your opt-in forms as short and to the point as possible. At the same time you need to make sure that you relay any information that you think will draw in a subscriber. People do not want to and often times do not have the time to read lengthy opt-in forms. Trust me, sometimes less is more.

- **Provide a Reason Worth Subscribing**
  Let's be honest, in today's society people are not concerned about things that they do not benefit from. For this reason it is extremely important that you figure out something that will give people a reason

to subscribe. When listing the benefits of subscribing to your mailing list it is important to use eye catching text and use action words.

Follow these guidelines and you will surely have positive results. You will surely be impressed with the amount of subscribers that you begin to build.

Chapter 5:

Using Specific Target Audiences

Synopsis

Using specific target audiences is a great marketing strategy and can come in handy quite well when using an autoresponder. Using target audiences is very effective and that is why marketers have been doing for a very long time. What better way to market something can you think of than directly to a target audience.

The following chapter will go over the basics of using specific target audiences and will give you some tips that will ensure that you get the best results possible out of doing so.

Find Your Target Audience

As mentioned before, using a specific target audience is a very effective way to market. The only problem is the fact that in order to market towards a specific target audience you will first have to figure out exactly who and where that target audience is. The following are some tips that will make the process of finding and using a specific target audience much easier.

- **Think about What You're Marketing**
  The first thing you need to do to find your target market is think about what exactly it is that you are trying to market. Once you have determined what it is it is time to think about what type of person could benefit from using this product of service. One way of doing this, if you have the budget, is to conduct surveys or focus groups. Keep in mind that choosing this option can be quite costly.

- **Create a Profile**
  Now you need to start developing a profile for what type of person potential subscribers would be. This profile should be in-depth and should contain both demographic as well as psychographic information. Demographic information would include things such as age, gender, ethnic background or even marital status. Psychographic information will include things such as interests, hobbies, and the type of personality a potential subscriber should have.

- **Find Your Audience**

Now that you know who your target audience is it is time for you to find out where exactly they are. In the case of internet marketing and autoresponders your target audience will obviously be online. The trick is finding ways in which to get the attention of your target audience.

- **Keep Researching**

  Do not stop researching once you have found your target audience. You need to keep in mind that the market is constantly evolving, so should you.

Chapter 6:

Research What Your List Needs and Supply it

Synopsis

It is very important if you want to keep your list happy that you research what it is that people on your list need or want and make sure that you always keep it in supply.

The following chapter will go over the basics of supply and demand and will provide you with a few tips that will help you when it comes to keeping your list satisfied.

As mentioned earlier, your work is not done once you discover your target audience and begin to build a list for your autoresponder. You need to be continuously doing research to ensure that you are up to date with what it is that your list wants.

Supply and Demand

The market is always evolving so the content that keeps your list happy may not one day. It is important that you make sure that your list is always receiving the type of content that they desire. After all, without your list you will have nobody for your autoresponder to send messages to.

It is also very important that you are able to deliver on any type of content you promise. As demand grows you may have to hire another person on to your team because the last thing you want to do is not meet a deadline as it would likely lead to a loss of subscribers.

Supply and demand can work for you or against you, it just depends on if you know how to use it or not. As long as you make sure that you always have a supply of what is in demand you are sure to succeed. Just keep in mind that you will need to be doing constant research to stay on top of things.

Supply and demand is also important to understand when it comes to the fact that you do not want to waste your time putting together content that will not be in demand. As a marketer, your time is precious and worth a lot of money so you want to make sure that you do not waste any of it.

Making sure that you have supply where there is demand is a sure way of keeping people satisfied on your list and this will likely lead to recommendations and reviews that will lead to even more subscribers.

Chapter 7:

Make Sure Support is good

Synopsis

Think of a place or a person that you do business with on a consistent basis. Now think about what it is that makes you continue to do business with them. It is most likely the fact that you appreciate the customer support that you receive there.

Some people are not aware of how important support is for subscribers but in all honestly, it can either make or break your business. Autoresponders can be used to make sure that customers and subscribers receive support that will keep them satisfied and coming back for more.

The following chapter will go over the importance having good support and will provide you with some tips on how to improve your support.

