Focus On: AutoResponders

How To Follow-Up Effectively & Quickly Turn Ideal Prospects Into Happy Clients

...especially if you're short of time!

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Course Notes

3d Consulting Services

Contents

Introduction

Let's start with an assumption. You're in your business to be profitable and to make money. And to do that you need two basic "things". First, you need a product or service to sell. This can be your own product/service or something you are an affiliate for. Then you need a market of people who will benefit from your product and who you can sell it to.

We live in a digital world, so you can find these potential buyers through your websites and other online venues, such as social media and search engines. You might start out creating some content and publishing in various places online. Maybe you put some ads on your website, social media, and Google. However, if that's all you do, your sales are unlikely to grow very much. You'll get some traffic, but your conversions to customers will be the bare minimum.

The main reason website visitors don't buy is that people have to know, like, and trust you before they consider pulling out their wallet and spending their hard-earned cash with you. What you need is a way to stay in touch with your prospective buyers and give them a chance to get to know you. And the best way to do that is via email. In other words, you need to get them on your email list and build a relationship with them there.

"The Money is in the List". It's something you hear quite a lot when you talk to marketers, go through training courses, or just read up on marketing strategies. And there's a good reason for that. Sending emails to a well-targeted list of leads is one of the most profitable tasks you can do in your business.

And for email marketing, your best friend and most essential tool is an autoresponder service. It allows you to collect email addresses (also called building your list) and then send out email messages to that list of people. Even better, you'll be able to create a series of autoresponder messages that sells for you even while

you're busy with other things in your life or your business.

That's what this course is all about. We'll cover what an autoresponder service is, and then get to work creating a series of email messages that builds a relationship with your new subscribers and promotes a product or service of your choosing. This is a very hands-on training course. We start with the theory and basics of autoresponders, and then you'll get to work implementing what you've learned in each module by completing an assignment.

In order to complete the assignments, you will need to already have a source of emails, whether it's from your current email platform that you're already using or some other database. If you don't already have an autoresponder service, we'll recommend a few and you'll then have the opportunity to import your email addresses to that service.

In other courses, we cover how to create lead magnets that will encourage people to sign up for your email list. In this course, we're focusing on writing a series of emails that are focused on a specific goal or offer.

By the end of this course, you will be able to:

➢ Explain what an autoresponder is and how it plays a role in automating parts of your marketing, so your time is freed up to focus on other parts of your business

➢ Write your own autoresponder email series, consisting of 5 to 7 emails that promote one of your products or services, so you can increase your sales within days of getting new subscribers to your list

➢ Identify the key components of high-converting email messages, so every word that you write contributes to the eventual conversion of readers to customers

➢ Track the progress of your autoresponder series, so you can tweak your emails and get maximum conversions.

As you can see from the above objectives, one section of the course is dedicated to setting goals and measuring your progress. Why is this important? Because you can't judge how well your emails are doing unless you track the data. Don't worry, it won't be over complicated, but it will give you some valuable information that in turn allows you to tweak your emails and see if you can get even better results.

Let's get started!

What Is An Autoresponder?

In the introduction, we talked about autoresponder services as a way to build a list and send emails to your subscribers. With an autoresponder service, you can send emails in a few different ways, including email newsletters, broadcast emails, and even automated blog broadcasts.

Blog broadcast emails are messages that are auto-generated and go out to your readers when you update your blog. In a way it's just a slightly fancier and more customizable form of RSS syndication. It will help bring readers back to your blog, but will not do much to help you sell more except by way of any call to action in each blog post.

Sending out regular "broadcast emails" – meaning you send an email to your list today and it goes out to everyone who is subscribed - is a great way to market time-sensitive offers. And it's a good way to profit from your list and generate some income right away. A weekly newsletter is a great example of a broadcast email, as is a "solo email" with an offer to buy a product or service. Maybe you have a coupon that will expire in a few days. That's the perfect time to write and send a solo, broadcast email.

But there is also something called autoresponder messages, and that's where the real fun starts. The big benefit of autoresponder messages is that you do the work once and benefit from it for months and years to come.

Here's How it Works

You set up your email list, write a series of 5 emails, and then load them into your autoresponder service account. To make things simple, let's say you set the emails to go out a day apart – so 5 emails to be sent over the course of 5 days.

	Subscriber 1	Subscriber 2
Monday	**Sign Up** – Email 1	
Tuesday	Email 2	
Wednesday	Email 3	**Sign Up** – Email 1
Thursday	Email 4	Email 2
Friday	Email 5	Email 3
Saturday		Email 4
Sunday		Email 5

Your first subscriber, let's call her Debbie, signs up on Monday. She'll get the first email on Monday, the second email on Tuesday, etc.

Your second subscriber, let's call him Dave, signs up on Wednesday. He gets the first email on Wednesday, the second email on Thursday, and so forth.

Why is this significant? If you had sat down on Monday and sent out a regular broadcast email, Debbie would have gotten it, but Dave would have missed it.

And what happens to everyone who signs up to your list next week or a year from now? They would never see those original emails you've spent a lot of time and effort on writing.

But, if we set up the emails as an autoresponder series, each and every person that subscribes to your list will receive these five emails over the course of the following five days. Even if they sign up months from now.

