

# Autoresponder Instruction by Get Response

## Lesson #1: Autoresponders 101

What the heck is an autoresponder?

An autoresponder is much like a **fax-on-demand** system, where you call a number or, in this case, email a specific email address, fill out a form on a website or do something, like buying something online and getting an **instant reply**.

Internet marketing and online business people agree that email autoresponders are the greatest marketing tool ever invented. Why? Because it gives people **instant access** to information!

### **Think about it.**

People are more likely to send an email to autoresponder than to a real, say, sales department. The reason? People want information **NOW!** They don't want to wait nor ask for it.

But the reason why marketers love "smart" autoresponders specifically is because, when prospects request information, their inquiry **gives you permission** to follow up with them!

"Smart" or "intelligent" autoresponders go further than just a one-time reply, because they allow you to correspond with **personalized follow-up messages** after the initial reply...

The beauty is that they can all be pre-written, pre-set and pre-programmed... **Only once!** You decide how many emails, write the messages and set the intervals between them...

**And that's it!** In other words, smart autoresponders are like automated salespeople working for you, in the background, around the clock, so you don't have to! **But there's more...**

### **How to Boost Sales up to 400%!**

If you don't have a professional, personalized, systematic and timely follow-up approach that hits your prospects with your message at least **four to eight times**, you're losing money!

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The bottom-line is this: following up can increase your sales significantly. In fact, sending multiple follow-up messages can increase sales by 80% and as much as **400% or even more!**

Before I **reveal that secret** to you, let me first explain to you why following up is so important from a marketing standpoint, and why smart autoresponders specifically work so well.

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**Here's an excellent article written by my friend Michael Fortin, "The Success Doctor," who's a college teacher in marketing (reprinted by permission and edited for brevity).**

## How to be Sequentially Superior

Email is an important aspect of marketing online. But a single email is **NEVER** enough and in fact can be more costly down the road. Here's why...

Like standard advertising, **it takes repetition** in order to get people to first absorb the message, understand it and then ultimately take action.

Naturally, some people will immediately respond while others need to see the message more than once before they **even think** about responding.

The reason is that each individual has a specific **buying behavior**. For example, the marketplace is divided into several, **graduated segments** that are based on such behaviors. They are:

1. Innovators (2.5%),
- 2. Early adopters (13.5%),**
3. Early majority (34%),
4. Late majority (34%)
5. And laggards (16%).

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Innovators are **risk-takers** and venturesome. They usually respond to **new offers** immediately and quickly, without giving them much thought.

Early adopters are **impulsive**, too, and respond to new ideas early taking action soon after the innovators do, albeit a little more carefully.

**The bulk of the market** consist of the "middle majority" (68%), consisting of the early and late majorities. It's the biggest "piece of the pie."

The first half, or early majority, typically respond to new ideas fairly quickly but are a little more **cautious and conservative** than early adopters.

The late majority, however, are more **skeptical, careful and slow**. They take their time, usually shop around and need to see offers more than a few times before giving them any consideration.

The final segment, or laggards, are the **slowest** to respond. They take action only after time has elapsed, usually once everyone else has done so.

### **So, what does it all mean to you?**

Ultimately, the important thing to note here is that a marketer's goal is to effectively reach, persuade and incite the largest segment...

**The middle majority (68% of your market). But doing so is difficult to do with a mere, single mailing. Repeating your marketing message more than once is essential with this group.**

Email marketing is much like blacksmithing. To mold the metal, you must **hit the iron:** 1) while it's hot, 2) in the right way and 3) many times. **Similarly, since the bulk of most sales occur in the follow-up process, you need to follow up in a timely, consistent and compelling manner.**

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## Why a Next Generation Autoresponder?

At the beginning, I used to **store my prospects' emails** in a database and manually deliver regular mailings to them. That did the job but I was losing out on a **much greater** potential.

I wasted **time and money** doing all the follow-ups by hand, worked tirelessly to **keep track** of which prospect needed which message, and lost **tons of sales** when I stopped...

**I was leaving money on the table!**

So, I decided to create [Get Response AutoResponders](#), which are a **next generation** of smart autoresponders that quite literally revolutionized the way I conducted my online marketing. It helped put my business completely on autopilot... I never had to **lift a finger** ever again. **What a difference!** My sales shot up, my free time blossomed and my profits exploded! It took me a while before I understood the power of following up with my prospects. You, too, won't **fully appreciate** the benefits of using smart autoresponders in your business until you actually try them, I **guarantee you'll be amazed!**

Once you're up and running, and if you do it right, you'll start seeing the immense power of this tool almost immediately as it helps you convert **up to 400%** more prospects into sales!

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## Lesson #2: Different (and Profitable!)

### Ways to Use Smart Autoresponders

So, autoresponders allow you to **automate the process** of instantly replying to someone who either 1) asked for more information or 2) did something (such as buying from you).

Friend, when you start putting the **wheels in motion** to consistently follow up with your prospects, you'll start seeing the **incredible results** this amazing tool brings!

For example, you can use your autoresponder to...

1. **Send** instant information to people who request it;
2. **Follow-up** automatically with your **HOT** prospects;
3. **Deliver** a multi-step course or offer lessons by email;
4. **Publish** your ezine by broadcasting to your opt-in list;
5. **Convert** inactive or "dead" leads in your current list;
6. And **promote** (i.e., "upsell") backend products!

But before I go into further detail about these, I want you to understand the **power of automation** and the importance and the **huge savings** of using [GetResponse Autoresponders](#).

#### Why Put Your Business on Autopilot...

Let's say you place a **simple classified ad** on the Internet for your product. It carries your offer and your email address so that your prospects **can contact you** for more information.

**Great. Now, let's also say that your ad is viewed by thousands of people and, conservatively, generates over 300 queries on the first day of publishing. That's pretty good, right?**

**But here's the kicker...**

Every information request you receive has a specific question to answer. Now, how in the world are you going to be able to handle **300 information requests** without going nuts?

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For example, answering just one email may take you anywhere from **10-15 minutes!** If you do the math, you have **75 hours** of work ahead of you... And that's only for **the first day!**

That means, on the first day you'll only be able to answer just a third of those requests "that's just **100!** The other 200 will still be waiting and likely **lose all interest** by that point!

Your **HOTTEST** prospects have now gone **ice cold!** And this doesn't account for all the future requests you are bound to receive on the second or third day your ad is published!

### You Must "Hit the Iron While It's HOT!"

Prospects want information fast. But they will lose interest if they have to **wait for your response!** Heck, some of them won't probably even remember you by the time you respond!

And a bigger problem is, this is just for the initial reply you haven't even begun following up with them, yet! Can you see the damage **and the frustration** this can cause you?