Subscriber Support

It would be completely pointless to worry about making a good autoresponder if you do not have a subscriber list to use it on because if support issues. As stated before, customer support is what will keep people satisfied and coming back for more. The following are some important factors that contribute to proper customer support.

- **Honesty and Integrity**

  The most important thing when it comes to proper customer support is to always remain honest and always have integrity. This will help you to build a strong relationship with your list and will give you a good reputation. As all marketers know, without a good reputation you have nothing.

- **Quick Responses**

  It is very important that you are able to quickly reply to subscriber's emails when they are having difficulty with a product or have a complaint about content. This is where autoresponders can really come in handy. You can create messages that will automatically be sent back to them explaining that you are sorry for the inconvenience and that you will get it sorted out as soon as possible. Also, make sure to include the fact that you appreciate their feedback.

- **Always Being Available**

  It is important that you have customer support that is available around the clock. This is another thing that autoresponders can make

much easier. After all, you are only one person and you do need to sleep sometimes.

As mentioned before, the key to success is customer support and proper customer service. This is something that they will teach you the first day in any business school. Think about it, would you subscribe to a marketer who offered you little or no customer support? I am certain that you would not so you cannot expect other people to either.

Chapter 8:

The Importance of Maintaining Your List

Synopsis

When it comes to using autoresponders and email marketing in general, it is very important that you keep your subscriber list well maintained. This is actually one of the benefits that certain autoresponder services can offer because certain things can be managed by the service.

Have you ever unsubscribed from a site or from a certain service, only to keep receiving emails? I am sure you have and you are aware of how frustrating it can be to have your inbox flooded with things you do not want. That is one reason why you need to ensure that your list is always well maintained.

The following chapter will go over the importance of maintaining your list and why you can have negative effects if you fail to do so.

Keep it Maintained

There is probably nothing more important than making sure that you keep you list well maintained. It is important that you do things such as remove people who wish to unsubscribe from your mailing list so that they do not continue to receive content from them because that is actually illegal. Some autoresponder services offer the convenience of removing people who wish to unsubscribe from your list for you.

It is also important that you check the number of subscribers you have on a regular basis. You want to make sure that the contacts on your list are satisfied and that they are getting the content that they want. If you notice that the number of subscribers you have is dropping it is probably a good idea to do some research and find out what type of content they would prefer.

Use your autoresponder to send out periodic questions asking your subscribers if they are satisfied with your services and if they have any suggestions or comments for you. Make sure that you take any feedback that they have very seriously as the customer is always right.

It is also important to keep your list well maintained so that you are always sure that you are sending the right content to the right subscribers. As well, this is important to make sure that you are giving promotions and other deals only to the people that you want to have them.

When people do decide to unsubscribe, and it will happen from time to time, you may want to have an autoresponder in place that will ask them why they decided to not use your services anymore. You may also want to

ask if there is anything you can do to get them to subscribe again and also apologize for the fact that they were not happy in the first place.

Maintaining your list is not hard and it is extremely important so make sure that it gets done.

Wrapping Up

Autoresponders are very valuable tools. This is especially true when it comes to email marketers. The amount of work that an autoresponder can make easier for you is truly amazing. In a way it is kind of like having your own secretary or personal assistant. The convenience that they offer will make your job a lot easier and will also help to ensure that your subscribers are happy and that all of their needs are being met.

I'm sure before reading this book you were a bit confused about autoresponders and were not sure of exactly how they work. Now that you have a proper understanding of them I am sure that you wish you would have been using them a long time ago. Think of the possibilities and the doorways of opportunity that open when you begin using an autoresponder.

As mentioned before, if you want to get the results that you desire form using an autoresponder it is extremely important that you are using it correctly. Do not worry, if you apply the tips that have been provided to you and you stick to the guidelines that were laid out for you, success will be in reach.

Success and ample opportunities are right around the corner. All you have to do to get there is master the technique of using an autoresponder. I believe in you and I know that you will surely be a success.

Keep in mind that your list will likely not build overnight, even with the help of an autoresponder. There is a lot of patience that is involved in marketing, especially when it comes to email marketing. However, with the

use of an autoresponder and the patience it takes as well as the desire, you're marketing business will surely reap the fruits of its labor.

I hope this book has answered your questions about autoresponders and has provided you with some valuable insight. Always remember, autoresponders are the key to marketing success but they must be done correctly.