



: : Autoresponder's For Business : :

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- Type your own information in to the "replace with" box.
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You're done now just check to see if all of the information is correct and then paste your messages in to your follow up auto-responder and start sending it.

Copy and paste phrases

"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"add your name here"

"your email address"

"your URL here"

Best of luck with your new course,

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Autoresponder's For Business.

It is very important that you confirm your subscription so that we can start sending your messages.

Please take a minute and click the link below to confirm.

"confirmation link"

We will send your first lesson as soon as we receive your conformation.

Remember we value your privacy. We will never rent, share or sell your email address.

"add your name here"

1

Subject line: First Lesson - Autoresponder's For Business

Hello "autoresponder code here",

Welcome to the first lesson in the Autoresponder's For Business Crash Course. Over the next few days you will receive several lessons that will help you learn the ins and outs of using autoresponder's for your business.

In this first lesson we are going to talk a little about what an autoresponder is and how it can help your business.

When taken by definition, an autoresponder might seem like the simplest invention for online use. After all, an autoresponder is only an application designed to answer emails automatically. Apart from email, autoresponder's today are now also being incorporated into website systems which can easily manage subscriptions, posts, online orders, inquiries and mailing lists. Its complication and genius lies in its many

uses and how, through its simplicity, it has the ability to triple online sales and improve online marketing efforts on so many levels.

Early Start of the Autoresponder

All types of people have encountered an autoresponder at one point or another. It began quite easily as a simple system that delivered notifications when an email couldn't be sent to the address designated even when several attempts have been made. In which case, the autoresponder will then send the sender an email that his message has not been delivered and the several reasons that might have caused the error.

Uses for an Autoresponder

Since its early use, autoresponder's have now become a popular tool for many online jobs. At present times, having an autoresponder helps organize several task that use to be handled manually. Since you can't be at the computer all the time and therefore, can't answer messages as quickly as you may want to, an autoresponder will help you build and maintain relationships with potential as well as active clients who have contacted you.

In addition, soon, it may be tiresome to answer to the same inquiries over and over again. An autoresponder can quickly give detailed answers without you tiring from having to piece together instructions, price quotations, friendly greetings or newsletters from scratch.

Basic and Complicated Autoresponder's

Autoresponder's today range from the basic to the most complicated depending on their use. Some only serve as friendly emails, stating that the recipient cannot answer your email right away and will answer it as soon as he can. This type of autoresponse is also commonly used in customer service sites in order to immediately get back to the customer without delay.

More intelligent autoresponder's however have started cropping up. Now, the autoresponder's response time can be set and delayed at will. It can automatically send a single message or a series of messages in a day, a week, a month and even several months after the pre-written message has been added. With this intelligent programming, online companies can easily organize their monthly newsletters in advance. Then just plot out the schedule and count on the autoresponder to send it out at the designated time.

Autoresponder's services can be subscribed to, rented or bought. Most

business owners usually just subscribe to an intelligent autoresponder service because they can easily unsubscribe to it when it's no longer needed or when the service doesn't meet their needs.

While there are many autoresponder services available to choose from you may want to check out several before you decide which one will work the best for your business.

Here are a few to start with:

- Getresponse.com

<http://www.getresponse.com>

- Aweber.com

<http://www.aweber.com>

- iContact.com

<http://www.icontact.com>

- Constantcontact.com

<http://www.constantcontact.com>

Keep in mind that these are just a few of the many that you can choose from. They are all paid services that you can subscribe to. Before joining any service it is important that you make sure that the company is credible. Don't just go with any service because there is the danger of them sending out spam messages or even selling the emails of your potential clients to other companies. So do your research and don't be afraid to ask questions.

If you have any questions about today's lesson or need any assistance please feel free to contact me at anytime using the contact information below. I will be happy to help.

We have a lot to go over in the next few days if you want to learn how to effectively use autoresponders for your business, so make sure you look for your next lesson soon. We will be talking more about how to choose the right type of autoresponder for your needs.