In other words, you put in some work today and benefit from it for weeks, months, and even years to come. As your list grows, your readers get a chance to know, like,

and trust you. And as they start receiving relevant offers, you'll continue to see sales going up and money coming in.

Choosing an Autoresponder Service

We've discussed what an autoresponder is and how your business can benefit from it. Your next step will be to choose an autoresponder service.

Here is a list of four of the more popular services out there. Each of these will allow you to build your list and then email them both broadcast and autoresponder emails. All four companies at the time of this writing also offer free trials.

- ➢ [Aweber](#) – Good reporting, extensive template database, and excellent customer support.

- ➢ [MailChimp](#) – Easy to use, best pricing for smaller lists, not a lot of customer support.

- ➢ [GetResponse](#) – Good data, great split testing options, and integrated landing page designs.

- ➢ [Constant Contact](#) - Great customer service, best mobile design at this point, but a bit pricier than the other options.

Please note that this is a very brief overview of the easiest options and all four

companies make changes and improvements on an ongoing basis. Do your due diligence and research the option that's best for you. Sign up for the free trials and see which service you prefer.

With any autoresponder service that you choose, make sure that it's easy to import email addresses and contact information from your own database of leads and customers. Most services make this easy and will even do it for you.

Using Autoresponders to Grow Your Business

We've covered what an autoresponder is and what it does, and we looked at a few examples of different autoresponder services. Now let's look at how we can use an autoresponder to grow your business.

Remember again that a reader has to know, like, and trust you before he or she turns into a customer. Your first goal will be to build a relationship with your readers, and autoresponder messages are a perfect way to do that.

Emails are a great storytelling medium. You can share a bit about what's going on in your life and tell some stories related to your business that also tie into the products you want to promote.

Here's an example. Let's say you're an affiliate for an office organization product. You have a home office and your kids have a full schedule of after-school activities that keep the whole family busy in the afternoons and most weekends. You squeeze your own work into the spare hours and, as a result, your office is a bit of a mess.

Share that situation.

Tell your readers about the fun you and your kids are having at baseball, softball, and drama club. You're making memories being out and about, and you love the flexibility of working at home. But you also would be mortified if someone walked into your office right now.

It makes you seem real, honest, and trustworthy, as well as someone your readers can relate to. That's when it's time to move on to the next step in profiting from autoresponders – making sales.

In the above example, you'll recommend the office organization product you're an affiliate for, either right away or after you've sent a few other emails. But this approach will also work for your own products and services. Say you have your own eBook on office organization and you provide personal home office design and organization services. Those are both the perfect product and service to recommend.

Let's recap. At its most basic level, an autoresponder series works by building a relationship with your audience no matter when they join your list, and then making them an offer for a product or service. The product can be your own, or you can be an affiliate for someone else's.

Ready to put all of this into action? Complete the following assignment.

Learning Activity*:*

1. If you don't already have one, explore the different autoresponder services discussed in the module or the accompanying resource list. Then pick one to start with. Set up a trial account and import your current database of leads and customers. If you have a large database, consider importing just a segment to get started with your first series. You can always upload the rest later.

2. Start exploring the interface and get familiar with your autoresponder service. Watch or read some of their tutorials so you know how the basic functions work.

3. Make sure you have one at least one 'list' set up in your service that includes the target recipients of the email series you create in this course.

Identify Your Goals for an Autoresponder Series

In the previous module we talked about what an autoresponder is and how it works. Since this course is primarily focused on writing an autoresponder series, let's talk about what exactly that is. An autoresponder series is simply a sequence of emails on the same topic or related ones that have a common goal.

Now let's get a little more specific. Effective autoresponder series are usually a series of 5 to 7 emails that have a very specific goal. That goal could be to get to know your target audience better, to build a closer relationship with your readers, to share a free resource and establish your expertise, to sell a product or service, or to make sure your customers know how to use a product they bought (and thus reducing refunds and customer service requests).

Examples of Different Autoresponder Series

Give your readers a chance to get to know you

Showcase your expertise

Share your latest product

Remind of services you offer

Introduce an affiliate product

Remind them of other products and services

Help them to get the most out of their purchase

Here are some ideas of different autoresponder series and their goals.

➢ Give your readers a chance to get to know you through a series of emails that share helpful content along with little personal anecdotes. The goal is to get your audience to know, like, and trust you.

➢ Showcase your expertise by sharing a free report, answering subscriber

questions and sharing your best testimonials. The goal is to establish that you know what you are talking about and that readers can trust you when you make a recommendation.

➢ Share your latest product, addressing how it can help your readers and including answers to any questions they may have. The goal is to close the sale.

➢ Remind your audience of the services you offer and how you can make their life easier. The goal is to convert your readers into paying customers or subscribers.

➢ Introduce your readers to a product that's a good fit for them and that you're an affiliate for. Share a different benefit in each email. The goal is to make the affiliate sale.

➢ Remind your current customers of other products and services you have that they may be interested in. The goal here is to get repeat purchases.

➢ Write a few emails to go out to customers after they buy to make sure they know how to download the product (if applicable), how to schedule the service they paid for, and how to use the product. In other words, help them get the most out of what they bought. The goal is to reduce refunds and customer service emails.

NOTE: Remember that your first goal is to get your new subscribers to know, like, and trust you – to build your relationship. So, while some series of emails are focused primarily on an offer, the proven best practice is to wait to send emails like that until you've built a relationship with your reader.