It's impossible to **manually handle** such a large volume of requests... At least, to do it all, and on time, particularly when the **prospect is "hot!"** (Unless you have a staff of workers!)

**If you think that hiring staff is the way to go, don't forget that on the Internet, people from around the world are seeing your ad, 24/7, around the clock. Can you afford overtime?**

However, autoresponders like [Get Response](#) allow you to **instantly answer ALL** information requests from anyone around the world at any time... **Even while you sleep!**

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**So, let's at the same scenario but with a different twist...**

You advertise with your classified ad again. But this time, however, you insert your **autoresponder's email address** for offering more information instead of your personal one.

When someone sends email to that address, they receive a reply within seconds! Not in minutes, hours or days, but **NOW!**

**Going a Step Further...**

To this point, I'm sure you understand the concept. But now, let me show you how you can start seeing the **immense profitability** in using "smart" autoreponders specifically.

Let's say that the people who requested your information got it, read it over but **pushed it aside...** They're just undecided at this point and want to "think about it." It's understandable.

But if you **leave it at that**, here's what can happen...

- They're too busy and never go ahead,
- They lost or misplaced your email,
- They became swamped with other emails,
- They deleted your email by accident,
- They forgot about your offer,
- They lost interest in your offer,
- They found a better offer elsewhere,
- They forgot how to contact you,
- **And so on.**

**Can you see the problem?**

With an "intelligent" autoresponder like **GetResponse** you can set it up so that additional **reminder messages** are sent out to your prospects automatically!

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By increasing the **number of exposures** to your message, your prospects will likely never forget or lose your email, and your prospect will **think of you first** when they do go ahead!

If, out of those 300 initial information requests, **10 people** go ahead, the **remaining 290** are kept for you, added to your autoresponder cycle and automatically followed up with...

**... As many times as is necessary!**

Moreover, they're **instantly added** to your database, so you can contact them at any time, in the future, when you want! That way, you can start building a **targeted opt-in list!**

On top of getting automated, sequenced follow-ups, you can use it to **publish an ezine**, promote offers from JV partners or affiliate programs, or **make special announcements!**

Doing so, you've not only raised the chances of selling that customer but also increased that customer's lifetime value by increasing the number of sales... **With the same customer!**

For example, let's say your business is about car parts. Your initial reply sends information about your business, or perhaps about a specific part a person wants more information on.

**They then get an email follow-up, once a week. They finally decide to buy. But in a few weeks down the road, you email them about, say, another part to go with the same car!**

In other words, you can get them to buy **again and again!** They bought from you once, so trust is already established... Your client acquisition costs are virtually **non-existent!**

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## How to Structure Your Follow-up Sequence

In addition to sending email to an address, autoresponders can be triggered from a **form on your website**, where the visitor will enter his information and receive an instant reply.

But now you want to set up a sequence of "autoresponses," so you can send **further messages** to your prospects at intervals you specify (such as two, five or seven days later).

Here is an example of an initial autoresponder message...

> Dear **John Doe**,  
>  
> Thank you for requesting more information on our  
> products earlier. I have attached to this email a  
> document containing our price listings for  
> **August**'s catalogue of products.  
>  
> Please read through it at your convenience, **John**.  
> I will get back to you the same time on **Wednesday**  
> with our special offers.  
>  
> Feel free to send me an email or call me, toll-  
> free at 877-555-1212, if you like to discuss your  
> needs in greater detail.  
>  
> Thanks again,  
> Joe Bloggs  
> Bloggs Business Supplies Inc.

By the way, the **words in red** have been automatically added by the autoresponder for you. It can **capture and add** a first name, full name, month, year, a few days ahead, you name it!

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Why? Because with the [GetResponse AutoResponder](#) you can ask for **additional pieces** of information, such as through a web form, and incorporate them into your email messages!

## **You can also attach documents!**

Then, a series of follow-up messages are sent over time at intervals **you choose!** Here's one example of a sequence for following up with prospects who have requested information:

- 1st message is sent **immediately**
- 2nd message is sent **2 days later**
- 3rd message is sent **5 days later**
- 4th message is sent **8 days later**
- 5th message is sent **12 days later**
- 6th message is sent **16 days later**
- 7th message is sent **20 days later**

(Also, keep in mind that the timeframe **may be different**, depending on your type of business, product or market.)

## An Example of a Follow-up Sequence

**Below, I will illustrate how to set up your autoresponder with a sample sequence suitable for following up with people who have, say, requested information on a particular product.**

### Autoresponse: A "Thanks" for Requesting Information

The aim is to thank your prospect for requesting information and introduce your website or product to them. It's important to outline the major benefits and **what's in it for them!**

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## Follow-Up #1: Introduce a Deadline or Time-Limited Offer

After a few days, your prospect can **easily forget** about you. Don't just remind them of your offer but also make them feel a **sense of urgency**, like, "I better get this before it's too late".

Use scarcity, such as **time-limited or quantity-bound** offer. Perhaps there are only a 17 seats left at a seminar you are promoting, or maybe only 200 copies of your book printed.

## Follow-Up #2: Reinforce Benefits to Persuade Prospects

Sent **3-5 days after** the original request, elaborate on the offer by reinforcing the benefits. **Stress the benefits** they get from buying your product or doing business with you.

## Follow-Up #3: Pile on the Bonuses to Get Them Excited

Stress the **bonuses or premiums** (many people buy products just for the bonuses). Remind them that bonuses are limited and guaranteed for a number of days. **Again, use scarcity!**

## Follow-Up #4: Build Value by Comparing Your Product

**Demonstrate the value by comparing "apples to oranges."** If you're selling a report on how to create websites, compare it to paying an experienced (and rather costly) web designer!

## Follow-Up #5: Boost Desire with Glowing Testimonials

Build trust. You're **totally unknown** to your prospects. But they will trust you far more if you **give examples** of what other people have said about your company and product.

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## Follow-Up #6: Demand Action and Remind of Deadline

This final step of your sequence is what **makes or breaks** the sale. **Remind your prospect** of the benefits of your product, and especially the urgency and scarcity, **like a deadline**.

## Follow-Up #7: Do Market Research

Remember that even when the follow-up sequence is complete your prospects are **still very valuable** to you, whether they bought or not. First, you can contact them for research.

Ask them why they haven't bought from you. The information they provide may help you **change your offer** or even rewrite (or add something to) your autoresponder sequence.

Second, contact them on **a regular basis** thereafter (using your autoresponder's "broadcast" feature) to let them know of website updates, new products, special offers, etc.

## **Now, it's Your Turn...**

Friend, if you want to try it out at **no cost** to you, then **sign up** for [Get Response AutoResponder FREE](#). You'll be set up in **no time** and start using it like the example, above.

