

# Generate Profits From Autoresponders and Mailing Lists

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## Foreword

This e-book is a product of [Planet eBook](http://www.planet-e-book.co.uk). This e-book is a complete guide to making high profit from autoresponders and mailing lists. It will take you step by step through the entire process.

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## Introduction

Hi, and welcome to “**Generate Profits from Autoresponders and Mailing List**”. I hope you are pretty excited, because I’m going to hand you a guaranteed blueprint for generating profit from autoresponders and mailing lists.

**\* Note:** If you're NOT 100% serious about following my guidelines and generating profit by using autoresponders and mailing lists, DO NOT read another word. Only read on if you plan to act on to everything I will be teaching you. I recommend printing this e-Book off, highlight areas, and taking notes as you learn the exact steps needed for generating profit from autoresponders and mailing lists.

You may have noticed that the e-book isn’t very long. Well, I could have easily created hundreds of pages; but I have intentionally kept it small because I want you to read this e-book in one sitting and instantly start making profit by putting its every word into action.

Ok... now please read every word (no cheating!☺)

## Autoresponder

### **What is an autoresponder?**

Autoresponders are probably the best advertising tool on the internet. They were designed to automatically reply with an automatic response to any email message it gets. They are also known as email on demand, mailbots and automatic email.

### **What do autoresponders do?**

The 'auto' obviously stands for automatic, and the main intention of an autoresponder is to automate the response to emails people send to you via your website. It allows you to operate on a 24 x 7 basis. And all the responses are sent within minutes.

Let's discuss its function in detail. Suppose someone sends an email to you; rather than having to write a reply yourself, the auto responder formulates and sends a response automatically. It will have various pre-written messages (which you set up earlier) and depending upon the email it receives, decides on whether an automatic response is required, and if so, which specific message it should send.

A simple basis of whether the autoresponder meddle the email address of the recipient. For instance, I set up two email addresses for a particular website. Say they are info@website.com and subscribe@website.com.

I could set my auto responder to capture all email addresses of messages sent to subscribe@website.com, but ignore the ones sent to info@website.com. Anyone who sends an email to subscribe@website.com will automatically be sent a response saying something like "Dear so and so, Thanks for subscribing to our newsletter. You've been successfully added to our subscriber list and you'll receive our newsletter..... Sincerely etc".

### **Types of Autoresponder**

Usually there are two types of autoresponders which are described below:

## **Standard Autoresponder**

One is the standard autoresponder that is designed to work with your email program and automatically answer your emails to a script running on your server. This script may run with your pop email account on your server or a web based system in form of a web page. It is programmed to automatically reply a preset message to any message that is received to a specific email or script address.

## **Advanced Autoresponders**

Besides the standard autoresponders, there is another type of autoresponders that is programmed to send an unlimited number of follow-up messages. These follow-up messages are preset to automatically be sent out at a specified time. In other words, an autoresponder can be set up to automatically send out a fresh message every day for as long as you would like.

## **Use of Autoresponder**

Autoresponders can be used to send out the followings:

- Welcome Letters
- Order Confirmation Messages
- Special Offers
- E-courses

The top online marketers are using this powerful tool to reach thousands of potential customers. As you may know, a potential customer may refer seven more contacts even before closing a deal. So, by setting up an autoresponder and offering a free autoresponder course, you can completely automate a big portion of your marketing efforts. (I'll guide you how to create an autoresponder course in coming pages.)

Hence, autoresponders can do many of your routine follow-ups with your clients. However, they cannot eliminate the support requests received from your customers and your future mailings.

## Mailing Lists

### **What are mailing lists?**

Mailing lists are a collection of names and email addresses which is used for sending material to multiple recipients by an individual or organization. This term is used to include the people who are subscribed to such a list; therefore the group of subscribers is referred to "the mailing list", or simply "the list".

### **Role of Mailing Lists**

Mailing list plays an important role in building long term relationship with your customers. It is the best way to follow-up with your customers in order to provide them great customer service.

No matter what mailing program you use, just be sure that it allows you to send personalized messages. Like every human being, your customers need that personal touch. They don't like getting a message which was sent to an entire list rather they would like to have a message which is personally sent to them.

Remember, your satisfied customers are more likely to buy your new products in the future. So, treat them with the highest respect and go beyond the expected.

### **Use of Mailing Lists**

Mailing lists are used to follow-up with your clients. Many people even sell or rent these lists for an agreed period of time. The owner of mailing list usually fills the mailing list with fake addresses and creates new one for each renter.

Mailing list brokers exist to help individuals and organizations to rent their lists. They specially help some organizations such as specialized niche publications or charitable groups to whom their mailing lists are one of the most valuable assets.



## **Develop Your Own Mailing List**

It is very important to develop your very own list of targeted potential clients. No matter what tactics you are currently using, if you're not collecting the email addresses of your clients you are exactly guaranteeing your failure.

Mailing lists allows you to create a targeted list of potential clients in which you can promote your product or service on a regular basis. It gives you a direct line of communication, which will increase your sales considerably.

The key to creating an effective mailing list is to provide your visitors with quality information such as a weekly, bi-weekly, or monthly newsletter or publication.

- **Building Your Subscriber Base**

You should place a subscription box on every page possible of your website. Your visitors may enter your website from any other pages than your home page. Chances are that they may never even visit your home page, so make sure you place a subscription box on every page of your website.