Now that you have a few ideas of different ways to use an autoresponder series, it's time to take a look at measuring success. Unless you know how to do this, you won't know how to tell how well your series is working and how high its conversion rate is.

Here is a list of the things you want to look at to gauge how well your emails are doing:

> ➢ Open Rates

> ➢ Click Through Rates

> ➢ Sales Conversion Rates

> ➢ Coupon Use

> ➢ Unsubscribes

Most, if not all, of these statistic should be available to you in your autoresponder service interface. Let's look at each of them in a little more detail.

Open Rates

Your first goal, when it comes to email marketing, is getting your readers to open the emails you're sending them. The statistic that tracks this is called an "Open Rate".

You will find them in your autoresponder dashboard. Open rates can either be expressed as the total number of people who opened your email or a percentage of your mailing list.

Usually the percentage will give you the best information over time. As your list grows, it will give you the most accurate data to compare the open rate of one email to another.

Click Through Rates (CTR)

Your next goal is to get readers to read the email and click on a link. That link could send them to content on your blog, one of your social media profiles, an affiliate link, relevant content you recommend, a video, a page to order your product or service, or any other site you want them to get to. For the purposes of this course, we're going to focus on getting people to click through to a product or order page.

You should be tracking click through rates to see how effective you are in making that happen. A simple plugin like [Pretty Links](#) makes it easy to see how many people have clicked on a particular link. Set up a new Pretty Link for each email campaign. Send out your email and then look at how many clicks it has gotten. This number will help you judge how good of a job you're doing getting readers to read your email and take action (clicking the link in this case).

Sales Conversion Rates

The next step you want your readers to take is to make a purchase. We track this via sales conversion rates. It's calculated by taking the number of sales you've made divided by the number of clicks. To see how effective your emails are, take the number of click to the Pretty Link you set up for this calculation.

Here's the basic formula to use:

Sales / Clicks on Pretty Link = Sales Conversion

If you send an email and it ends up getting you 200 clicks and 10 sales, your sales conversion rate would be 10/200 = 0.05 or a 5% conversion rate.

Once you have that figure, you can compare it to other emails you sent and work on improving your conversion.

Coupon Uses

If you're using coupons in your emails, you could also track how often a coupon is used on a particular offer. This, combined with the sales conversion rates, will give you a good idea on what types of coupons work best and even if it is more profitable to offer them in your emails.

You can usually get reporting data on coupon use in your shopping cart interface.

Unsubscribes

One last statistic to look at is unsubscribes. This is the number of people who unsubscribe as a direct result of your email.

You will have unsubscribes with each email. It happens. People decide you're not offering what they need or they aren't interested in spending any money with you. Or they simply no longer need what you have to offer.

Don't worry about a few unsubscribes after each email you send. However, if you notice a huge spike in unsubscribes after a particular email, it may be time to review what you did and see what may have caused it. Then avoid doing the same thing.

Learning Activity

1. Pick a product or service you will promote throughout the rest of the assignments in this course. It can be your own or one you are an affiliate for. As you work through the remaining modules, you will write a series of 5 email messages about your product or service, ready to upload to your autoresponder.

2. Grab the link to your sales page, or your affiliate link, and set up tracking via the Pretty Link plugin. If you have another link shortener and tracking tool, go ahead and use that one, so long as you know how it works to track the stats we discussed.

The Product/Service You're Going To Promote…

Essentials for a High-Converting Autoresponder Series

Anyone can write a series of emails and make a few sales. That's not what our goal is in this course. Our goal is to maximize the effectiveness of your emails and make the most sales possible. In this module you'll learn what it takes to write a high-converting autoresponder (a/r) series.

Go In With a Plan

What are you going to promote? | How many emails will you write? | What is the purpose of each email?
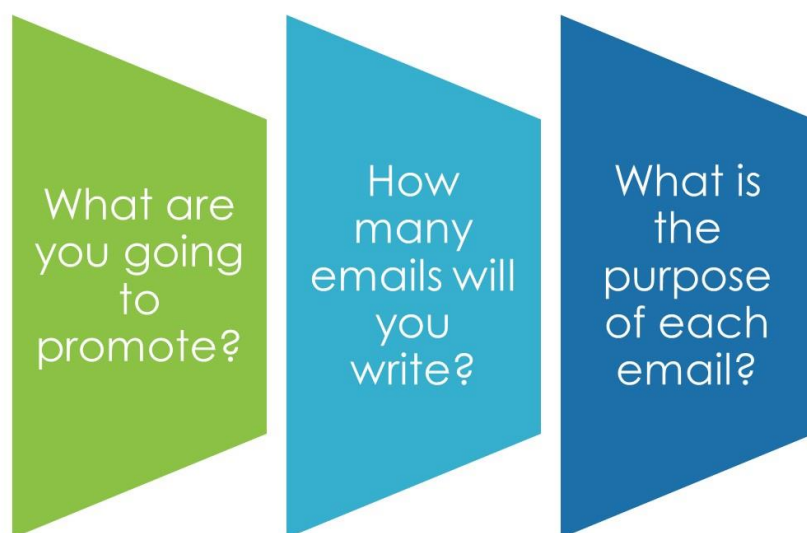
Before you write your first email, make a plan. What are you going to promote? You picked this product or service at the end of the last module.