**BUT**, if you want to **unlock all of the powerful features and use it to its fullest potential**, then I highly recommend you try the all-new, full-featured [Get Response AutoResponder](#).

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## Lesson #3: Capitalize on Your Captures!

One of the underlying benefits of smart autoresponders and particularly [GetResponse's Autoresponder](#) is that you can use your autoresponder for mailing list management.

**It's like putting permission marketing into overdrive!**

In other words, you can use it to **build a database** of opt-in email addresses for publishing an ezine, delivering courses or making announcements... Including **special backend offers!**

Smart autoresponders allow you to promote to a growing base of **email addresses** that you establish over time. But before starting the process, you need to start **capturing emails!**

### The Dynamics of Lead Generation

Traditional ways of lead generation is a **costly endeavor**. For example, if you were to use direct mail to scoop up prospects, you have to pay for the "**3 P's**" of direct mail...

1. Printing,
2. Paper
3. And postage.

And that's a **bare minimum**, because it doesn't account for the list you must either **rent or buy**, the labels you must **peel and stick**, and the time it takes to **stuff it all** into envelopes.

**Plus, they may or may not be targeted!**

If you want to find quality leads, first you do a **blind mailing** (even though you may think the audience is targeted, they're only suspects at this point... **Not prospects!**).

Then, once they come forward and ask for more information, the mailing process **repeats itself!** So, chasing down quality leads can become **agonizingly slow and expensive!**

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The Internet changes all that! Unlike the "3 P's" of direct mail, email has "3 F's." In other words, delivery of email is **free, fast and focused**. Why did I say "focused?" Here's what I mean...

With permission marketing and **NOT** spam (i.e., where people opt in and voluntarily come forward to ask for your information **FIRST** before you mail them), email is **highly targeted!**

**Your email is focused on the customer from the get "go!"**

### How to Start Capturing Email Addresses...

Offline, buying leads or labels is a blind attempt at "hitting the target." But with Get Response Autoresponders you are creating your own **list of "hot" prospects** to email to over and over again!

Developing an **opt-in list** is done by compiling email addresses of recipients that have **given you permission** to email them with information that pertains to what they opted for.

People subscribing not only get an instant reply or a **series of follow-ups** thereafter, but they can also get, say, newsletter issues, product announcements, special offers and so on.

Building a quality, **"targeted" list of prospects** is the most important thing you can do for your business. How many times have you let your **visitors slip away**, never to return?

The best way to generate repeat visitors to your site is to ask (and capture) their email addresses. The **easiest way** is by offering an **opt-in subscription** to some kind of publication.

At minimum, you should publish a periodic email newsletter to inform visitors of **new product updates** or website changes.

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Nevertheless, you must build your opt-in list right away, and do whatever you can to capture **people's email addresses** and their permission to email them... **And avoid SPAM!**

Why is it so important? Realize that **the money** is not in the **one-time sale** (as it is with spam) but in the lifetime value of a customer. People who buy can do so **again and again...**

**If you keep them informed, interested and persuaded!**

Several of the **following techniques** may seem obvious to you, but sometimes they are overlooked. My advice to you is to use them all or as many as you can to **build your lists!**

First, remember that your **autoresponder's database** may be comprised of several types of people. For example, it may include one or several opt-in lists consisting of...

- **Current and new customers;**
- Prospects (people asking for more information);
- Subscribers (to a newsletter, for example);
- And other people's customers.

**Let's take a quick at each one. Shall we?**

## **1. Customers**

Unless your business is **completely new**, you probably have a **list of customers** right now. Your customers' names and email addresses will create the first and best list you will ever own.

Once they buy from you, their **defenses are down**. A trust has been built and a relationship has been established. Current customers **are poised** to buying from you again in the future.

**Never abandon your "existing" customer base!**

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- You spent **money, time and energy** on acquiring these new customers... But if you try to sell them again, those expenses are virtually non-existent! Acquisition costs are **near ZERO!**

If you don't have the email addresses of your customers, then you need to start **compiling them**. First, you should ask all your new customers' email addresses from this point on.

With your **current customers**, try to collect email addresses as much as you can. For instance, next time you send a mailer or flyer, offer **something for free** if they respond by email!

A contest or draw,  
A survey or poll,  
An electronic book (or "ebook"),  
A email-only discount,  
A gift certificate,  
A free report,  
A new unreleased product,  
A free email newsletter,  
A special offer,  
An open house,  
An affiliate program,  
**Etc, etc, etc.** A gift certificate

**Whatever it takes!** And with a [GetResponse Autoresponder](#) you can also collect **all types of information**, like first names, last names, addresses, etc, which you can add to your emails!

**There's a lot of power in personalization!**

Then start "monetizing" your opt-in list! For example, make backend offers, joint venture offers, even **endorsed offers** (such as with a product you are an affiliate with) and so on!

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## 2. Prospects

From now on, you should start compiling the email addresses of your **"hot" prospects**, too! If they want more information, they're identifying themselves as **interested and motivated!**

Your **eager prospects** received not only an instant reply with the information they asked for and a **series of follow-ups**, but they, too, should be placed into an opt-in list.

Remember, these prospects may not buy after the first or even the seventh exposure. And the **possible reasons** are many... Such as no interest, no time, no money, etc.

(Or they just found a more appropriate offer elsewhere.)

**But these now "warm" prospects may be in a better position to buy in the future, or may be interested in something else you offer. Or they may become great referral sources!**

In fact, whether they are interested or not, or they ask for more information or not, **they should also become...**

## 3. Subscribers

In addition to your customers, non-customers and prospects, you can also start building a list of **opt-in subscribers!** They can join your list in return for getting something free...

**But if you don't, your visitors are slipping away!**

For instance, place a form on your website or an email link pointing to your autoresponder, offering visitors to subscribe to your mailing list. In return, offer them **something for free.**

It might be a free report, an email newsletter (or "ezine"), an extra discount, a coupon, a course (with lessons delivered incrementally, like this one!) and so on... **Anything free!**

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Visitors **may not buy** from you the first time. They may even be targeted, eager and interested in your offering, but fail to buy because of a lack of **time, funds, trust** or **information!**

You spent all that **money and effort** in getting them to visit your website in the first place... Why not capitalize on your investment and get the **most "mileage"** out of your visitors?

If you **DON'T try to capture** your visitors' emails while they're at your website, you will lose these prospects forever. You want to keep them coming back or **stay in touch** with them!

(By the way, once you sign up for a [GetResponse AutoResponder](#) account, it comes with **tons of tutorials** on how to easily create your forms and build your opt-in lists.)

