



How to use autoresponder effectively

The true value of quality autoresponders is their ability to send an unlimited number of follow-up messages. And the fact that you can pre-program the messages makes the entire system that much more beneficial.

Naturally, there could be instances where you might only need one message sent.

Most often, however, you'll want to send out a collection of messages, based on whatever action was initially performed.

If they signed up for your marketing ecourse, for example, they might receive a series of seven to ten lessons over the course of that same number of days.

If they purchased a product from you, you would want to follow up with them, sending out messages every few days or so.

The first one could simply thank them, the second one could check up on whether or not they've had a chance to use the product, a third one might ask if they

have any questions about the product, and so forth.

The point is, no matter what action is initially performed by the viewer, it's important to send follow up messages.

For one thing, you don't ever want to lose the connection with anyone who has become a subscriber. Once they're on your list, make certain you continue to provide them with valuable information, assistance, and whatever else you feel they might want or need.

Following are several ways in which you can use your autoresponders most effectively.

Publish Your Newsletter

The biggest problem most editors face with regard to newsletters is having to publish one each and every week. And that's exactly the reason many webmasters decide either not to publish one at all or choose to merely publish it once or twice a month.



With an autoresponder, you can preload several issues at once and arrange to have them sent out on a specific day each consecutive week.

The publications will go out right on time, whether you're vacationing on the deck of a cruise ship or busy performing other webmaster tasks.

Affiliate Training

What better way to help your affiliates earn more revenue than sending them valuable marketing and promotion tips and information each and every week.

Once again, just preload all the messages and set the desired intervals for sending them. You create all the content once and then have the autoresponder system work on your behalf for months at a time.

Mini Ecourse

This is one of the most popular and effective uses for autoresponders. You create a series of lessons or segments of information and then have each of them sent to the subscriber one day at a time.

A very important aspect of these mini courses is the ability to keep people interested throughout all the messages. That's why you should always end each day's lesson or segment with a strong hook that hints at what they'll learn next.

For example...

Well, that wraps things up for today. Tomorrow you'll discover how to implement one simple change that could more than double your existing Google Adsense revenue.

Whatever you do, don't miss it!

On the last day of the course, you can even direct the subscriber to yet another ecourse or free report. Again, sent out by autoresponder. Or, you can offer them a special discount or limited time offer that's only available to subscribers.

Ebook Sample

If you're selling your own ebook, you can use an autoresponder to send out sample chapters or select excerpts from the overall content.

Or, you can simply create a report based on part of what's included in the ebook.

At the end of the report, let the subscriber know that the previous information was just a small sample of what they'll learn when they purchase the entire ebook.

And then, of course, pitch them on purchasing the ebook.

Product Information

This one can be sent either prior to someone making a purchase - whereby they just want additional information about a particular product - or it can include tips about using the product after it's been purchased.

For example, if you sold them a software program, you could send the buyer a series of messages that includes different ways in which they could implement the program.

Or perhaps methods other buyers utilized that brought them success or additional revenue.

Notifications

Use an autoresponder to keep people informed. That could include software or ebook updates, changes on your website, current blog postings, or the hot topics being discussed on your forum.

Those are just a few of the ways you can use autoresponders effectively. You might implement one or two, you might implement them all. You might even come up with more creative ways to use autoresponders.

The thing that matters is that you do implement them whenever possible.

Automation will not only save a great deal of time and hands-on effort, it will allow you to keep in constant touch with one of the most valuable assets you have... your mailing list subscribers.