



AUTORESPONDER SERIES

Before You Begin:

Instructions:

Copy and paste each pre-written email into your autoresponder account and set it to be delivered on specific dates.

Customize each email so that it features your personalized affiliate link for each of the products highlighted in the article copy. (Refer to the Affiliate Swipe file included with this package). Feel free to replace the featured affiliate products with alternative ones if you wish.

Note: You are provided with a 7-day autoresponder course that promotes specific products from within the Clickbank marketplace as well as external products and services that are relevant to each report.

I do not recommend that you send out a new promotional email each day, but rather send out one promotional based email each week, combined with free, relevant content during the rest of the week.

- Kate Anderson

www.ListScribe.com

Autoresponder Sequence #1:

Dear Friend,

I know you're well on your way towards creating a powerful mailing list, but remember, you need to make sure that you have all of the tools of the trade when planning out your email marketing strategy, otherwise you'll find it difficult to effectively set up and manage your campaigns.

Here's what you need to get started:

1) Register your domain name

You need to grab a domain name that represents your brand and the market you are going to cater to. This domain name will direct people to your squeeze page, so make sure that you choose one that is easy to spell, and remember!

I recommend www.namecheap.com for domain registrations.

Tip: Visit www.RetailMeNot.com and grab a coupon to save a few bucks in the process.

2) Set up your autoresponder account

You want to set up a professional autoresponder account. This isn't the time to play around with self-hosted scripts that might not deliver your emails.

If you end up having to switch autoresponders, you run the risk of losing a good number of subscribers who may not re-subscribe, so choose carefully. I recommend either www.GetResponse.com or www.Aweber.com

3) Set up hosting

I always use Host Gator due to its simplistic interface, affordable prices and great customer support, and I recommend if you are just starting out that you set up a quick hosting account with them.

Visit www.HostGator.com

A domain name, autoresponder account and hosting account will get you started. Make sure that you read over the Report available at <http://www.Your-URL.com> for additional tips on getting started, and keep an eye out for an upcoming email where I will show you exactly how to create stunning squeeze pages in less than 7 minutes each. (It's a ridiculously simple tool that will do all of the work for you).

To your success,

Your Name

Autoresponder Sequence #2:

One of the most important elements of building a list starts at the very beginning.. the core of your email marketing strategy, the entry way into your system. Get people through these doors and you'll quickly build a massive customer base. Failing to walk through them it will ultimately result in a lost customer, possibly forever.

I'm talking about squeeze pages, and if you have ever tried to create one (and don't possess the "technical" knowledge or hate fiddling around with HTML, you know just how frustrating designing them can be).

First you have to be careful not to over-do it. Crazy graphics, confusing layouts, and an overload of text will turn people off faster than you can imagine, but not providing enough content can do the exact same thing.

The thing is, once you have created a couple of high converting squeeze pages, you're good – and you can simply rinse & repeat the process for every new list you set up. But it's that initial starting point that can throw people off and cause them to absolutely give up.

And someone was smart enough to come up with a quick and easily solution: www.QuickSqueezepages.com

This is as “point & click” as it gets. Simply select one of their pre-created themes, quickly customize it using their simple editor and you’ve got a stunning squeeze page designed like the pros (without paying the hefty fees that are usually attached to these kinds of designs).

Check it out: www.QuickSqueezepages.com

Who would have thought building squeeze pages could actually be enjoyable? ;)

To your success,

Your Name

Replace www.QuickSqueezePages.com with your affiliate link and consider cloaking it using www.TinyURL.com or a redirection script!

Autoresponder Sequence #3:

Dear Friend,

Have you ever noticed how certain marketers are able to build mailing lists with thousands of active subscribers, while other people struggle just to get a handful of confirmed leads?

The list-building giants make it look so incredibly easy, don't they?

You've probably heard the name Ewen Chia if you have been around the Internet marketing industry for any amount of time. Ewen has several information products that consistently appear at the top of the Clickbank marketplace. He does this by building lists that he can instantly contact whenever he launches a new product.

Not only does this generate a ridiculous amount of income quickly, but it also helps him build a massive affiliate army who will gladly promote his products, dramatically boosting his gravity score and ensuring that his products always receive premium exposure in the marketplace.

I've often wondered exactly how Ewen managed to build such massive lists,

and the thing is, he does it REPEATEDLY. It's not some fluke, luck or a one hit wonder. This guy can create a brand new email campaign today and by next week, it's busting at the seams with fresh, responsive subscribers.

And for the first time ever he's ripping down the walls of secrecy and finally revealing exactly how he does it: www.OptinProfits.com

When I grabbed a copy and started reading it, I was sucked in. I couldn't stop reading (it was better than a good old mystery novel), especially since this isn't a work of fiction, it's a bonafide, sure-fire strategy to building rock solid, massive mailing lists in any niche market you wish.

Grab you copy before he pulls the offer for good: www.OptinProfits.com

To your success,

Your Name

Replace www.OptinProfits.com with your affiliate link and consider cloaking it using www.TinyURL.com or a redirection script!