Once you collect email addresses from your autoresponder, add them to your prospect list and send them updates, news and, of course, product offers. **Your list is your goldmine!**

## 4. Other People's Customers

Let's say you don't have a customer list, a prospect list or a subscriber list. **What do you do?** Of course, common sense tells you that you must start collecting those right away.

**BUT**, if you want to start building a list quickly, here's one technique that works. Basically, what you do is **piggy-back** on other people's lists through setting up joint ventures.

First, find an **established business** by that I mean one with an established opt-in email list of their own that sells a non-competing yet **related product** or service to yours.

Here's an example: if you sell **used cars**, you might want to find and team up with, say, a car insurance company, a car parts dealer, or a car accessories distributor or whatever.

For example, you may offer an **exclusive commission** for any cars sold to their lists, or you may offer a **free report** exclusively to their subscribers, prospects or customers.

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### **The Time to Start is Right NOW!**

I urge to start building your **opt-in list** right now. Do it with your Get Response AutoResponder because it has the potential to increase your **sales by 400%**!

If you're unsure yet, **no worries!** You can still give it a test run by [signing up](#) for your feature-limited, **FREE** account!

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## Lesson #4: Six Powerful Places to Advertise Your Autoresponder!

Once you set up your autoresponder account, now you need to **start promoting it!** There are tons of places and ways you can do that... But let me give you at least six to start with.

These six places are...

1. On websites,
2. In newsletters,
3. In classified ads,
4. In "signature files,"
5. On business stationery
6. And in digital goods.

### On Websites

The most **popular place** for advertising an autoresponder is on the web. You can post your email link or set up a form that **triggers your autoresponder** on your own website.

It works 24 hours a day, seven days a week. If you use your autoresponder for providing **more information** on a product, your website becomes a 24-hour customer service person...

### **Working around the clock for you, even while you sleep!**

One of the most useful ways of using smart autoresponders is to offer a **brief synopsis** of your website via autoresponder, particularly for those visitors who may be in a hurry.

But there are many others. In fact, autoresponders have **innumerable uses** and advantages. For example (and this is just a partial list), autoresponders are great for offering...

- "Digital" catalogues
- Specific product information
- Answers to frequently asked questions (F.A.Q.)

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- Free stuff, such as courses, ezines or reports
- Special offers or (printable) "coupons"
- Samples, demos or previews
- Agreements, contracts or proposals
- Transcripts and manuscripts
- **Etc, etc, etc.**

With [Get Response AutoResponders](#) you also have the ability to use a simple wizard that will help **create forms** for you. All you need to do is, once done, copy and paste the resulting HTML code.

You can also **add attachments** to your autoresponses. So, if you sell, say, digital products like software, then once a person buys on your website they get **instant delivery!**

**But that's not all...** You can advertise your autoresponder not only on web pages but also on **pop-ups** (i.e., those small windows that pop-up when you enter or leave a website).

Admittedly, pop-ups are annoying for some people. But when used for **building an opt-in list** (as discussed in lesson #3), such as offering a newsletter, they can be very productive!

Do you practice reciprocal linking? In other words, do you **exchange links** with other webmasters? If so, why not use your autoresponder instead of a **plain link** to your website?

**People will seldom stay or buy the first time when clicking on a link. But if your link is for an autoresponder that offers a free report, a free newsletter or a free email course, you...**

**... Kill two birds with one stone!**

In other words, **unlike a URL** that people click and visit only once, people who get your autoresponder emails are exposed to your website, business, product or offer **more than once!**

There are **other places** to promote your autoresponder. For example, you can use it with banners, some pay-per-click search engines or even with your **own affiliate program!**

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If you have an affiliate program, you can offer your affiliates a web form they can use to promote you, one that inserts and tracks their affiliate ID **into their visitors' autoresponses!**

Finally, with [Get Response Autoresponders](#) you can create multiple accounts. While the benefit is self-explanatory, another is to track which product or web page **pulls the most interest.**

### In Newsletters/Op-in Lists

We discussed the benefits of creating an opt-in list, building your database and publishing your own ezine quite at length in lesson #3. In here, I'll discuss **other people's ezines.**

First, realize that promoting your product in front of targeted, **eager prospects** is probably one of the most effective and productive form of online marketing currently available.

Very simply, "opt-in" email is made up of **people who have asked** to receive information on specific topics. By its very nature, opt-in email marketing is highly targeted.

### **But what about other people's ezines or opt-in lists?**

**In fact, there is a vast array of ezines and opt-in lists now available. The beauty of advertising in other people's lists is that you know, in advance, what type of audience they are.**

There are ezines on pretty much **every topic imaginable** out there. For example, you can target magazine collectors, pet owners, French cuisine lovers, businesspeople... You name it!

By the way, while I'll return to this in a future lesson, keep in mind that **you must avoid SPAM...** Spam is **NOT** opt-in email. You can lose your account, your website and your business!

Sending opt-in email is also called "permission marketing," since people are giving you the permission to promote to them. **Stick with permission marketing at all times!**

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Nevertheless, find those newsletters or opt-in lists that target people that fit **YOUR target market**. Check out online ezine directories or buy a list from a reputable opt-in list broker.

Nevertheless, you can do a **little research** and find websites that publish ezines (or maintain opt-in lists) where you can:

1. Buy classified ads in,
2. Write articles for,
3. Send press releases to
4. Or purchase "solo" mailings with.

Just make sure to include your autoresponder's **email link** or **web form URL** either in their content or in the "signature file" section at the end (I'll return to "signature files" later).

### In Classified Ads

It goes without saying that there are **thousands of places** to advertise your Get Response Autoresponder - Classified ads are found in newspapers, magazines, websites, ezines, journals, etc.

**Classified ads vary in terms of size and length, depending on where they're published. Online, most ads are 65 characters in length, and about four to five lines deep. For example:**

-----  
**THE INTERNET'S #1 ORIGINAL SMART AUTORESPONDER**  
**Skyrocket your sales, explode your profits and save**  
**loads of time by delivering information instantly**  
**and following up automatically with your prospects,**  
**even while you sleep! See !<http://GetResponse.com/>**  
-----

You can promote your autoresponder in a classified ad like the one above... But often, your ad will appear among many other ads. So, being clear, highly visible and compelling **is critical!**

## Autoresponder Instruction by Get Response

Having a top spot is one important step. But another is to have great copy. Your ad must **beg people** to click it. Your choice of words can make the **crucial difference...**

### **... Between a winner and a dud!**

First, find **ezines and opt-in lists** that target your audience. They should be #1. Find them through search engines and directories whose topics would **appeal to your market.**

Then, seek out the **major online services**, like Prodigy, Juno, AOL, Compuserve and so on. They have popular classified ad boards. Many online "malls" have classified ad sections, too.

And finally, some **portals, communities and directories** (not to be confused with directories like search engines) will publish your "listing," which can also be a classified ad.

### **In "Signature Files"**

A **signature file** is what you add at the end of every email message you send, basically, a few lines to advertise you, your website or your autoresponder.

Depending on your **email software**, you can have a signature added to each message with your software directly, or as a **separate file** (text or HTML) â€” hence a "signature file."

You can add a signature file (also called a "signature tag") to all your emails, newsgroup posts, message board postings and discussion lists contributions... **It goes wherever you go!**

Place your autoresponder **email address** (or website address that carries your web form) in your signature file. Typically, they are between **three to five lines long...** But no more!

## Autoresponder Instruction by Get Response

Why? By keeping your signature **short and sweet** it doesn't look like an outright ad. It should identify you, your business and your link. Also, keep it **under 60 characters** in length.

But you can use it to **briefly and subtly promote** a special offer, a free report, a website address, a free newsletter and so on. Like classified ads, the copy is **VERY important**.

**Here is an example of a signature file...**

**Regards,  
Simon Grabowski, CEO  
Skyrocket your sales! Explode your profits!  
Visit <http://GetResponse.com/> now for more.**

Always include the letters "**mailto:**" before your email address and "**http://**" with your web address. Why? Because in most email programs, they make the link active and "clickable."

**Here's an example of a signature file with an email...**

**Regards,  
Simon Grabowski, CEO  
Get my FREE Email Course, "How to Power up Your  
Email!" A \$37 value! Simply send a blank email to  
<mailto:emailcourse@getresponse.com> right now!**

Once you've created a signature file with your autoresponder address, add it to all your emails, newsgroup and message forum posts, and article and discussion list contributions.

### **On Business Stationery**

Add your **GetResponse AutoResponder** address on all of your **offline printed materials**: on everything, from business cards, letterhead, yellow page ads, brochures, you name it!

## Autoresponder Instruction by Get Response

If you have **collateral materials** such as brochures, if you advertise in **print publications** such as trade journals, and if you do **direct mail marketing** such as with postcards...

**Then maximize your autoresponder's visibility in them!**

Don't forget that some people don't usually respond to online ads during **company time** for a variety of reasons. But if you promote your autoresponder offline, **many will respond!**

For example, I know of a few offline manufacturers who use print catalogues and brochures, but supply more detailed product and **technical specifications** via autoresponders.

I also know of an "**elder law**" **attorney** who offers a free report on estate planning tips through autoresponders... But he advertises mainly in senior citizen print publications.

**The possibilities are endless!**

Nevertheless, don't forget to promote **something for free** (like a free ezine, a free report, a free course or a free ebook) in order to encourage your "offline" prospects to email you.

Remember, since they're offline they have to go through the **extra effort** in emailing you. So, a plain email address won't cut it! (If it were the case, they would call you instead!)

**Finally, Digital Products (or "Viral Marketing")**

One of the **biggest trends** right now is a process called "viral marketing." It's not complicated... All it is, is a message that spreads from email to email, or email to web, **like a virus.**

If you create a certain "buzz," your message will be passed around from person to person like wildfire. But you can make it even easier by incorporating your message into a **digital file.**

## Autoresponder Instruction by Get Response

Why? Because with computers, it's so easy to simply **copy and paste!** For example, you can create an electronic book (or "ebook"), or a piece of software (also called "freeware").

For example, my friend, Michel Fortin ("The Success Doctor"), offers a free ebook on his website. It has been downloaded and passed around **hundreds of thousands of times!**

The goal is to get the people who read the book to **visit his website.** He barely does any advertising at all, and from the book alone manages to receive thousands of unique visitors.

Whether you use an ebook or software file, hopefully your message will contain **your website address.** So, when it's passed around, people know where to go to get more!

### **But, why not use your autoresponder address?**

In fact, you can use your **GetResponse AutoResponder** to attach these digital documents, and have people pass your autoresponder address around so **they can get it faster!**

**Or you can drive people to your website where there's a form people can fill out, receive the digital file in the reply and, at the same time, join your autoresponder opt-in list!**

A **powerful software** that I recommend to create, develop and compile your ebook is <http://ebookgold.com/>. It puts it all together into a single, self-contained **executable file.**

Plus, a way to encourage people to download your book and pass it around is to give it "physicality." In other words, by creating a **graphic cover** of your book, you give it shape.

Most people are more willing to **download and pass around** something they can see and appreciate. A website I suggest for creating book covers is <http://dynamitecovers.com/>.

## **Autoresponder Instruction by Get Response**

Write a short story. Create an instruction manual. Compile a synopsis of your website. Publish a collection of your best articles or past ezine issues. Or assemble a trial version.

**And then use your autoresponder to pass it around!**

# Autoresponder Instruction by Get Response

## Lesson #5: Four Easy Ways to Kill Your Business Using Your Autoresponder...

### ... And How to Avoid Them!

The importance of **building an opt-in list** over spamming (a.k.a., using unsolicited commercial email) is something that I can never stress enough. You must avoid it at all costs!

**That and more can kill your business!**

**NEVER** use your autoresponder for spamming **in any way**. You can lose your account, pay fines, get locked out from your ISP, lose your website and, above all, **get jail time**.

It's a **serious matter** that must never be overlooked. Sure, you may stumble onto someone who says they can help you spam **without getting caught**. But please remember this...

The reason you want a **smart autoresponder** is to expose your sales message more than once to your prospects in order to create **trust, credibility and believability**.

So, why would you do something that **literally contradicts** that very notion? Spamming is good if it's done once. That's why spammers **must keep spamming** in order to stay alive!

### Spamming is Like a Drug

**Spamming is like a brief high...** If it works (and it rarely does), it only brings a small cash infusion in the short term. That's all. You have to remain unknown, cloaked, hidden.

**Then you have to work, and work, and work... Non-stop!**

On the other hand, if you **build an opt-in list** of eager, highly targeted prospects, you only need to work once... **That's it!** You can spend the rest of your time growing your business.

## Autoresponder Instruction by Get Response

Your **GetResponse Autoresponder** should be used to build your business, your credibility and your "backend" (such as additional offers). That's where **most profits are made!**

Here are **four seemingly easy ways** of using your smart autoresponder that can kill your business really fast...

- **NEVER** email a list of non-targeted email addresses picked at random (such as by using software to "**harvest**" **email addresses** posted on the web).
- **NEVER** buy lists of email addresses from unknown list brokers or suppliers (many of them offer thousands of names on CD-ROMs, are often useless and are known as outright scams). **Trust reputable ones only.**
- **NEVER** email any contact unless you have their explicit permission to do so (and that includes adding email addresses in bulk to your autoresponder database!).
- **NEVER** share your own opt-in list to others, since their spam will kill **your business** even if it wasn't your fault!