Until then,

"add your name here"

"your email address"

"your URL here"

2

subject line: Second Lesson - Autoresponder's For Business

Hello "autoresponder code here",

It's time for your second lesson in the Autoresponder's For Business crash course. I hope you found lesson one informative.

In this lesson we are going to talk about how to choose the right type of autoresponder for your business.

How do I know What Type of Autoresponder to Use?

This is a question that many business owners ask themselves when they decide that the need to start using autoresponder's.

As we discussed in your first lesson, autoresponder's are helpful tools that you can use to automate your business and decrease your work load tremendously.

Basically, there are three types of autoresponder's to choose from, the compatibility of which depends on your personal level of skill and availability to use the autoresponder. The three main types of autoresponder's are

- Remotely hosted autoresponder's
- Locally hosted autoresponder's
- Desktop hosted autoresponder's or self hosted autoresponder's.

Of the three, many business owners prefer having a locally-hosted or desktop-hosted autoresponder for several reasons. Remotely-hosted autoresponder's cannot carry a website's domain name. What appears in the autoresponder is a link extension of the website that is hosting the autoresponder. This may be preferred by some who do not have their own website or those whose business require anonymity of a sort. Furthermore, because the autoresponder is carried by another website and not your own, there will be very little room for control or flexibility in terms of what the autoresponder can do for you.

It is easy to spot the pre-written message if it's hosted in a remotely-

hosted autoresponder whereas locally-hosted or desktop-hosted autoresponder's can choose to customize their settings such that it's not made to look or sound like an automated message. In addition, the e-mail address is the website's own which makes it more difficult to pinpoint an automated message.

This is a great feature for those in the customer service industry or those who require warm relations with potential customers because of its ability to mask a generic script.

After all, very few people want to receive a message that's been sent to millions of other people and no matter how successful, knowing an autoresponder is the one responding to the message will give a touch of coldness to the content.

For all the limitations of a remotely-hosted autoresponder though, it is by far cheaper than the other two. It's great for home businesses or start-up companies who need the service but not the heavy expense. And it is not to say that locally-hosted and desktop-hosted autoresponder's don't have their own limitations too. Depending on the provider, these two can be quite expensive especially when you're asking a technical person to develop the script and the installation for you. Scripts can get very complicated depending on how many features you want in the autoresponder. An Intelligent autoresponder, one which does sequential sending and the like, can be quite expensive.

A desktop-hosted autoresponder from the name itself is dependent on one desktop. So, given this, the computer should be very reliable and should always be connected to the internet lest it won't receive or answer any of the messages. The computer also needs to have a large capacity especially for those who have a very large mailing list. With desktop-hosted autoresponder's, one will need to have intelligent know-how on how the system works or else most mails will only end up in a potential client's Spam Folder and be sure to choose a very reliable hosting server. Hosting services for such will also tend to be very expensive.

Take your own company's considerations in mind when choosing. Not every business will fit the same mold when it comes to choosing the right autoresponder for it's needs.

Look for your next lesson soon. We will be talking about how to get started using autoresponder's for your business.

Again, I appreciate your joining me for this short course. If you have any questions or need any assistance please feel free to contact me at

anytime. I will be glad to help.

Until then,
"add your name here"

"your email address"

"your URL here"

3

subject line: Third Lesson - Autoresponder's For Business

Hi "autoresponder code here",

It's "your name here", with your third lesson in the Autoresponder's For Business crash course. I hope you found your last lesson informative.