Autoresponder Sequence #4:

One of the questions that I receive quite frequently from my subscribers is “how do you generate traffic to your squeeze pages for free?”.

Good question.

For the last few years I have focused primarily on free traffic sources. I rarely ever set up PPC campaigns, and I seldom purchase advertising anywhere else. In fact, I can’t remember the last time that I did.

When it comes to generating fresh traffic to your squeeze pages, there are a number of effective strategies that you can use including:

Article Marketing

Forum Marketing

Blog Commenting

Ezine Advertising

While all of these methods work really well, the main source of traffic or rather, subscribers, comes from a very different method:

Giveaways

What you want to do is find a giveaway event where you can join as a contributor. What you do next is create a product that you don't mind giving away (make sure it's different than the incentive you are offering on your squeeze page) and set up a secondary squeeze page so that it addresses the visitor based on the giveaway event's name.

Example: If you joined "The Greatest Firesale" giveaway to build your list, create your squeeze page so that whenever someone visits, it addresses them as:

"Welcome Greatest Firesale Member!"

Each visitor will be required to opt into your newsletter in order to receive the featured giveaway product. I have developed MASSIVE mailing lists just by participating in giveaways like this.

One thing to keep in mind however is that you want your giveaway product to be relevant to your actual list's theme.

For instance, if you are creating a newsletter focusing around "Acne", make sure that your giveaway product appeals to people who are suffering from Acne. That way, you can build a targeted list and begin to send out relevant promotions.

You can find giveaways by entering in keywords such as “niche+giveaway”, or “giveaway-event”, or “product-giveaway”.

If you are involved in the Internet Marketing industry, you can find dozens of upcoming giveaway events by visiting:

<http://thegoldengiveaway.blogspot.com/> or
<http://www.thegiveawaysnotificator.com>

There is also a Facebook group for giveaway notifications at:

<http://www.facebook.com/group.php?gid=6405644093>

To your success,

Your Name

Autoresponder Sequence #5:

Jimmy Brown is a legend. His products are some of the highest quality releases online and there is no way that anyone can walk away from reading one without feeling recharged and motivated.

He's just that good.

So, when he released a guide on list building, I didn't hesitate to grab a copy. Jimmy claims that he will show you exactly how to build and profit from your own opt-in list, even if you have failed in the past (and haven't we all?) – and believe me, he's not kidding.

His guide is an incredible asset to anyone who wants to jump start their list building campaigns and really see results quickly.

You can grab a copy from www.EasyListProfit.com but before you do, let me warn you; Jimmy tends to shoot straight from the hip. If you aren't used to someone who is willing to cut through the crap and deliver the goods, you're in for an enjoyable experience.

All meat, no potatoes, check it out: www.EasyListProfit.com

Autoresponder Sequence #6:

Have you ever heard of automatic optin? It's a fantastic program that not only offers a step by step guide to building your list but the guy provides you with over 40 autoresponder messages, so all you have to do is copy and paste in the entire series and instantly power up your list.

(imagine never having to write a single email yourself)

You can grab a copy at wwwAutomaticOptinList.com

The emails are incredibly well written and they are focused on some of the hottest products online, so not only do you get a pre-made email sequence, but you are able to begin monetizing your email list without having to conduct any time consuming research.

It's like an email list in all wrapped up, complete with the big red bow ;)

wwwAutomaticOptinList.com

To more time and more money,

Your Name

Autoresponder Sequence #7:

When it comes to squeeze page incentive offers, there are many different things that you can offer potential subscribers.

This includes:

Ebooks, Reports, templates, articles, graphics, tutorials, and even videos.

You could also create traditional newsletters, e-courses or give away a preview (leaked) chapter of a paid product.

But what if you are unable to create your incentive offer yourself, and you simply can't afford to hire a freelancer to do it for you?

This is where private label content can seriously level out the playing field and make it exceptionally easy to offer some of the highest quality information on any topic under the sun (even subjects that you know absolutely nothing about).

Private Label content is "ready-made", pre-written material that you are given the right to sell, share and distribute in some way. While not all private label is created equal both in terms of quality and in your actual license rights, there are many fantastic sources for quality content, covering hundreds of topics.

(www.PLRWholesaler.com and www.ContentGrab.com to name just a couple)

But here's the thing: When you decide to use private label content to power up either your initial incentive offer or your entire email system, make sure that you spend a few minutes revising the content so that it carries your own personal style.

After all, you are building a brand of your own and despite using someone else's material, you can still develop a unique online presence just by re-packaging the material and content that you use.

If you are planning to offer a PLR ebook as your giveaway product, consider changing the title of the ebook, the arrangement (and even titles) of the chapters, and add in an introduction and conclusion of your own.

Brand each document with your name and website URL, and proof read it before including it in your email system. You want it to reflect your brand in a positive way and encourage people to continue reading your emails and exploring your offers.

Just by making simple changes and improvements to private label content

can help to further your credibility and establish your brand, so don't overlook the importance of customizing every bit of material that you release.

Until next time,

Your Name

Looking for more high quality PLR List Building Packages?

Visit <http://www.ListScribe.com> for instant access to pre-loaded list building kits and special releases.