**Spam can get in a lot of hot water, plain and simple.**

**GetResponse** does not teach nor encourage anyone to use spam. That's why building your opt-in mailing list is the most profitable **and safest** way to do business online.

### Why "Opt-in" and Not Spam?

As you know, using responsible email marketing to grow your business can help you save **loads of time**, fatten your bank account and give you an astonishing return on investment.

Instead of using spam, think about starting a legitimate opt-in list of targeted prospects, and then turn them into life-long customers by consistently **keeping in touch** with them.

## Autoresponder Instruction by Get Response

Spammers usually don't care if the people who receive the message are really **interested** or **"not"** in their offer. That's why they tend to send an **inordinate amount** of emails...

**... All with the hope that they get a few "bites."**

Look at it this way...

If you **shoot a gun** in the air (or in the dark), you will seldom hit a target. That's why you have no choice but to keep shooting and shooting... Until you finally do hit it (if ever).

With an opt-in list, however, look at it as your target... It's right there, before you, easy to hit (and hard to miss). Your chances of hitting your target are **drastically higher**. Right?

The absolute best way to protect yourself from complaints and **disgruntled email recipients** is to build an opt-in email list and sending email to **only those people** who asked for it.

Spammers are often enticed to **carry out** their unethical (and illegal in some places) practices because email is free and fast. But if you remember, it lacks the third "F:" **Focus**.

### **If You Lack Focus, Be Prepared...**

Spammers with **such an attitude** find out the hard way that it's really very costly, even dangerous. In fact, some of the recipients can make the spammer's life **quite miserable!**

From complaining to your ISP or web host, to sending mail bombs, nasty viruses and even **significant threats** from hacking into your computer to causing **physical harm!**

Plus, nowadays many recipients are members of a variety of **anti-spam groups** that arm members with tools for tracking, reporting, filtering and even **stopping spammers' attempts!**

Of those, the most popular one is **CAUCE** (i.e., the Coalition Against Unsolicited Commercial Email). They have created a number of tools, such as blacklists, now used by most ISPs.

## Autoresponder Instruction by Get Response

Finally, keep in mind that email software (and "add-ons") are making it **more and more difficult** for spam to reach its final destination, from **sophisticated filters** to complaint reporters.

**Less than a half-percent of people will get your spam!**

### Save Time, Effort and Money!

Building an opt-in list has a number of advantages. Sure, you can build trust with and **sell a lot easier to** a list of targeted people. But in addition, responsible email allows you to:

- **Send email offers** to a group of people who know you, expect your emails and want to do business with you.
- **Achieve greater sales**, even from a small list, since it is targeted (and will get through most email filters since your newsletter is added to the recipients' "whitelists").
- **Not upset anyone** since they have given you their permission to email them, as well as **not get in trouble** with service providers since no one is complaining.
- **Not waste time, money and energy** on buying and setting up email cloakers, spam-friendly servers, fake email accounts and useless **bulk email software**.
- And, above all, **not waste time** constantly looking for a new ISP (and moving your website from host to host) because your last one **closed your account!**

But don't forget that you should also follow a **few rules**, even with your opt-in list. With each email you send, add removal instructions. (Get Response adds it automatically!)

If you're putting those people who asked for more information via an autoresponder into an opt-in list, make sure they know: **1) they're subscribing** and **2) their email is kept private!**

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## **Treat your subscribers like gold... They're your lifeblood!**

Minimize complaints by making it **as easy** an **as transparent** as possible. In other words, tell them **what they will get** from you, **how often** and **how easy** it is to stop it at any time.

In fact, adding a **privacy policy** on your website or near your web form (or accessible near your autoresponder link) will increase the likelihood of getting people to join your list.

It can be as simple as this...

-----  
PRIVACY POLICY: Your email address is safe with us. We promise never to sell to or share with anyone, for any reason, your personal contact information.  
-----

But if you want to create a more **complete privacy policy** web page (and perhaps have a link to it near your web form), here's some information you might tell your prospects...

1. **WHAT information is being collected** (such as email addresses, names, phone numbers, etc).
2. **WHY the information is being collected** (tell them that it's for a free report, ezine or whatever, and if you plan on adding their information into an opt-in list for sending periodic announcements or special offers).
3. **WHEN that information is being used** (tell them exactly how often do you plan on emailing them).
4. **WHO will be using (or accessing) that information** (while you should be the only one, here you might include staff, service providers, partners, etc).
5. **WHERE the information is actually stored** (tell them that the information is also secure from hackers with Get Response, our servers are safely located in a **secure data center** with ultra-reliable protection).

## Autoresponder Instruction by Get Response

6. **And HOW to remove or modify that information** (tell people exactly how they can update or change their details, or remove themselves from your list).

Bottom-line, make your opt-in list **safe and secure** for both you **AND** your prospects. The more you do, the greater your profits will soar! Be responsible and use commonsense!

### Make it Personal!

Finally, try to personalize your email messages. Personalization increases **trust and confidence**. But more importantly, it also shows that your message was **voluntarily asked for**.

With **Get Response** you can ask for extra information via a web form. The beauty of this process is that you can **insert the information** you collected into your emails.

Personalized messages **get the attention** of readers and can dramatically increase the readership. In fact, readers will be more **receptive and attentive** to your marketing message.

Whether your message is a plain text message or HTML, you can easily add **personalization tags** in the message: like the reader's name, address, email addresses or even website!

### **Personalizing your messages will increase your sales!**

For example, put the reader's first name in the **subject line**. First, it will show that the message is wanted and not spam. But second, studies show that it will actually be **read first!**

Next, personalize the **message content!** That way, you not only give the reader content that's relevant to them, but also give your message a more **trustworthy and credible "feel!"**

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Ultimately, realize that personalization not only increases readership, response AND revenue, but it also increases the chances of it reaching its **final destination** in the first place!

**Avoid being filtered out as spam!**

**Start Building Your List Today!**

Sign up for a smart autoresponder like [Get Response](#). And you not only avoid the **risks and ravages** of spam, but you also increase trust, credibility and sales!

# Autoresponder Instruction by Get Response

## Lesson #6: Six Simple Steps to Writing Magnetically Charged Email Messages!

If you remember, the **majority of people** (i.e., 68%) need to see your sales message more than once before they even think about going ahead. This is applicable to every market.