Next, you need to decide how many emails you will write in this series. For the purpose of this exercise let's go with five. This will give you plenty of time to convey everything you need to share with your readers, including building up some anticipation and provide relevant value from the start.

Decide what the purpose of each email is. We'll go into more detail further on in the module, but those purposes could include introducing a common problem, sharing a product or service that's the solution to that problem, sharing the benefits of the product or service, overcoming objections, or sharing social proof that it actually

works.

Here are a few examples of different paths your plan could take.

Path 1	Path 2	Path 3
Point out a problem	Share some free content	Share a personal story
Present a solution	Explain the time and effort involved	Describe how this led to the product/service
Share a product that can help	Present them with a product/service	Overcome objections
Show how it's helped others	Share social proof	Introduce time-limited offer
Make an offer for the product	Make an offer for the product	Follow up with offer reminder

➢ **Path #1**

Point out a problem → Present a solution → Share a product that can help with the solution → Show how it has helped others in a similar situation → Make an offer for the product.

➢ **Path #2**

Share some helpful free content → Explain that while this works well, it takes a lot of time and effort → Present them with a product or service that will do it for them, or make it much easier → Share social proof of how much others love it → Make a time-sensitive offer.

➢ **Path #3**

Share a personal story → Describe how this led you to create a product or service → Overcome one or two common objections → Introduce a limited-time offer → Follow up with a final reminder about the offer.

Subject Line

Once you have a plan for the emails you will write, it's time to come up with some great subject lines for your emails. Remember, that's always the first stepping stone. You have to get your readers to open the email. You will find some more specific subject line writing tips in the next module. For now, keep in mind that this is on the "must have" list.

Stories

Start thinking about the stories you could share as part of this a/r series. Don't be afraid to get personal with your readers. They need to get to know you.

Stories make your emails entertaining and allow you to connect with your readers. Remember that your prospects have to trust you before they consider spending money with you.

Let's say your product is a video course that teaches parents how to deal with and avoid children's temper tantrums. Share the experiences that inspired you to create the course. Share the story about the time your child screamed and rolled around on the floor of the restaurant last month when you went out to dinner.

Use storytelling techniques to connect the emails in the series and make sure your readers are anxiously waiting for the next one. We can do this by using foreshadowing.

Let's say in the first email you're making your readers aware of the problem – the temper tantrums. Then share that restaurant story. You can end the email mentioning that you went home and started reading up on and trying all sorts of parenting techniques that are supposed to help... but to no avail. Then you came across one technique that made all the difference. That technique is something you'll tell them more about in the next email.

Foreshadowing is a great way to increase open rates and move your audience along

through the series of email messages you are writing.

Call to Action

Last but not least, you need an offer and a strong call to action. Be specific. Tell your readers what you want them to do. "Click the order button, buy the product".

Remove All Doubt

Additionally, there are two powerful strategies you can use to remove all doubt and greatly increase sales conversion rates. They are (1) using testimonials and social proof to show that others already like the product or service, and (2) answering potential questions, concerns, and objections before they even come up.
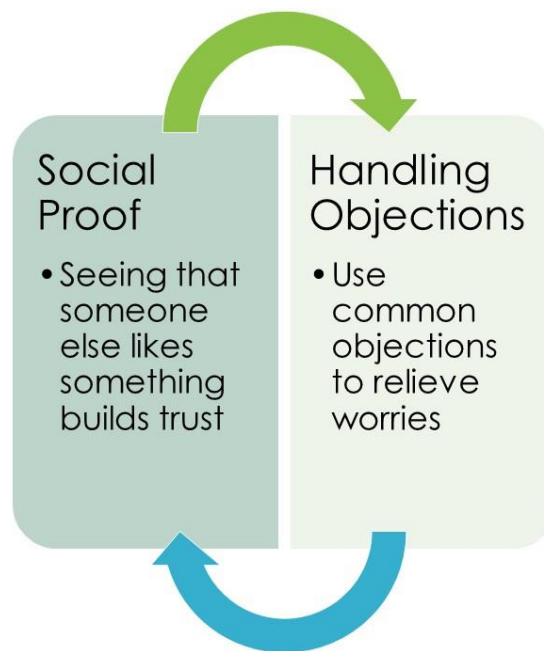
Social Proof

We are social creatures and seeing that someone else likes a product or service builds a lot of trust. That's why testimonials and social proof work so well. And they work just as well in email. Share your best testimonial, a positive review, or some Facebook mention with your readers as part of the autoresponder sequence.

Handling Objections

If you have been selling your product or service for a while, you know what the common objections are and what you usually tell your customers to relieve their worries. Use that in email as well. If you are new to this, take a guess, or ask family and friends who are part of your target market (but be mindful of possible bias if asking people close to you).

Let's look at an example of an objection and how you may handle it via email. We'll go back to the toddler tantrum video course.

A common objection may be that readers think they will need access to a computer to go through the course. Since many parents of young children rely mainly on mobile devices, you can address this as you talk about the benefits of the course and mention specifically that it can be viewed on a computer, laptop, tablet, or smart phone. Point out that one of the benefits of a course like this is that it is self-paced and they can view and review the lessons anytime, anywhere.

