

Day #7: Auto Responders, The Ins and Outs

We have looked at a number of aspects in selecting the type of business, the product and the customers.

Customers who you are going to talk to, become friends with and who are going to trust you and buy from you again and again.

How is all this going to happen? I mean when you are sound asleep in your bed at 2am and Jau Hu Lap in Indonesia buys from you how are you going to know or respond to him?

Auto responders!

An auto responder is a system whereby repeated messages can be sent out in response to an event like a purchase or at preset intervals like an e-course.

The auto responder lets you talk to your customers no matter what you personally are doing or where you are any time of the day or night.

It also lets you follow up with them to offer them ancillary product or services to compliment their purchase or to offer a product if all they requested was more info.

Think of it like this...

A person walks into a fastfood place and asks for a burger. The counter person asks would you like a drink with that? Will that be large or small? Will that be here or to go?

You own the place but need not be there and the counter person is like your autoresponder. Multiple responses and offers triggered by 1 request.

How to get started...

Step 1 Get a good autoresponder from a reputable place, there are free ones available but most of them are not very reliable.

Try this one [Add2It](#)

Step 2 Set up the autoresponder to perform the specific function you need it to do. Dispense a product in installments, send follow-up emails etc.

Step 3 Load the messages into the autoresponder. Note* if you are not good at writing your own material hire someone to create it for you. <http://www.scriptlance.com/>

Also, there is a method to madness when it comes to the timing of messages sent out. You do not want to spam people but you do want to be noticed.

I have found, after many trial and error attempts the following formula works best...

- * 1 email immediately, then
- * 1 email per day for 14 days, then
- * 1 email every 2nd day for 14 days, then
- * 1 email every 3rd day for 15 days, then
- * 1 email every 4th to 5th day for as long as they are customers.

ALTERNATE to last one is 1 email on a specific day of the week

I strongly recommend that you have at least 1 year worth of messages ready.

In summary...

- * Autoresponders are an automated mailing system
- * Used to provide contact, info or product to customers
- * Should be set up for the long term
- * A necessity for internet business

Next week we will review "Back End Marketing"

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