

HI!

THIS MONTH, WE'RE FEATURING AN ARTICLE ABOUT SOMETHING I KNOW A LOT OF YOU HAVE A BIT OF TROUBLE WITH...

... AUTORESPONDERS!

THEY'RE SO IMPORTANT TO THE EFFICIENCY OF YOUR BUSINESS. THAT'S WHY WE'RE PROVIDING YOU WITH HANDY TEMPLATES FOR THE TOP THREE TYPES OF AUTORESPONDERS-- SO YOU CAN GET STARTED RIGHT AWAY! YOU'LL SEE A DIFFERENCE IN YOUR BUSINESS IMMEDIATELY! READ ON TO LEARN MORE!

DEREK

# Putting Your Autoresponders to Work for Your Business

**What Is an Autoresponder? Easy!** It's an email that you set up to be sent automatically send when a customer takes a specific action, e.g. opts in to your mailing list or makes a purchase from your website.

Autoresponders are powerful sales and marketing tools, so you want to make sure you put some thought into them. You need to find a balance between sales pitches, and providing valuable information — you can't just send promotions week after week!

One of the great things about autoresponders is that — once you've written them and set them up — you don't have to think about them anymore! It's a great way to automate a necessary chore, and free up more time to work on other aspects of your business.

And don't worry — you don't have to come up with new, original content all the time if you don't want to. For example, if you have an information product, you can break it up into hundreds of articles and never have to worry about content again.

But if you don't have any content or just have the one original freebie you used as a "bribe" to get your visitor to opt in, you can use article directories and publish other people's articles.

To help you out, we've put together three sample autoresponder series — of course, you don't have to follow them exactly, but it will give you a good idea of what to put in each one, and how often to send them.

1. **An "opt-in" series** — this should be sent to people after they have opted in to your mailing list.
2. **A purchase series** — this should be sent to a customer after they make a purchase from you.
3. **"Haven't heard from you for a while" series** — this is a great way to get back in touch with customers who haven't made a purchase from you in the last while (e.g. four months.)

## 1. Opt-in Series

*Day 0 (immediate)*

NOTE: If you offered a free report or something else in exchange for their opt-in, you should include it with this email

- thank them for joining your mailing list
- tell them how frequently they can expect to receive updates from you
- include a link to your privacy policy ("We will never share your contact information with anyone. Click here to view our privacy policy.")
- give them a rundown of your products/services
- direct them back to your site

### *Day 3*

- provide a useful article that incorporates a soft plug for your product or service
- remind them about your best products/services
- offer them a special deal if they buy now (“Click here to claim your 20% discount!”)

### *Day 7*

- provide a useful article or “Top 10” list
- link back to your site

### *Day 10*

- pitch your best product
- offer a discount if they buy today

### *Day 15*

- provide a useful article or “quick tips”
- link to your blog, if you have one, or link to any other Web 2.0 site you may have (Facebook group, Twitter stream, etc.)

### *Day 22*

- offer to enter customer in a draw to win a free product if they make a purchase today
- remind them of your customer service and return policy
- link back to your site

## **2. Purchase Series**

### *Day 0 (Immediate)*

- thank them for making the purchase
- offer them a complementary product at a discount
- remind them of your refund and customer service guarantees
- link back to your site

### *Day 3*

- provide an informative article on how to get best use out of the product they purchased
- offer them a discount on another one of your products
- link back to your site

### *Day 8*

- remind them you offer a range of products and recommend a second product, at a discount

### *Day 12*

- summarize and link to an article or news story that relates to your industry
- remind them of your customer service policy

#### *Day 18*

- offer to enter their name in a draw for a free copy of your product or service if they make a purchase today
- link back to your site

### **3. “Haven’t heard from you for a while” series**

This series is designed to re-activate a “dormant” customer’s interest in your product or service. Reminder: Make sure this autoresponder series is set up to REMOVE people once they’ve made another purchase!

#### *Day 0 (when you put them into the series)*

- thank them for their past business
- remind them of what and when they last bought from you
- offer them a freebie like “buy today and get \_\_\_\_ absolutely free!” as a thank you for coming back

#### *Day 15*

- include a useful article or link to an article in your niche area
- give them a gentle reminder of your products and services (soft sell)
- offer a special “returning customer” deal

#### *Day 27*

- send them a link to a survey (where you can ask why they haven’t bought more from you!) and offer them a free gift for completing it
- plug your best product or service
- include a testimonial from a satisfied customer

#### *Day 43*

- this is the final-chance offer! Offer a large discount
- pitch your products (hard sell!)
- offer bonus products if they purchase today
- thank them once again for their business