Example

Let's take a look at what all this planning and implementation will look like in practice. Here's an example for the Toddler Tantrum Video Course.

We'll follow Path 3 for this example.

Email #1

Subject: We were in the restaurant - Mortified

- ➢ Share the story about little Timmy throwing a full blown tantrum in the middle of the restaurant.
- ➢ Go into feeling helpless, like a bad parent
- ➢ Move into going home, doing research and trying different strategies until coming across this one technique that worked like a charm… more next week.

Email #2

Subject: This is what made all the difference …

- ➢ Share the journey of research and trial and error

- ➢ Share the solution, tell them what to do, but not exactly how to do it

- ➢ Introduce the course

- ➢ Share what went into creating the course and why it is important to you

Email #3

Subject: Think this won't work for you? Think again!

- ➢ Explain why this course works for just about anyone

- ➢ Share how easy it is to follow along. Self-paced, access anywhere

Email #4

Subject: Ready to put a stop to toddler tantrums?

- ➢ Recap everything this course can do for the

- ➢ Make a limited time 30% off offer

Email #5

Subject: Last chance to end those toddler tantrums this week!

- ➢ Remind them the 30% coupon is expiring

- ➢ Share a testimonial as social proof

Now it's time to plan the autoresponder series you will write for the product or service you identified for this course.

Learning Activity

1. Decide how long your autoresponder series will be. Unless you have a good reason not to, stick with 5 email messages for the purpose of this exercise. It's long enough to give you a chance to connect with your readers but short enough to get it written and uploaded in a timely manner.

   Decide how long the emails will be spaced apart. If you've been in touch with your readers regularly, you may want to send them one or two emails per week. If you are sending these emails earlier your relationship with subscribers (soon after the welcome message), you may want to send the first 2 to 3 emails only a day apart to make sure your readers will not forget about you before they get the next message.

How Many Emails In Sequence	
Send Email #1 on Day 0	*n/a*
	Days Gap Between Email
Email #2	
Email #3	
Email #4	
Email #5	
Email #6	
Email #7	

2. Jot down a rough outline for your story and what you will cover over the course of those 5 emails.

The Product/Service You're Going To Promote…

Your Story:
Email #1
Email #2
Email #3
Email #4
Email #5
Email #6
Email #7

Best Practices for Writing Your Autoresponder Series

Now that you have much of your planning done, let's go into best practices for writing your actual email messages. That includes the subject line, the body of the email, and your call to action.

Start with the End in Mind

Before you sit down to write each email, look at your plan. What is your goal with this particular email? Is it to gain their trust with a personal story? Is it to share social proof? Is it to overcome an objection? Or is it to close the sale?

Knowing what your goal is helps you frame your message well and use the language best suited for the task.

> ***Example:***
>
> *Point out a problem → Present a solution → Share a product that can help with the solution → Show how it has helped others in a similar situation → Make an offer for the product.*

Set Expectations

If your autoresponder series is going to out to brand new subscriber, you need to set some expectations from the very start in your first welcome email after they have subscribed. How often will you email them? When will they get the emails? This helps open rates since readers know what to expect and when to look for your messages.

> ***Example:***
> *You can expect to hear from me every few days. Keep an eye out for the next email the day after tomorrow. I look forward to share with you how we were finally able to stop those embarrassing toddler tantrums.*

Keep It Short and Sweet

As you write the emails, keep them short. Use brief, simple sentences, and keep the paragraphs short as well. The whole message should be quick and easy to read. It's much harder on the eyes to read text on a digital device than it is on paper, thus the need to keep it short and sweet.

Pay Attention to the Subject Line

Craft your subject lines carefully. Your first goal for all your emails is to get subscribers to open the email. If that doesn't happen, nothing else you do matters. Spend some time coming up with a good subject line and test to see what works best with your audience. Some audiences may be more receptive to shorter subject lines while others respond to longer ones with more specifics. Find out how to split test headlines in your autoresponder service and try out different types.

> ***Examples:***
>
> *Subject: Ready to put a stop to toddler tantrums?*
>
> *Subject: Toddler Tantrums…no more!*
>
> *Subject: I was mortified!*

Let Your Personality Show

Be personable throughout your communications. Your goal is to give your readers a chance to get to know you so they can feel a personal connect and start to like and finally trust you.

> ***Example:***
>
> *Here we were in the middle of dinner at a restaurant at the end of a long day. We were both exhausted and just wanted to grab a bite to eat (since neither of us felt like cooking…) and get home.*
>
> *And that's when our 2-year-old decided to throw a **full blown tantrum**…*

Use Formatting to Make Your Emails Easy to Read

Use formatting like bullets, headlines, bold phrases, and even images to make it easy to scan through the email.

> *Example:*
>
> *Some of the reasons your toddler may be having a tantrum are:*
>
> - *Anger*
> - *Frustration*
> - *Anxiety*
> - *Stress*
> - *Overstimulation*
> - *Exhaustion*
> - *Sickness*

Grab Their Attention with a Strong Image

Speaking of images, they are a great way to grab your reader's attention as soon as you get them to open the email. The saying "a picture is worth a thousand words" really holds true. When you use images in your emails, be sure to use "alt" text when you're setting them up in your autoresponder so people will see the text if they don't display images in email.

