

Secrets of Using Autoresponders

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

Table of Contents

Secrets of Using Autoresponders	1
Table of Contents	1
Autoresponders – Why You Have to Have a Quality Autoresponder.....	2
Automating a Business to Run on Autopilot	3
Some notes from Sean Mize	5

Autoresponders – Why You Have to Have a Quality Autoresponder

Have you ever read about autoresponders that answer your email for you and wondered why you have to have a quality autoresponder? In fact why you have to have any responder at all? If you have, then either you do not have an internet business or you have a very unsuccessful one.

Think on it for a moment. Assume that you want information on a product you have spotted on an internet site, or have ordered a particular software program or marketing eBook that you think can help your business. How long are you prepared to wait for the information you have requested, or the goods that you have purchased? An hour? Two hours? The rest of the day? How about the next day, or the one after. So after waiting a whole day or two, you contact the company, assuming that you have a contact number, and ask what the delay is for and are informed that the demand is high and their staff is doing their best to respond to you.

What would you think? Would you think that was a well run company with only the customers' interests at heart? Of course you wouldn't. So how are going to prevent this happening with your own internet company if you receive several hundred enquiries and orders overnight in addition to all those you are going to get during the day? Could you handle it? Or is your business going to be like the mythical one above, and let customers down?

Let us consider what an autoresponder can do. First, enquiries for information. Have you ever seen one of these webpages that ask you to tick the box corresponding to the information that you want? When you tick the box the information goes to an autoresponder that already has your name and email address from the form you have just filled in. The tick tells it what particular file to send to that email address and it does so instantly, then goes on to the next.

Not only that, but the autoresponder records your name and details into a database so that you can be sent information on any new products you might be interested in. It also sends you an email once a month inviting you check on special offers. This autoresponder that handled your enquiry so efficiently has done the same, almost instantaneously, for another thousand enquiries.

Do you think a human being could have answered so many online enquiries so efficiently in a few seconds? Of course not! Now think on why you have to have a quality autoresponder. Autoresponders are a necessity for any online business.

What options are open to you if you are looking for an autoresponder? The first is to use a website hosting company that offers a package that includes an autoresponder with their email service. Several good web hosts offer this, and if you are paying over \$20 monthly for your website, you should have an autoresponder included. If not, then request one or change.

You can also purchase an autoresponder, in which case there are a few very good ones on the market. What you should be provided with in a quality autoresponder are, obviously, the ability to reply to a request for information, to deliver an order for

electronically transferable goods, to accept details from opt-in forms in exchange for a newsletter or free offers and to deliver these offers and newsletters at pre-programmed times and dates while recording the details provided in the form, to deliver mass emails to email lists at pre-programmed times and so on and so on.

An autoresponder is essential when your customer base is world-wide, as it can be on the internet. People are placing orders or making enquiries while you are sleeping and they don't expect to wait until after they are asleep in their own time zone to receive an answer. If you purchase software now, you want it now, not tomorrow.

In fact, if you want your internet business to be a success, an autoresponder is essential. You can be certain that your competitors will have one and you must have one too. Not only to make life easier for you, but to provide your customers with a quicker and better service. In these days of rising costs, you can also save on staff if you invest in a quality autoresponder.

Automating a Business to Run on Autopilot

There is one major difference between an online business and a normal offline business. Automation! Automating a business to run on autopilot, whereby it needs no personal intervention from you other than the occasional reading of emails and dealing with complaints is easier than most people think it to be. Unlike a normal business, where you have to deal with each order individually, send out invoices and receive payments, it is possible to run an online business while you sleep.

Not all business are suitable for automation, and those that market physical goods still need you to physically make or acquire your products, then pack and dispatch them. However, if you are marketing electronically deliverable products, such as software and ebooks, there is no need for human handling at all.

The first and most important requirement of an automated business is an autoresponder. Once this has been set up and programmed, it can deal with all of your communications without any further input from you. Your payment merchant can also be integrated into the system and that is all that you need.

The steps needed to put this together and to make it all work are clearly definable, so let's go through it and find out exactly how to achieve this. The most important part is the autoresponder. You can either purchase the software separately, or find a web host that provides one with the package. There are several that do this, and you can find them on the internet if you look hard enough. Otherwise, a separate autoresponder such as AWeber or some other similar software will give you all that you need. Your payment merchant should be able to accept all major credit cards, and also include PayPal or a similar system. Again, there are plenty of these advertising on the internet.

You will have to write a number of emails that are sent out at each stage on your marketing process. First you have to build your list. I am not going to go through

the list building procedure since that is another topic, but you will need to write a few emails that will be sent out by your autoresponder on certain triggers. The first is the message that informs visitors who fill in your opt-in form that they will have to confirm their registration by clicking the link in the email that should now be in their inbox. That message should appear on the visitors screen immediately after completing the form.

You also have to write that confirmation email, and have it sent to the prospects email address, as entered into the form, once it has been filled in. When the prospect clicks on the confirmation link two more things have to happen. Their details are entered into your list database, and they receive another email that provides them with a thank you, and any bonus items you promised them for their address.

You have now completed the registration system. The autoresponder will actually provide you with the form, and carry out most of the programming work such as linking the form details to your specified list, and sending out the emails, but you still have to write the emails.

Next, you will need to have a few emails programmed to be sent to your lists at set intervals. Write these first, and set the autoresponder to send them at specific times to specific lists. Then write your newsletters, sales letters or website sales pages, and add these to the emails in which you want them to appear. A sales page will appear in the form of a link, and the sales letter will be an email. Some prefer one or the other, though you can use both if you want to.

Once a customer has made the purchase, their details should be added to a 'customer' database, with a different database for each product so that you know who has purchased what. The sales page or letter should include a payment link that takes them to your credit card processor. This should also include PayPal or a similar system if you do not like PayPal. Once payment has been made, the processor should allow you to write a thank you email which is sent to the customer along with the merchant's receipt.

The payment link must also include a means of receiving or downloading the purchase, and all online payment merchants offer a means of doing this.

Finally, write a follow-up letter to be sent at a specific time after the sale, asking the customer if everything is OK. If not, your guarantee offer can also be automated so that payment is refunded with a covering email.

So, as you can see, automating a business to run on autopilot is not difficult if you have the right tools. Once it has been set up, all you have to do is keep building your lists, and resetting dates for sending the initial emails to them. The rest is automated, and you can go on vacation for a month, then return and check your bank account.

Everything will have been running smoothly, leaving you to spend your time setting up other businesses.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with autoresponders.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize