How To Write Autoresponder Messages To Increase Your Profit For Years To Come

by Connie Ragen Green

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If you are confused by the prospect of setting up and writing a year's worth of autoresponder messages to increase your online profit, you are not alone! In fact, I asked my list of about three thousand to send me their questions on this topic and more than 300 people have written back – so far.

I will attempt to take the mystery out of this process so you can enjoy a prosperous business on the Internet, while your pre-written messages continue to go out to your prospects and customers. This happens automatically, even when you are on vacation, or working on other projects. Some of the online marketers who have been at this for awhile have AR messages that go out for two to three years, bringing them residual income from products and courses that are still relevant to their niche.

Most people working online do not do a good job with this. It was two years before I sat down and prepared emails in this way. I was leaving lots of money on the table, and when I realized what a difference it would make to my bottom line, that's when I got serious. You can benefit from what I have learned my following the simple steps in this course. It does take time to write the messages and add them to your autoresponder system, so I've made it as easy and painless as possible. I am providing you with an outline and template you can use, as well as sample messages for each of the first 10 days after someone opts in to your list.

I've broken this course up into sections, so that you can focus on the section you need to work on at this time. The sections are:

Introduction to autoresponders

Setting up your autoresponder account

Writing your AR messages

Reviewing what you have set up

Optin AR's vs. Purchase AR's

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Introduction to Autoresponders

So, just what is an autoresponder and why do I need one to make money on the Internet?

Autoresponders are the messages that go out automatically to the people on your list, at intervals predetermined by you. Broadcast emails are the ones when send to contact the people on our list with time sensitive information, such as a promotion or an upcoming teleseminar or other event.

Why do we need to keep emailing people?

You must stay in contact with the people who have joined your list, or they will forget about you. The minimum contact should be 2 or 3 times a month, but more times is actually better.

CAN-SPAM Act – this is a law that was enacted by the Federal Trade Commission (FTC) in 2003, and sets the rules for commercial email, establishes requirements for commercial messages, and gives recipients the right to have you stop emailing them, and spells out tough penalties for violations. This is why we use an autoresponder service that has all of that built right in to the system. I recommend either Aweber (my link is http://budurl.com/tryaweber, where you can get the first month for only $1) or 1 Shopping Cart (my link is http://wildWestCart.com, and I offer free monthly trainings to those signed up through me).

Setting Up Your Autoresponder Account

There are quite a few services that offer autoresponder packages. So, which service is best?

I have accounts with both Aweber and 1 Shopping Cart, but I only use the 1 Shopping Cart account for this purpose. My link is http://wildWestCart.com, which entitles you to my free webinar trainings on how to use it. Stay away from services that are not intended for doing business online. If you will be selling anything, you are considered a commercial user.

 Watch this 4 minute video on getting started with setting up your autoresponder. It's at http://budurl.com/ar1getstarted

What information do we write to people about?

I recommend including tips and other useful information on your topic, links to relevant blog posts and articles you have written, and links to your own and affiliate products and services that are directly related to your niche topic.

Remember why they opted in to your list in the first place. They either wanted more information about your niche topic, or they purchased one of your products.

Writing Your Autoresponder Messages

Remember that people need to hear from you approximately 5 to 7 times before they truly connect with you and what you have to offer. Because of this, it is best to contact them frequently at the beginning, and stay in regular contact with them after that, for as long as they remain on your list.

Keep your messages short – 3 to 4 paragraphs with about 200 words is a good rule of thumb. Text or HTML – text will be more deliverable, but HTML will look better. I continue to use text for all of my emails.

Body art – This refers to the design you use to set off your text. I sometimes use ========= equals signs or * * * * * asterisks to separate one line from another. I do not use these very often, but it is a great idea to keep your emails more readable. Formatting your AR messages – I type no more than 65 characters across, and then insert a hard return to go down to the next line. This keeps your readers from having to scroll back and forth in order to read your entire message from within their email account.

If you are going to create a newsletter or ezine, consider doing it online so that your content will be indexed. Then you can send a text email and include a link to what you have to show them. It can have pictures and graphics, and will help you to become more visible online because it will be indexed by Google and the other search engines.

The first 10 days of autoresponder messages to send to your prospects (before they have purchased your product).

I use a system that works quite well. Later on you can deviate from this, but for now stick with this:

Day 1 – thank you
Day 2 – content
Day 3 – link to blog post, article, or audio recording
Day 4 – affiliate link or link to your product
Day 5 – repeat day 2 (with new content)
Day 6 – repeat day 3 (with a different link)
Day 7 – repeat day 4 (with a different product)
Day 8 – repeat day 2 (different content)
Day 9 – repeat day 3 (different link)
Day 10 – repeat day 4 (with the same product as on day 4, or a different one)

Day 1 – thank them for requesting information and give them the link to their free giveaway:

Hi %$firstname$%,

Thank you for requesting this
information on learning how to
scuba dive. Your Special Report
is ready for you now at:

http://xyz.com/dlreport.pdf

Please let me know if you have
any questions that are not answered
in your report.

To Great Fun Scuba Diving!
Your Name

Day 2 - Content about your topic

Dear %$firstname$%,

Did you know that the word 'scuba'
actually stands for Self Contained
Underwater Breathing Device?
The term was originally used during
World War II, and referred to the Navy's
oxygen rebreathers used by frogmen.

The system we use today was invented
by Jacques Cousteau and allows divers
to breathe from a tank of air on their
back, and exhale it into the water.

Have you had any experiences with this
that you would like to share?

Day 3 – Link to your article or blog post on that topic – this should be an article or blog post that YOU have written. If you do not have these, write them as soon as possible. If you are presenting yourself as an expert in your field, it makes sense that you would have written about it recently.

Hi %$firstname$%,

By now you have read the
Special Report I prepared for
you on learning how to scuba
dive. This is such a wonderful
activity!

I have written an article about
choosing the right gear to suit
your needs. It's at:

http://ezinearticles.com/1234567

Making sure you have the correct
Equipment and gear will make a
huge difference in your scuba
diving experience.

To Great Scuba Diving!
Your Name

Day 4 - Affiliate link or the link to your own product

Hi %$firstname$%,

Did you know that more than a
million people scuba dive, just
in the United States?

If you are ready to make this sport
a part of your life, you may want to
take a look at:

http://xyz.com

I have found this information to be
invaluable as I get more experience
with diving and visiting different
destinations.

Day 5 – Content again

Hi %$firstname$%,

Is Scuba diving dangerous? You may
have friends or family members that
are concerned about your safety if
you are going to be diving underwater
to depths of 100 feet or more.

This is a legitimate concern, so be
sure to tell them that fewer than
100 people die each year worldwide.

It is best to address this fact early
on, so that your loved ones will be
aware that Scuba is one of the safest
sports around.

Day 6 – Link to another one of your articles or blog posts

Hi %$firstname$%,

Are you certified yet? You can get
your scuba certification while you
are on a diving vacation. I've written
a post about this on my blog that
gives more details of how you can
do this. It's at:

http://budurl.com/123
Leave a comment there if you find
this information to be helpful.

Day 7 – Affiliate link or link to your product

Day 8 – more content

Hi %$firstname$%,

Are you getting your friends and
Family involved in your love of
Scuba diving?

On page 11 of the Special Report
I created for you, I talked about
the importance of getting the
people you know on board with
your new activity.

If you need the link to your report
again, it's at:

http://xyz.com/dlreport.pdf

Take a look at that section, and
let me know if you have any questions.

Day 9 – link to article, post, or recording

Hi %$firstname$%,

I had the opportunity to interview
John Smith recently. He has been
a Scuba diving instructor for more
than 20 years, and has some great
tips for people just starting out in
this exciting sport. You can listen
at:

http://xyz.com/123.mp3

This recording is 35 minutes long,
and you can download it to your
iPod, computer, or other mp3 player.
Enjoy!

Day 10 – another message with a link to an affiliate product or your own product

The site where I was able to get all of this information on scuba diving is:

http://www.scuba-diving-smiles.com/index.html

How often do we send these messages out?

I recommend setting up your AR sequence to go out every day for the first 10 days, twice a week for the next 6 weeks, and then once a week for the next 3 months. This is just my recommendation. After that you could change to twice each month or so. At some point you may want to move your prospect back to day 30 or day 60. Keep in mind that you will also be sending out broadcast emails at the same time.

Subject lines – Your goal is to get people to actually read your emails. This is best done by using a subject line that gets their attention. I always personalize the message by including their first name. In 1 Shopping Cart this is done by using the merge code %$firstname$% in the subject line. I will give you more specific examples of good subject lines, but these are just a few that work well for me. Remember to never mislead or trick someone into reading your email, and make it clear who the message is coming from.

Firstname, our webinar is today

Firstname, your autoresponder course is ready

Firstname, will you meet me in Las Vegas?

I write my messages right in the autoresponder box inside of my account. You can write them in a text editor, such as Notepad or Textpad, if you want to keep a copy.

Reviewing what you have set up

You must review your autoresponder messages every few months to make sure they are still written as you want them. Over time you will become more experienced with all of this, so it is an excellent idea to review what you have written.

Also, you can move a prospect back in time within an AR sequence. Just click on their name, and change them from the day they are on to a previous day in the series. We all receive so many emails and other information that it is unlikely someone will remember receiving an identical email from three months earlier. This gives you another opportunity to connect with them.

Optin AR's vs. Purchase AR's

Once someone purchases from you, they are automatically removed from the optin AR sequence and added to the purchase AR sequence. You set that up when you create the two autoresponders – one for the optin and one for the purchase. In the first message to someone who has made a purchase from you, thank them for their purchase and give them a link to where they can access your product. This may be a download page or a membership site, so be clear about what they should do next. This will keep your customer service requests down considerably.

More Questions About Autoresponders

What is an acceptable 'open rate' for your messages. Even though tracking is an important part of any online business, keeping track of how many people open your emails can be misleading.

I will continue to add to this autoresponder course. I am also creating more videos that will be a part of the final product.

Connie Ragen Green

http://EmailCopyThatSells.com