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# UNDERSTANDING AUTORESPONDERS

A Beginner's Guide

Types and Uses Of Autoresponders To Grow  
Your Business

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## Table of Contents

INTRODUCTION.....	1
THE CHOICE IS YOURS.....	3
TYPES OF AUTORESPONDERS.....	4
DON'T DO THIS!.....	9
USING YOUR AUTORESPONDER .....	14
BUILD INTEREST WITH AUTORESPONDER MESSAGES.....	15
GIVE POTENTIAL CUSTOMERS A PREVIEW .....	17
GENERATING LEADS.....	19
EMAIL COURSES THROUGH YOUR AUTORESPONDER.....	21
USING AN AUTORESPONDER TO PUBLISH YOUR EZINE.....	23
ARTICLES AND AUTORESPONDERS.....	25
WHAT ELSE CAN I DO?.....	27
AUTORESPONDER ACCESS TO SECRET PAGES.....	27
CUSTOMER SERVICE WITH AUTORESPONDERS.....	29
AUTORESPONDERS AND SHOPPING CART INTEGRATION.....	31
INVOICING WITH AUTORESPONDERS.....	33
TRACKING ADVERTISING AUTORESPONDER RESPONSES.....	34
NOW THE FUN BEGINS!.....	37
FORMATTING AUTORESPONDER MESSAGES.....	37
PERSONALIZING AUTORESPONDERS.....	38
GETTING YOUR AUTORESPONDER MESSAGES THROUGH THE SPAM FILTERS	40
CONCLUSION.....	42
THE PLAN.....	42
ABOUT THE AUTHOR.....	45



## **INTRODUCTION**

“Marilyn, you need to get an autoresponder.” The thought made me freeze up. I didn't know a thing about autoresponders. And so began my journey of learning about what they do, why they're important and how to use them.

Everyone who owns a business on the Internet continuously looks for more efficient ways of doing business. Autoresponders are the most powerful tool to automate the process of marketing products and doing business online in general. It is the ideal way way to carry out your day to day business, saving you time and money.

Autoresponders are special email addresses that return a pre-stored message or set of messages in response to any email sent to the autoresponder address. They are available over a range of costs and come in different forms. They provide information on any topic to anyone, anywhere, instantly and automatically.

## Understanding Autoresponders

You can use an autoresponder to:

- Build an opt-in email list
- Follow up with visitors
- Develop a relationship with your visitors
- Teach multi-part courses
- Grow basic sales



## **THE CHOICE IS YOURS!**

Internet marketing and autoresponders essentially go hand - in - hand. In today's online business world, you simply cannot succeed at Internet marketing without the use of autoresponders.

Autoresponders are used to achieve many of the marketing tasks that are essential to a successful online business.

Internet marketing can be very time consuming. Whether you do affiliate marketing or market your own products or service, an autoresponder is a big part of your marketing arsenal.

Autoresponders are used to :

- keep in contact with your past customers