

All About Autoresponders

This is a sample chapter from the e-book that is part of the **All About Autoresponders** package. If you like the informative, fact-filled information you see here, you will want the full package, including the complete e-book, the online database and the monthly bulletin. And, just for checking out the sample chapter, you can get the package for **only \$27**, a **\$10 savings** off the regular price. Just click on the link below to get your special price. And, of course, it comes with the same 6-month money-back-if-you're-not-delighted guarantee.

Your special link (ClickBank):

[http://www.clickbank.net/sell.cgi?urinbiz/36/All About Autoresponders&seed=A1156](http://www.clickbank.net/sell.cgi?urinbiz/36/All%20About%20Autoresponders&seed=A1156)

Or go here for a PayPal link:

<http://www.AllAboutAutoresponders.info/product/paypal.htm>

Autoresponder Applications

Any Type Web Site?

You may be asking, "What I would use an autoresponder for if I just have a small web site selling _____?" I understand that question because I asked it of myself once. It took me some time to fully understand the answer but let me state the underlying truth right up front.

If you are trying to sell anything from any size web site but are not using autoresponders, you are throwing away over 90% of the time and money you are investing to attract customers to your site!

Regardless of what you are selling, the most important function of your website should be to collect email addresses of your visitors. More important than selling my product, you ask? Yes, because you are unlikely to convert more than a small percentage of first time visitors to customers. Without a method to follow up that 90+% that visit and leave without buying, your efforts to get them to your site will be wasted. You need to implement a method to capture email addresses for later follow up. If they are interested enough to visit your site once, and you can offer them enough enticement to give you their email address, you can consider them 'warm' prospects. Then you will be in a position to put your autoresponder to work for you, producing sales that you could never get otherwise.

"But I have a 'content' site that will keep them coming back!" Having a site full of fantastic, continually refreshed content is great - if you have the time, energy and desire, by all means do it. However, if you are also selling anything on your site, what will you do when you have a fantastic new product that you just know lots of your visitors would like to buy? Wait for them to think about your site? I have no statistics to back me up, but I am convinced that the number of people that visit any specific site (except a news site) on any regular schedule is small. If you are to be successful online, you can't depend on the memory of your visitors - you have to take the message to them, and you can't do that unless you make every effort to capture their email addresses. You can be sure your smart competitors are!

If autoresponders are really that great, how do I get started?

1. **Make sure your web site is not a turn-off.** It should go without saying, but your web site should load quickly and be attractive enough to keep your visitors from saying "Ugh!" and clicking off. Unless you are into gambling/lotto site building, most of your visitors will find blinking banners and garish colors unattractive and an incentive to go elsewhere. There are many books and articles that go into great detail about what makes a site attractive.
2. **Put email signup forms in prominent places on your site.** Just placing signup forms on the site is important but not enough - you need to give your visitors a compelling reason to provide you their address. Think like your visitor - what kind of item would he or she be likely to find irresistible or at least attractive? Have you started an ezine that goes along with the theme of your site and would be of interest to your visitors? (See the Ezine List section for a discussion of ezines) Since an ezine itself probably won't be enough of an incentive, you will want to offer some other free item to new subscribers. You could also offer a free multi-part

course on some topic central to your web site. You could set up a members only section of your web site which contains special resources available only to the members. Membership to this special section could be free to anyone who requested it by leaving their email address. Use your imagination; the possibilities are endless.

3. **Consider also collecting addresses by a popup.** Some people hate popups. My take is that popups are just a tool that can be used judiciously or obnoxiously. Used judiciously, most people won't object. Multiple popups that occur one after the other will be considered obnoxious by most visitors. Don't use more than one popup on your site, and set it up so that it won't appear twice to the same visitor who returns to your site the same day. Regardless of what you personally think about popups, they work. Your main choices are whether you use an entry popup (automatically appears when the page is loaded) or exit type (appears when the page is closed). I have seen competing claims for the effectiveness of each! If you are not familiar with Javascript, you can purchase any of several products to generate the necessary code. A good one is PopUpMaster; you can see it at <http://www.allaboutautoresponders.info/popupmtr>. There are also several sites that can generate the code for you free such as <http://adultchamber.com/members/popup.htm>. You will also need to decide whether you use a 'Click OK' type of subscription box or require your visitors to enter an email address and name. You will pick up a larger percentage of subscribers by using the 'Click OK' type. To add this type of code to your site, check out <http://www.optinautomator.com>. It is geared toward newsletter or ezine subscription signups. Many autoresponders also come with code generators which will automatically produce code for a 'Click OK' type of box (called 'popup email' lead import method in the autoresponder feature comparison charts).
4. **Set up autoresponder sales sequences.** If you set up a multi-part course as mentioned above, you will want to do it on an autoresponder, of course. It can be used both as a means of collecting email addresses and a sales tool. Of course you will want to set up sequences targeted specifically at selling each of your products. (See the Sales Messages section for sales sequence setup discussion and the Autoresponder Magic bonus for examples of winning sales sequences)
5. **Broadcast a brief sales message to your list.** The purpose of this message is not targeted to sell your product but rather to attract your list members to start an autoresponder sales sequence. Remember, automated followup is the key to making the sale. If you write an effective sales message, your list members will want to learn more by clicking on the autoresponder address you give them. Again, study the Autoresponder Magic sales sequences when setting up your own.
6. **Test, track, learn and refine.** You will find some sales sequences work much better than others, and you should study them to determine why. If you are placing ads in ezines or other places, incorporate a tracking method so you can see which ezine or other method pulls best. A tremendous tool for profiting with email is EzineTactics, which includes an ad tracker. Check it out at <http://EzineTactics.com/?id=4662>. And keep learning! I suggest you subscribe to as many good ezines as you have time to read, and then scan them to learn what others are doing and what ads attract your attention. Incorporate the best methods in ads for your autoresponder sequences and in the sales sequences themselves.