

Subject: **AutoResponders**
List Building Lesson #3

Hello once again!

Today's lesson is on Autoresponders - your most important List Building Tool - so listen up!

What is an Auto-Responder?

An AutoResponder is basically the e-mail version of a fax on demand that will automatically store the person's information and send a series of messages that are stored in the system. These letters can be set to go out at whatever intervals you select. Everyday or whenever.

Your AR system will supply you with opt-in FORMS for your site and landing pages. You get the html code or javascript which you then insert into your webpages, wherever you want to place your forms.

When you or someone sends an email to your autoresponder address or you enter a name into the system (your subscribe box) 3 things will happen.

- * Your first message will be sent
- * You will receive a notice that someone sent a message to your autoresponder
- * The person's name and email address are captured and added to your web based Opt-in list which is part of your autoresponder system.

The AutoResponder is the **MOST** important tool in building your list.

It keeps your product, service or program in front of the prospect so they won't forget you!

It provides your prospects with more information - studies have shown most people don't buy on the first contact. You have to build up **trust** with your prospect and then they are more willing to consider your offer/product/program.

The fact that they have asked for 'more information' means they are good targeted leads - they are interested in finding out more - and they will probably buy when the time is right.

Your AutoResponder(s) does all this for you automatically.

Because it's so important you need to have a good reliable AutoResponder system. Here are two top ones - Aweber and GetResponse - that have been around for awhile. They are tested & trusted by professional marketers because they have earned respect by offering a good reliable AR service over a long period of time.

<http://bizwaremagic.com/aweber.htm> (Free Test Drive)
<http://bizwaremagic.com/getresponse.htm> (Free Trial)

Both these AR services offer unlimited AutoResponders, email marketing campaigns, lists, tracking, opt-in forms/setups, list broadcasting, and so on. Costs usually run about \$20 a month - you can save more by buying the annual rate.

You can try a free AutoResponder service but these usually carry ads and you get what you pay for. But there are OK if you're just starting out and funds are low - so I have listed two you could try:

<http://www.sendfree.com>
<http://freeautobot.com>

However, most marketing experts suggest you **NOT** use a free AR service mainly because it projects a "less than professional" image of your site or product. Creating trust is such a big factor on the web - you want to make sure you're doing everything you can to be professional and trust worthy.

AutoResponder Software

There is another option you can try - you can purchase AR software and install it on your web host server and run your own AutoResponder from your site. Unless you're really handy with installing and running server-side scripts and programs, this option may cause some headaches for you.

I usually don't like using my own site because even if you have double opt-in, issues could arise and cause trouble for your site. In the event you're accused of Spam, your site could even be shut down. Using a third party AR service like Aweber or GetResponse is playing it **much** safer.

Please Note - if you sign up with GetResponse, make sure you sign up as an Affiliate as well. You get paid 30% on direct referrals and 10% on sub-affiliate referrals. Aweber also has an affiliate program if you're interested.

You can check out this link to go to the GetResponse homepage: [Get Response](#)

Take some time to look around and read through the GetResponse site and learn about their system. You can even sign-up for a Free seven-part email course which will walk you through the whole autoresponder process.

Or you can find try Aweber here: [Aweber](#)

What Do I Load Into My AutoResponder?

That's entirely up to you! It all depends on what your goals are? Are you trying to sell a product? Are you trying to build a list? Are you trying to promote your website?

Autoresponders are a great 'means' of introducing yourself or product to future clients. They are perfect for 'breaking the ice' and making 'first contact'.

They can be your **first step** in building a relationship with your subscribers.

With that in mind, it's good to load your AR with some free e-courses related to your site or business. Look how GetResponse starts you off with a 7 part series on using autoresponders.

If your site is about rabbits - offer a free 7 day ecourse on how to properly take care of a pet rabbit. You can earn a little extra by recommending different products, ebooks, tips... on rabbit care!

You also have to realize, people in general don't really care about you (after all, you're just somebody on the net) - they want your information, your advice or your help. Later on, if that information is great and your advice is solid, they will come to respect you and your opinions.

They will also get to know you.

AutoResponders are a way of getting your "foot in the door" and making that all important first contact. They run 24/7, automatically collecting names, collecting data, sending out your responses... even while you're sleeping or on vacation. Perpetual machines that never quit.

They are always there - building your list.

Best regards,

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