Today will be talking about how to get started using autoresponder's for your business.

autoresponder's are to emails as answering machines are to phones. They can serve as receptionist, marketer and sometimes pacifier for potential and active clients who all want a piece of your time. Of course, in today's busy world, you can't just keep answering emails the whole day, so autoresponder's are here to do that for you. Here are several ways on how you can use these ingenious applications:

- Organize your Answers Cohesively

Fixed answers such as price, service rates, FAQ's and the like is tiresome to send manually especially when it's the only thing you seem to be doing for the better part of the day. With autoresponder's, websites now have the luxury of having detailed ready answers to clients' questions with faster turnaround time than when relying on a personal secretary or virtual assistant. This way, the company is also more consistent with answers to sensitive questions like price, for example. At least no one can pinpoint you giving one rate to a client and a cheaper one to the other.

- Share Knowledge with Employees

Too busy to impart everything to your employees? Well, with autoresponder's, you can set up course modules with not only clients but with those in your internal office. This way, you can still enhance their performance even when you're too busy doing your own functions in the office. A sequential autoresponder will help you pre-set your messages in such a way that they can be properly digested by the employees let's say per week or per month.

- Market to Clients

With the advent of autoresponder's being placed in service websites, clients can now have the ability to subscribe to a monthly or weekly newsletter by the company. This way, they are kept well-informed about the new products that's about to come out from the company. Whether you're a big or small enterprise, marketing through autoresponder's is an affordable and effective way to keep clients in the loop of things. Even bloggers will benefit from using autoresponder's as a marketing tool as it's a great alternative to regular RSS feed. It's also a way to increase traffic going to the main website.

Sequential course modules can also be marketed as newsletters for clients. It can be a great way to generate extra income. By giving out the first few chapters to subscribers and letting them pay for the rest, not only are you helping, you will have branded your product or service as a thing of help rather than just plain Spam message.

- Relax Properly

How many business owners or employees have gone on vacation while still worrying half the time about the things they have to finish, the clients they have to call and the backlog of messages they have to answer? Well, with autoresponder's, clients who've emailed to you will immediately be replied with a reasonable pre-written message explaining your circumstances and further stating that you'll get back to him as soon as you can. This way, you've touched based with them even when you're enjoying your break.

Don't forget to look for your next lesson soon. We will be talking about how you can use an autoresponder to help reduce your workload and increase your profits.

Until then,
"add your name here"

"your email address"

"your URL here"

4

subject line: Fourth Lesson - Autoresponder's For Business

Hello "autoresponder code here",

How are you? We're winding down to the end of this short course. But we still need to go over a few things so that you can start unlocking the full potential of your autoresponder.

Today let's talk about how you can use autoresponder's to help reduce your workload and increase your profits.

Imagine this scenario. You've just woken up after a hectic 18-hour workload and were planning to be a little more laid back today. You're just waiting for your cup of Joe while opening your email when, lo and behold, there's 150 of them waiting for your answer. If this seems like a typical day to you with piles of e-mails taking up a good quarter of your productive working time, then it's time to consider having an autoresponder.

An autoresponder is a pre-programmed application that allows the system to automatically respond to an email received. autoresponder's today can be used for many purposes. They can be used as a form of instant gratification since the potential client doesn't have to wait long for a reply. Or they can serve as a marketing tool with several parts of newsletters sequentially emailed every week or month. Whatever the case may be, here are several more reasons why an autoresponder helps you in your business and lifestyle:

- Affordable Rates

Between hiring a virtual assistant and renting or purchasing an intelligent autoresponder, the latter is by far more affordable without the hassles of sick leaves or unexcused absences. An autoresponder is sure to be more systematic too. It doesn't leave any email unanswered.

When for basic purposes, there are several sites who offer free autoresponding systems. But when it's for more complicated tasks like

price listings, sequential sending and the like, then renting an autoresponder is by far the best option since you can stop the service if you no longer need it and it's safer from spam messaging.

- Easier Response to Repeat Inquiries

Especially if your company is product-based, you may be sending and resending your price lists several times a day. With autoresponder's, you can just sit back and relax while your system answers inquiries like price, list of products or services, bonuses, special promos from potential clients who will think better of you because you've answered questions in detail. autoresponder's will give your information more consistency and save you from the fumbles of giving a different price or detail to another customer.