- **Incentive Subscriptions**

You should offer your customer a free gift in return for their subscription. This free gift can be anything such as an e-book, software, or report.

- **Writing Articles**

You can write informative articles with links to your subscription page for free publication. By writing such articles, you can highly increase your subscriptions.

- **Free E-books**

You can also create a powerful e-book, place subscription box on each page and distribute it freely. Your e-book will have the possibility to be viewed by millions of Internet users.

So, you've seen that creating and developing a mailing list is an absolute must. You should not miss any opportunity to promote your publication and gain new subscribers. The more subscribers you have, the more sales you'll make.

## Creating an Autoresponder Course

Creating an autoresponder course is not a big deal. Sounds too good to be true! Read yourself...

### **Choose a Subject**

The very first step in creating an autoresponder course is to decide upon a subject of your course. You should target your potential customers and choose such a subject in which you have a great deal of knowledge.

### **Create Topics**

After choosing your subject, you'll need to create a list of topics. One lesson will be represented in each topic. For instance, if you have seven topics, then you can offer your customers a free 7-day course. If you have twelve topics, then you can offer your visitors a free 12-day course and so on.

### **Divide into Lessons**

Now, that you've your list of topics ready; the next step is to separate each of your topics into course lessons.

In the first lesson, you should welcome your subscribers to your course while explaining a little bit about what they are going to learn, followed by the first lesson.

### **Quality Information**

The most important thing in creating a successful autoresponder course is to provide good and quality information which is relevant to the interest of your target audience.

So, each daily topic of your autoresponder course must contain valuable information or your customer may decide to unsubscribe. Plus don't forget to include information regarding to your course such as the lesson number, lesson title, information about your products or services and outlines of the coming lesson.

Remember, your course must provide quality information written to teach rather than sounding like a sales letter.

## Setting up Your Course

Now that you've written your course, you need to transfer your text into an autoresponder. You can find a good follow-up autoresponder here:

<http://www.aweber.com/>

Sign up for the above autoresponder and follow their instructions for setting it up. After setting up the autoresponder, your final step is to place the information about your course on your website. This will include a brief description of your course and a subscription box to your mailing list.

Offering a free autoresponder course to your customer will provide them with a great service as well as automate a portion of your marketing efforts. This form of free advertising is sure to increase your sales considerably.

**\*Note:** For a complete guide to setting up your own autoresponders visit the below site and watch their video tutorials:

<http://www.aweber.com/>

## Spots for Advertising Your Autoresponders

Ok, you may be asking where to advertise your autoresponder. Good question. I highly recommend thinking creatively when searching for places to advertise. It is clear that the more you advertise your autoresponder, the greater exposure your product or service will receive.

### **On Your Own Website**

Obviously, your website is the first place you should start, but I've already discussed a lot about this technique in previous part, so I won't ramble on it again here... and will show you some other ways:

### **On Other Websites**

You can write an informative article with links to your autoresponder page and give it free on other websites.

### **In other Newsletters and Ezines**

It goes without saying that your newsletters and ezines are the best spot to advertise your autoresponders. However, you should also consider contacting other industry related newsletters and ezines to request that they include your autoresponder advertisement. You could approach them with the angle that your autoresponder contains information that will be valuable to their subscribers, and they will therefore look favorably upon them for recommending this quality information.

### **On Classified ads Sites**

Large classified ad sites are a great place to advertise your autoresponders for free. It is really easy to give a boost to your income by submitting an ad something like...

*"Learn to make quick money with this special free report "Make Quick Money". Get your copy now by visiting [subscribe@website.com](mailto:subscribe@website.com)"*

## Best Autoresponder

There are so many autoresponders in the market these days which make it pretty difficult to choose the best one. Let me introduce few big names in the autoresponder market. These include [Aweber](#), [GetResponse](#) and [IntelliContact](#).

### **Recommended Autoresponder**

I myself only use [Aweber](#) which is probably the best autoresponder service available. Or, should I say, what I consider to be the best autoresponder.

[Aweber](#) have great email deliverability, customer service, technology features, pricing and functionalities. If you talk about its features, it provides you with a complete set of email marketing tools to take your campaigns to the next level. Personally, I am a big fan of [Aweber's](#) interface which is very user-friendly. Prices are prices, and [Aweber](#) is simply priced most affordably of the pack!

I highly recommend [Aweber](#) and personally have been using them for my business for about 2 many years now.

## Money-Back Guarantee

I remember my guarantee stated on my sales page! So, let me say it again... If you're not happy with this e-book or if it doesn't help you to make money; just let me know and I'll refund your money at the spot. I'm confident of this proven system and I've no reason to fear making such an offer - **I know this e-book can really help people** so I don't have to fear giving a **100% Risk-Free Money Back Guarantee!**

## Last Note

I hope you enjoyed reading the e-book and are ready to make profit. Just remember, you don't need to invest a lot of money to get profit from your online business. All you need is commitment and a desire to succeed. You don't even need any advertising experience; you simply need the willingness to apply the methods and techniques I share with you.

I wish you all the best. And, yes... please remember to write me your success story by [email](#). I love to keep track of how people are doing. 😊

I wish you all the best and I'll leave you with that. The rest is up to you. Good luck!

Yours for Success,

*Gulam Sattar*

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