Make it Flow

Make sure your content flows well. Read through it after you write it and check to see if it's easy to follow along all the way down to the call to action.

Have a Strong Call to Action

A Call to Action (CTA) is a precise instruction to your readers meant to elicit an immediate action. Usually that action is to click a link in the email.

> *Example:*
>
> *Ready to learn how to stop temper tantrums in their track once and for all? CLICK HERE to learn what you need to recognize to know a tantrum is coming on…. and what you can do to keep it from happening.*

Use Foreshadowing to Increase Open Rates

Wrap up your mail (where applicable) with a little "foreshadowing" about what's coming up next. This will make your readers anticipate your next email and improve open rates, as we've discussed earlier. It's also perfect content to put into a postscript (P.S.), which is one of the most-read parts of an email.

Example:

P.S. Not sure if this can work for you? Tomorrow I'll share with you the story of a mom of toddler twins who thought she would be stuck in the house for the remainder of the toddler years.

Learning Activity

1. Take the plan and outline you created during the last assignment. Write your 5 autoresponder messages, following the guidelines, tips, and best practices in this module.

2. Upload the messages to your autoresponder service and schedule them to go out according to your plan.

3. Test each email message via the autoresponder dashboard and make sure it looks the way you want it to and all clickable links work.

<u>Email #1</u>   *Day 0*

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

<u>Email #1</u>   *Day 0*

Email #2   *Day*

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

Email #3   *Day*

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

Email #4   *Day*

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

Email #5   *Day*

Subject :

Headline (if using one)

Para #1

Para #2

Para #3

Para #4 (Call to Action)

Link To:

Cliff Hanger Until Next Time:

P.S.: (Repeat of Call to Action)

Conclusion and Action Planning

All the hard work is done and you've scheduled your first series of highly converting autoresponder messages. Let's quickly review what we've covered so far. Then we'll wrap things up with some ideas on what to do next.

Overview

In the first modules we talked about what an autoresponder is and how it differs from email newsletters, broadcast emails, or blog broadcasts. You learned that you are able to reach every single reader with each email, no matter when they signed up. Another big benefit is that you do the work once and your auto responder emails will continue to work for you week after week, year after year.

We went over the different types of autoresponder services you may want to use and then covered how you can use an autoresponder to grow your business which included:

- Build a relationship with your readers
- Make sales of your own products
- Make affiliate sales

Goals

We started by talking about what an autoresponder series is and the different goals you may have for each series. We went over examples of different types of autoresponder series and their end goals.

Next we talked about the different ways we can measure success including:
- Open Rates
- Click Through Rates
- Sales Conversion Rates
- Track Coupons
- Unsubscribes

We wrapped up by having you pick a product or service to promote as you work through the assignments.

Autoresponder Email Essentials

Module three was all about planning and preparing. We talked about planning your emails ahead of time and how to use storytelling and foreshadowing to keep readers engaged.

We covered the different ways to gain your readers' trust, including personal stories, testimonials, and social proof. We also talked about different ways to address questions and concerns that may prevent someone from making a purchase.

This module covered the essential elements you must have to write a successful autoresponder series:

➢ A Plan for Your Series

➢ Great Subject Lines

➢ Stories to Help You Connect with Your Readers.

➢ A Call to Action and an Offer

We wrapped it all up by looking at an example of what that plan may look like at this stage.

Best Practices for Writing Your Series

In module 4 we covered the best practice for writing a great autoresponder series. Here's a quick list of what we covered:

➢ Start with the end goal in mind

➢ Set expectations

➢ Keep it short

➢ Craft your subject line carefully

➢ Write a strong Call to Action

➢ Be personable. Your readers have to know, like, and trust you

➢ Use formatting to make it easy to scan

➢ Use images to grab attention

➢ Make sure everything flows

➢ Use "foreshadowing" to make them anticipate the next email

Your assignment at the end of this module was to write and upload your autoresponder series. To wrap this all up, let's talk about what you should do from here.

Tips for Moving Forward

Your first autoresponder series is finished, but you can't stop here. Let's talk about what comes next.

The first thing you should do is see how effective your emails were. Give it a few weeks after you start sending your emails, then start collecting and reviewing feedback. Pay attention to the replies you get to your emails, as well as comments on your blog, website, or social media. How well were the emails received? Did you get additional questions and concerns? How did your readers respond to the topic? This is all good information to have. Read it and see what improvements you can make in your next series of autoresponder messages.

Take a look at the stats in your autoresponder dashboard. Check the open rates of your emails. What worked well, what didn't? Can you take a guess as to why one subject line worked much better than another?

Something we haven't talked about yet is how to get more people to sign up for your emails. As time goes by, you want to funnel more and more people into your autoresponder so they can see the email series you just finished writing. While this is by no means an extensive list, here are a few simple things you can do to grow

your list.

- ➢ Test and tweak your opt-in boxes and opt-in pages to increase your conversion rate

- ➢ Create a new opt-in offer (lead magnet) to attract new readers

- ➢ Create web content related to your autoresponder series and invite readers to sign up for your list at the end of the content

- ➢ Share that content and/or your opt-in pages on social media

- ➢ Drive more traffic to your opt-in pages with ads

- ➢ Ask current subscribers to share your emails and invite others to sign up for your list

These are just a few simple ideas to get you started. Growing your list should be something that's always at the top of your to-do list. Learn more about it and implement new ideas and techniques as you come across them.

Of course, successful email marketing isn't just about adding more subscribers to your list. You also want to grow your series of emails. Write more emails and add them to your autoresponder. These could be messages that continue to promote the same product or service (other testimonials, for example, or content based on the feedback you've received from the first five email messages). Or they could be an entirely new series of emails based around a different offer.

> **NOTE**: Don't continue to send offers for the same product to people who have already purchased it. Check in your autoresponder service for how to automatically remove people from that series after they have purchased.

Another idea is to create an autoresponder series to follow up with people after they purchased the product you promoted. Make sure they can access what they have purchased. Show them how to best use your product or service. Finally, follow up with related products and services. A person who has already purchased from you once is much more likely to do it again.

Plan Your Next Highly Converting Autoresponder Series

You know what to do moving forward. It's time to take the next step by writing another series of autoresponder messages. With the data you've started reviewing in the last module, you'll be able to create something that will convert even more effectively than the last series.

A Quick Note about Testing and Improving

Just because the first series of posts is already uploaded to your autoresponder service doesn't mean that it is written in stone. As you learn more and get better at writing copy for email messages, go back and tweak what you've written. Try a different subject line or change around your call to action and see if you get a better response.

Ready to Work on Your Next Promotional Autoresponder Series?

Step One – Pick Your Goal

Your first step will be to pick something you can promote. Again, this could be another one of your products and services, or it could be an affiliate offer. One way to approach this is to find a complementary offer.

Step Two – Make A Plan

Decide how often you want to email your list. If they are used to hearing from you about twice a week, you could stick with that schedule or spread it out a little more and send one email per week. You should also determine how many emails you want to send out and come up with a plan for those messages. Review the module on planning if needed.

Step Three – Write It

Following the tips and best practices shared in the last module, sit down and write the emails you planned and outlined in step two. You'll find that the more you write,

the easier it gets.

Upload them to your autoresponder and then wait for the data to come in. Just like before, go back periodically and see what's working and what isn't. As time goes by, you'll learn more about email copywriting and what works best for your particular audience. Test and tweak your autoresponder messages, and don't forget to keep funneling new people into your list on an ongoing basis.

Here's your last assignment for the course.

Learning Activity

1. Check your stats and see how your last autoresponder series went. What worked, what didn't?

2. Tweak the existing emails and see if you can make them convert better.

3. Plan and write your next autoresponder series.

Appendix 1: Power Words That Create Open-Worthy Email Subject Lines

Now

Creating urgency is an incredibly effective method of getting your emails opened. The short, direct and imperative nature of the word 'Now' is an excellent way to do just that.

Use it to encourage action by including 'open' in subject line phrases.

Examples:

Open This Email Now

Read Now

Don't Open This Now!

Welcome

Another word that's loaded with familiar connotations, 'Welcome' is the most popular word for your first contact with a new email list member.

Examples:

Welcome to Our Tribe!

Welcome, [Name]

Welcome!

Top

Use the word 'Top' when you're creating list emails. It's another quick and to-the-point word that people associate with brief and important information.

Examples:

The Top Ten Ways to [Action]

The 5 Tops Ways to Use [Product]

The Top Secret Tip for [Benefit]

How To

People love the opportunity to increase their knowledge and offering a 'How to' is another effective way to get a read. It's also a great follow-up message after a purchase.

Examples:

How to Use [Product] to [Benefit]

How to [Action]

How to Get [Result]

New

Another favorite, 'New' offers exactly what it says – something different. You're playing to people's intrinsic desire to be ahead of the game and be involved in something original.

Examples:

New Post: [Blog Post Title]

New: [Product]

Here's a new way to get [Result]

Vs.

The benefit of using 'Vs.' in an email again lies in the nature of the word itself. If you remember that people generally don't want to spend too long reading an email, using quick descriptive words are a great promise of an easy read.

Examples:

[Topic] vs [Topic]

[Past State] vs [Present/Future State]

Mistakes

Words with negative connotations are also extremely effective in catching interest.
Use a word like 'Mistakes' to encourage the inquisitive 'where am I going wrong?'
part of your readers.

Examples:

The Most Common Mistakes People Make When [Topic]

Mistakes You're Making When [Action]

Are you making this mistake?

Flash Sale

This one works for time sensitive offers and combines two separate ideas that
readers love. The word 'Sale' speaks for itself… but adding the 'Flash' before that
creates a sense of urgency that does wonders for open rates.

Examples:

Flash Sale: [Product][Discount]

Flash Sale – 24 Hours Only!

STOP!

Hard to ignore, this kind of command with stop the casual inbox-scroller in their
tracks. Just be careful not to overuse this type of subject line or your readers will
become blind to it.

Follow the command with an action for maximum effect.

Examples:

STOP! Read this before you [Action]

STOP [Action]!

Proof

You're competing against a barrage of other emails to get opened, so it's good to remember that your reader has probably seen a lot of it before… and might well be wary. Use a word like 'Proof' to validate your email content before they've even opened it.

Examples:

Proof That [Product] Really Works

Social Proof to [Validate Claim]

Your proof is inside…

You/Your

Using the word 'you' or 'your' in the subject line immediately makes people feel the email is specifically for them and personalizes it more. At the same time, avoid using 'I' or 'we', unless you're revealing something interesting and personalizing it that way. Eg, 'You'll never believe what I saw….'