- Sequential Promotion

People using Smart autoresponder's nowadays have the ability to set the time of send out. They can send one part of a newsletter in an e-mail this week, and send the rest next week. This way, the newsletter can be promoted as a course module or series which might be more digestible to the potential client than one long email at one time. Having one email each week will also give you more visibility and will help the company remain top-of-mind.

- Support System

Let's face it. There are just some days when you can't just answer all your e-mails. During these days when you can't respond right away, your clients may have a tendency to feel neglected, and perhaps may even jump boat because of the lack in communication. Using an autoresponder gives them the necessary assurance that you've at least received the e-mail and will get back to them as soon as possible. Better relationships with clients mean better business for you.

I'd love to hear from you! Please let me know what you think and remembers if you have any questions or need any assistance please feel free to contact me at anytime.

Don't forget to keep an eye out for my next email. There will be some great stuff in your last lesson. We are going to go over some great tips that will help you make the most out of your autoresponder's.

Until then,
"add your name here"

"your email address"

"your URL here"

5

subject line: Fifth Lesson - Autoresponder's For Business

Hello "autoresponder code here",

Well, we have come to the final lesson in the Autoresponder's For Business crash course. Today we are going to jump right in and go over some great tips that you can use to make the most out of your autoresponder's

As we have been discussing, an autoresponder is a great way to help you expand your business. It helps you organize your business, answers emails and keeps in contact with potential clients, reducing your workload to a great degree. But there are also some things that you have to watch out for when using an autoresponder to insure the continued success of your business.

Because autoresponder's can seem impersonal and generic to many people it is important to be very careful when using them. Here are some great tips on how to use autoresponder's more effectively for your business:

- Take note of its activation and deactivation

Whether for personal or business use, make sure you turn your autoresponder on and off at the proper time. It will not read well with clients when you're already at the office and are still using your autoresponder to say 'you're on vacation'. Similarly, not turning on your autoresponder when needed will also hold grave consequences in terms of communication.

- Have a good headline ready

A headline, to many, can be the be-all and end-all of a message. It can be the gauge to whether they continue reading the message or just delete it directly. So, be sure that your headline is catching or informative enough. It should be apt description of the content of the email. In order to practice making good headlines, track your autoresponse messages. Collate those which have done well and see

what the common factor is. Using metrics is a great way to analyze your autoresponder's effectively in marketing, so be sure to track clicks, opened messages and etc.

- Always keep content highly-informative

Sure, you have to insert your promotion somewhere but think of the content of your messages first. A successful mail marketing campaign can only be done when the subscriber feels that your product gives him information in enhancing a certain aspect of his life. Most subscribers and potential customers are not dense that they don't see through your promotional tactics but with highly-informative content, they will at least read your email rather than directly labeling it as trash. Have tutorials, courses or resources available in your messages. This way, they have more possibility of being kept by customers.

- Place the brand and contact info in your autoresponder

Messages can now be easily imbedded with photos and links. Be sure you take full advantage of this by placing in your brand and your contact information in your autoresponse message. This way, the potential customer has a link or a number he can directly contact when he's interested in the things you have to say or when he has clarifications about the email. Put a proper opening and closing too.

- Never add anyone directly to your mailing list

In the spirit of permission marketing, always ask someone first whether he wants to subscribe to your mailing list or when you do give him a chance to easily unsubscribe to it. Forcing yourself or your company in a consumer's email will not give positive light to your company. Better yet, follow up with an apology if you've quite 'accidentally' added him up without his consent.

As we close this final lesson I would like to thank you again for joining me and I sincerely hope that you have learned a lot about how to harness the power of autoresponder's for your business!

Please feel free to contact me if you have any questions about how to effectively incorporate autoresponder's into your business plan.

Much success to you and your business,
"add your name here"

"your email address"

"your URL here"

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Recommend List Building System