With a **GetResponse Auto Responder** you can follow up with your prospect, not just once but also as many times as it is necessary! **Frequency and consistency are crucial!**

### But, Does Following Up Really Get Results?

While most people understand the concept that using a smart autoresponder saves a **lot of time** by putting one's business on autopilot, one question I'm often asked is this...

**"But Can a GetResponse Auto Responder really make an improvement in my sales?"**

---

**You won't know until you actually try it yourself. BUT, I can surely tell you that it has for many others! To explain, here's another excellent article written by my friend Michael Fortin:**

### How to be Profitably Persistent

Were you **ever late** in paying your bills? If so, you may have received at some point those nice reminders **collection agencies** love to send.

For example, at first you get a **letter in the mail** with a typical request to **pay your bill** (or debt) immediately, and to "govern yourself accordingly."

If you don't respond, a second letter in the form **of a reminder** is then mailed to you a few weeks later, perhaps with a "we're concerned" feel to it.

**And finally, if you happen to be as persistent as the agency, you then get a**

## Autoresponder Instruction by Get Response

**third letter with that big, red "Final Notice!" stamped in the corner.**

Why do they do this? Because it works!

**Sequential direct mail** has been as profitable an endeavor for direct marketers and entrepreneurs as it has been **for collection agencies.**

Even though I've **first heard** of this technique from marketer Dan Kennedy, I still didn't believe in it until I actually used it in **my own practice.**

Tested in one of my client's businesses, our first mailing conducted to **7,000 recipients** generated a response rate that was **less than 1%.**

It's not much, but it's typical for most **one-time** direct mail marketing campaigns. **Ho-hum.**

However, the big surprise came when the rate climbed to **about 7%** following the second mailing and **over 3%** after the third!

Targeted to the same group of people, all three mailings combined **totaled an amazing 11%!**

**But here's the kicker.**

While we tripled our **direct mail expenses**, the **overall response** was a tenfold improvement over what could have been a single mailing!

**Here's what we did. The first letter had a special time-sensitive offer and an invitation to enter a draw to win one of my client's products.**

The second letter, mailed **15 days later**, had a "sorry we missed you" and "we're concerned" feel to it. It offered **additional incentives** to help nudge unresponsive recipients into action.

**Thirty days** after the initial mailing, a third letter boldly stated, "this is your last chance"

## Autoresponder Instruction by Get Response

and "offer to expire soon," in red, right at the top " similar to the collection agent's **final warning stamp**.

The content of the letter reinforced the urgency of the offer and added an **extra incentive** that was not offered in the previous two mailings.

### **But we didn't stop there...**

Shortly after the draw, we decided on a fourth mailing to all those who **did NOT respond** and offered a discount on the same product drawn.

It said: "Congratulations! You've won the second prize: a **[\$X] rebate** on [product drawn]." The response rate finally rose to a **total of 16%!**

As you can see, 16% is a far cry from 1%. But if you divide it by four, it means that the campaign yielded an **average 400% boost** in response!

You see, **multiple mailings** tend to make an offer more valuable. When it's repeated, people have the natural tendency to assume that the offer is important and not a **fly-by-night spiel**.

**In fact, repetition not only helps to emphasize the importance of an offer but also aids its comprehension and reinforces its urgency.**

---

### **Become Relentless Like a Collection Agent!**

After a prospect asks for more information on your offer via your autoresponder, it can automatically deliver your series of pre-written follow-up email messages in **preset intervals**.

By creating a **sense of urgency** (such as by making your offer time-sensitive), your follow-ups can help reinforce that urgency in subsequent mailings and **add weight** to your offer!

# Autoresponder Instruction by Get Response

## **Your follow-ups can nudge prospects into action!**

Plus, by adding an **extra incentive** with each mailing, your offer becomes more valuable and more difficult to ignore.

These additional bonuses can simply be comprised of special reports, articles, ebooks, freeware, reviews or even courses delivered incrementally via smart autoresponders.

(However, **don't forget** to remove them from the system once they become clients. With **Get Response Auto Responders**, however, a feature allows you to do all that automatically!)

## **Write Effective, Sales-Generating Emails**

Writing an effective, **response-generating** email ad, whether it's a small, six-line ad or a full-length "solo" ad, is not as hard as it seems. It really needs to follow six simple steps:

1. **Create** an attention-grabbing headline,
2. **State** a problem (and **present** a solution)
3. **Increase desire with ego-driven benefits**
4. **Use** power words (like the word "FREE")
5. **Call** for some kind of action
6. And **reinforce** a sense of urgency.

Let's take a look at these steps in a little more detail. Here's an example of an ezine ad I recently used...

-----  
"UNLOCK THE MOST POWERFUL SECRET TO DOUBLING YOUR SALES!"

That secret is "follow up" -- but the trick is to be fast, repetitive, personalized and consistent. New, sophisticated autoresponder does all that for you ... And more! SAVE time and money. GRAB YOUR FREE VERSION NOW! Marketers grab a FREE report: "How to Double Your Sales With a Proper Email Strategy"! Don't wait, go now: <http://GetResponse.com/>

# Autoresponder Instruction by Get Response

---

## 1. The Headline

---

"UNLOCK THE MOST POWERFUL SECRET TO DOUBLING YOUR SALES!"

---

For starters, this ad has a **headline that sucks you** into the ad and makes you want to read more. I mean, let's face it: who wouldn't want to know how to double his or her sales?

The headline entices you with a powerful benefit and makes you curious. In fact, an attention-grabbing headline is proven to result in as much as a **1,700% boost** in response rate!

## 2. Problem/Solution

---

That secret is "follow up" -- but the trick is to be fast, repetitive, personalized and consistent.

---

**The body of the ad then gets straight to the point and tells you what the secret is right away. But it then pushes "hot buttons" by stating a problem and offering a solution...**

---

New, sophisticated autoresponder does all that for you ... And more!

---

## 3. Benefits

---

SAVE time and money.

---

The **problem is solved** but only if the prospect takes your solution... And it may not be enough. So, the trick, here, is to increase desire by conveying **more benefits** of your offer.

# Autoresponder Instruction by Get Response

## 4. Power Words

-----  
GET YOUR FREE VERSION NOW!  
-----

Words that help increase **interest**, **curiosity** and **desire** are those that help to paint vivid pictures in the mind, and offer some kind of direct incentive or reward to the reader.

For example, some words are proven to "**pull**" **more**, such as: "discount," "guarantee" and "free." But obviously, no incentive can be **more direct** than one with the word "free" in it!

While we offer a **free version** of our autoresponder, you may offer a free report, a free ebook or a free ezine, then use it in your **email ad** for your autoresponder. Here's how I do it:

-----  
Marketers grab a FREE report: "How to Double Your Sales With a Proper Email Strategy!"  
-----

## 5. Call-to-Action

-----  
Don't wait, go now: [.http://GetResponse.com/](http://GetResponse.com/)  
-----

**Don't be shy.** Tell them what to do. It's the most vital step to follow! This can be as simple as **telling the reader** to visit your website right now or to email an autoresponder address.