If you have people's names in your autoresponder database, you can also use tags to put their first name into the subject line and take personalization to the next step!

Examples:

Did you see this?

Here is Your Tip of the Day

[Name], can I ask you a question?

More proven words and phrases to get your emails opened…

Word/Phrase	**Example**
What if…?	What if You Could [Action]?
Do	Do [Action] to [Get Benefit]
Avoid	Avoid [This] to Improve [This]
Try	Try [This] to Do [That]
Hack	12 Hacks to [Action]
Benefit	The Top Ten Benefits of [Product]
The Death	The Death of [Topic]
Advice	Proven Advice for [Audience]
You	You, the Authority on [Topic]
Imagine	Imagine that You Could [Action]
Lesson	The No.1 Lesson For The [Audience]
Problem	The Problem with [Topic]
Help	Can I help you?
Idea	Here's an Idea for [Topic]
+	[Topic] + [Related or Opposite Topic]

Appendix 2: 10 Leading Autoresponder Service Providers

1. **Aweber**

2. **MailChimp**

3. **GetResponse**

4. **Constant Contact**

5. **Active Campaign**

6. **Infusionsoft**

7. **Ontraport**

8. **iContact**

9. **Campaign Monitor**

10. **LeadOutcome**

Appendix 3: Top 10 Autoresponder Best Practices

1. Start with the end goal of your email messages in mind.

2. Set expectations with your readers from the beginning.

3. Keep your emails short and to the point.

4. Craft your subject line carefully.

5. Write a strong Call To Action for each email.

6. Be personable. Your readers have to know, like, & trust you.

7. Use formatting in your messages to make them easy to scan

8. Use images in your emails to grab attention.

9. Before you hit send, make sure everything flows well.

10. Use "Foreshadowing" to make your readers anticipate the next email.

Appendix 4: Top 10 Autoresponder Mistakes To Avoid

1. Trying to sell to your list before you build a relationship with your readers.

2. Using the same old boring subject line each time.

3. Hitting send before you proofread & test your email messages.

4. Ignoring the feedback you're getting from your readers.

5. Not testing different subject lines & types of email messages.

6. Ignoring the data you get from tracking open rates, click through rates, and sales.

7. Sending offers to your list without checking them out yourself first.

8. Emailing your readers with offers for things you wouldn't buy yourself.

9. Not adding to your autoresponder series on a regular basis.

10. Hiding your personality & not sharing anything about yourself with your readers.

Appendix 5: 7 Rules For Highly Engaging & Effective eMail Marketing

1. Be Personal. Write your eMail messages as though you are addressing one person only.

2. Be Valuable. Only eMail your list when you have something truly helpful to say.

3. Be Generous. Sprinkle in some great free content amongst your promotional emails.

4. Be Real. Make sure to use your real name & a From email address you do actually check.

5. Be Trustworthy. Having opted-in to your list, tell people clearly what they can expect.

6. Be Natural. It's OK to use subscribers names in emails, just don't overdo it.

7. Be Empathetic. Remind your subscribers that they are not alone & you want to help them.

About Your Tutor:

Do you ever wish you could find an easier way to attract new clients?

If you're thinking "Yes, I do!" you're not alone. Many professional service providers feel like that because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

But just imagine for a second how great you'd feel, how much happier you'd be and how much more you'd be earning if suddenly clients were seeking you out, rather than you continually having to chase after them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and a specialist business workflow consultant. And I help my clients attract new business automatically.

If you're a business owner or professional service provider, who would like to automate their lead generation, prospect follow-up, and business relationship building processes in order to spend more chargeable time working with your ideal clients then I can help you to achieve that goal.

If you like the sound of that but you're not sure whether I'd be able to help your business or not, make an appointment to speak with me today.

Just head over to www.3dconsultingservices.com/call and select a time that's convenient for you.

There's no charge, and I promise you'll be delighted that you did when you hear about a strategy that'll transform how you win clients in future!

I look forward to speaking with you and to helping you discover which key business processes you can easily automate in order to free up more time to make more money doing what you do best.

Wishing you the very best of good fortune

Tim

You've probably seen those long, scrolling sales pages online that seem to go on and on forever.

No doubt, you've received letters through the post from direct mail marketers, screaming at you to buy some new, miracle product or other.

And I'm certain you will have been approached in a shop by some eager young sales assistant who thought they knew exactly what you'd want... despite never having met you before.

If you're anything like me, you absolutely hate the thought of being categorised alongside any of the above. And yet you have to sell something in order to make a living. So, I've some really good news for you...

I used to feel exactly the same way as you do now which is why, when I accidentally came across this information and found that it worked really well, I decided to create this short course to help professional service providers like myself.

It's designed to teach students a series of simple steps that if they follow, will enable them to demonstrate to their prospects that they are really good at what they do and ultimately be recognised as an expert in their field.

So, if you'd love to have a regular flow of profitable new clients seeking you out as the expert in your field, then this course is for you.

And, by using the information you learn on this course to follow-up with all YOUR best prospects, you too will soon be attracting a flood of new clients who realise that your product or service is really what they want.

Enjoy!