

'100 AutoResponder Emails' Introduction & Instructions

This short introduction is meant to familiarize you with some of the workings of these messages and how you can use them most effectively.

As you noticed, you received 10 word documents with this package. Each of these documents is loaded with 10 messages that you can arrange into a follow up sequence based on the action of your prospects.

You'll notice that you have follow up campaigns for subscribers, customers, affiliates, etc which covers the entire spectrum of online business.

It's incredibly essential that you follow up with all of the people who show interest in your business or product offering to make sure that you gain maximum profit potential from all of them.

If you just let people sit dormant on a subscriber list but never mail them, you are in for a world of hurt when it comes to trying to sell to them in the future.

You might be asking yourself the question "Are you saying that mailing my subscribers more will actually keep them more active and responsive?"

And the answer to that is 100% YES!

You see, if someone subscribes to your list and then they don't hear from you for months you run the risk of them not remembering you and just deleting all of your messages or even worse, reporting it as Spam!

That's the whole point of follow up! You build a relationship with your customers, subscribers and affiliates so that they listen and trust what you have to say in the future.

Until now this has been a true pain and has required tons of writing and maintenance but the good news is that all the work has been done for you in this 100 AutoResponder Marketing Emails Package!

You just plug in the messages for whatever area of your business that you need messages for and you're ready to go!

A quick note on using the messages...

In each of the 10 word documents that you received, you probably noticed that there are a bunch of codes at the beginning of each document.

These are called "Tokens"

A token is simply a part of the message that requires your attention and customization.

The beginning of each of the 10 documents lists all of the tokens you will find throughout the messages and explains what each is briefly.

All you have to do is go through and insert your personal information and product information where these tokens are and your messages are 100% customized to you!

Sure, we could have just written generic messages that didn't require tokens; it would have been easier for us to do that.

The reason that we didn't do that was because people that get a generic message will actually be more turned off by it than anything and will probably start deleting all of your messages!

That's why we took a considerable amount of extra time and expenditure to create messages that allow you to quickly and easily customize them to your business 100%.

I recommend that you read each of the tokens at beginning of each of the word documents so that you can get familiar with the type of information that you are going to need to provide to fill in all of your messages.

The information that you need to provide is pretty easy to put together and really something that can likely be done on the fly as you put the messages into your auto responder.

We created them with ease of use and speed of implementation in mind.

After you've read through the tokens in the beginning of the document simply go through each message and just replace the tokens with the appropriate information.

Once you've done this give them a look over to make sure that they're just how you want and if they are, go ahead and load them up into your auto responder and save them.

That's really all there is to it.

Also, one thing that you seriously need to consider is the fact that you can use these messages in any way that you want in your business.

If one of them works for a solo mailing, grab it customize it and send it out. If you want to mix and match messages from each of the series', then by all means do so.

If you want to make one huge follow up sequence that you load up and customize for your main list, go ahead and do that.

The possibilities are really endless here when you think about the fact that you have 100 follow up messages already created for you!