# Autoresponder Instruction by Get Response

## 6. Sense of Urgency

Finally, try to create scarcity with your ad or add a sense of urgency. Make the offer **time-sensitive** or **quantity-bound**. The more you do, the more responses you will get!

### Urgency is Where It's At!

Let's say you've purchased space for a solo ad in an ezine and wanted to **expand the above ad**. The easiest way to do this would be to add more benefits and a few testimonials.

But another effective way is to also add scarcity into your ad in order to give the reader several reasons to respond **NOW!** For example, you might add the following note to the ad...

-----  
Please note: this special price is only available for the readers of [ezine] until [future date]. After that date, however, we will be raising it to the ordinary price and may never repeat this offer again! So, please act today.  
-----

Of course, this will only work if you're honestly raising prices. But you may be offering, say, the extra bonuses for a limited time, or perhaps there are only 17 of your products left.

**A final addition to your solo ad should definitely be a "P.S." at the end. A "P.S." is usually the second most read part of your letter (after the headline, of course).**

Use one (or more) to not only highlight the **main benefits** or even a guarantee, but also to remind readers of a deadline or to reinforce **the urgency** — maybe with an added bonus.

## **Autoresponder Instruction by Get Response**

Here's how you could use one if you were selling an ebook...

-----  
P.S.: As an added incentive, you get 30 extra days to review this information. If it's not everything you've hoped for and more, I urge you to contact us right away and we'll refund you on the spot and let you keep the free gifts! However, this additional incentive is offered only for the first 500 visitors. So, you must hurry and act now!  
-----

**Follow these six simple steps and you'll be able to create a powerful email ad to advertise your autoresponder in... One that will generate tons of visitors and sales every time!**

# Autoresponder Instruction by Get Response

## Lesson #7: Three Extra Tricks That Can Boost Your Bottom-Line!

This is the last lesson. In here, I'll show you how to maximize your [GetResponse AutoResponder](#) with three more tips for boosting your autoresponder's visibility.

But let's recap what you've learned so far...

- **In the first lesson**, you've learned the reasons what are smart autoresponders and why they work so well.
- **In the second lesson**, you've learned about the many different ways you can use a smart autoresponder.
- **In lesson three**, you've learned about how to build a targeted opt-in list and how to capture email addresses.
- **In lesson four**, you've learned about the different places you can promote your smart autoresponder.
- **In the fifth lesson**, you've learned what **NOT** to do with your autoresponder and how to personalize your emails.
- And finally, **in the sixth lesson** you've learned specific ways to write responsive email ads and messages.

Now, let's take a look at three areas I haven't tackled thus far. You may choose to **use or not** these strategies. But I highly suggest you **take a look** at them a little more closely.

### Offline Advertising

First, while your business may be online or Internet-driven, don't discount using **offline advertising** in your portfolio of marketing strategies. In fact, there are many reasons for it.

# Autoresponder Instruction by Get Response

Of course, there are a lot of people online these days. But in many businesses and in some homes, many people still aren't. They may **only use email** (or only have time to use email).

Some just visit the newsgroups (newsgroups, or "Usenet," is the ancestor of the Internet). Or some mostly browse the web in **public places**, such as offices, libraries and schools.

**Try to get in front of these people, too!**

Sure, we talked a little about offline advertising in "places to advertise your autoresponder." But we only looked at print publications. Don't forget there are **many other places!**

For example, don't forget radio, TV, direct (postal) mail, billboards, bus stops, public transportation billboards (like signs on buses), newsletters, yellow pages, trade journals, etc.

The bottom-line is, in whatever offline advertising you use, **start including** your free "email report" or ezine offer in these advertisements. **You might be surprised at the response!**

## **Press Releases and Publicity**

Publicity is the cheapest and the **most powerful form** of advertising. Why? Because it comes from an objective third party... Such as in a **newspaper article**, for example.

This way, it **makes your "ad"** more believable, credible and trustworthy since it comes from someone other than you... Plus, it doesn't appear as a blatant **promotional message**.

Press releases are **great marketing tools** to pull in inquiries and sales without spending a single penny on advertising. You can use the same technique as before to capture emails.

**Let me explain...**

## Autoresponder Instruction by Get Response

Of course, the **foundational component** of the news release is the news aspect. **You have to be newsworthy!** You must tell a good story that people want to talk about or report on.

But here are important elements you must include: 1) a good headline; 2) an informative story; 3) a number of quotes and reactions; and 3) the sender's contact information.

In this last section (the contact information), add a small **signature file** offering readers something for "free" if they respond to you via email to your autoresponder opt-in list.

**Reporters and news editors** are always looking for content and newsworthy items. If they like your story, chances are that they will publish your autoresponder's address, too!

**So, why not take advantage of the opportunity!**

### Word of Mouth

If the people who responded or have requested your "free report" also like it, they will send or pass your message along to **their friends or family** who they think may like it, too.

**Remember when we talked about "viral marketing?"**

It's simply human nature. Of course, many people will pass it around without you knowing. But **encourage viral marketing** by **adding a notice** to that effect within your message!

For example, it may say something like: "Do you know of anyone who might like this report? **Feel free** to pass this message along to anyone who you feel may enjoy it, too."

Now, make sure the **new recipient** also joins your opt-in list! Say something like: "If someone passed you this message and you want more information like this, then email [link]."

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Or, you can even **redirect them** to a "tell-your-friends" web page that will send your autoresponder's link, either email or web form, to **their friends...**

But in order to give your viral marketing campaign leverage, don't forget "**other places**" on the Internet you can use to advertise your autoresponder. For example, there are...

- Newsgroups
- Message boards
- Online communities
- Article contributions
- Discussion lists
- Online guestbooks
- Reciprocal (or favorite) links
- Archive of your articles
- Ad or banner exchanges
- **Etc, etc, etc.**

Advertise your autoresponder in your signature file or subtly within your non-commercial posts on these locations.

For example, while posting, offering more information on the topic by advertising **your free report** via autoresponder is a good way to keep your posts short, sweet and **on-topic!**

**Nevertheless...**

Once you're up and running with your new autoresponder, you'll see the immense power of using it almost immediately as it helps you convert **up to 400%** more prospects into sales!

**I hope this course was helpful. Thanks again for visiting [GetResponse.com](http://GetResponse.com). I look forward to serving you soon.**

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## Disclaimer

This report has been written to provide information. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on the health industry to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of information.

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