

# AUTORESPONDER SECRETS

**QUICK START GUIDE TO  
AUTORESPONDER PROFITS!**



# **Autoresponder Secrets**

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## Introduction

When it comes to making money in email marketing, there is one tool that is **essential to your success.**

In fact, it's one of the **ONLY** tools that you need to start building targeted email lists in your niche market.

***Of course, we're talking about autoresponders.***

With an autoresponder, you're able to **automate the entire process** of building and monetizing your email lists. In addition, using this automation system, you can begin to build valuable relationships with your subscribers, enforcing a positive brand message with every email.

Without an autoresponder, you'll be stuck manually emailing a database of leads and as you can imagine, not only is that extremely time consuming but managing your list would be a complete nightmare!

You know yourself that the only way to truly maximize your income online, while minimizing your workload is in your ability to streamline your business and automate as many tasks as possible.

In order to do this, you need to be able to communicate with your audience on complete autopilot so that your time is free to spend on growing your business and your brand.

So, how can you begin to automate your list building while being able to maximize your list profits instantly?

This special report outlines the key essentials to setting up a powerful autoresponder campaign that will drive in leads and affectively build a positive brand in your market.

We'll show you what autoresponder services are available, what your options are, and how to make the best decision based on your overall goals.

*So without further delay, let's get started!*

## Why You Need An Autoresponder

If you're serious about your online business, you know that in order to be successful and develop a business based on long-term profitability, you need to free up your time and resources so they can be better spent expanding your business.



There are only so many hours in the day and in order to dominate your market and expand your sales system, your time should be spent creating new products, enhancing your websites with additional monetization channels, and on promoting your business.

So, that leaves a very important task unfinished. **Building your list and relationships with subscribers.**

This is why autoresponders are such an important part of your business. With an autoresponder, you can instantly greet new subscribers and begin the relationship-building phase, without having to spend any time doing it! Your autoresponder will take care of everything for you!

As you probably know, the top leaders and authorities in your market make their money because of ONE main component that helps them stand out and make more money than ever before.

They rely on the *relationships they've developed* to further their business and maximize their income. They've worked hard to build valuable relationships with



their subscribers and customers and they've done this through the use of autoresponders. Without an autoresponder they simply would NEVER have the time to expand their business!

Imagine marketing to a group of 1,000 customers by emailing each one individually. It would take hours and hours just to touch base with your subscribers and at the end of the day, chances are only a small fraction of your direct emails would ever make it to their inbox!

Now, consider the advantage of using an autoresponder service that can contact your entire subscriber base within minutes – all with a click of the mouse (or set it up on COMPLETE auto pilot and it will automatically email your subscribers on predetermined times or dates!).

Not only will you be able to stay in constant communication with your subscribers, but you'll finally be able to take advantage of “**automation monetization**”, by combining content based emails, which offer valuable free information, along with promotional based campaigns that trigger an avalanche of orders!

## Securing Your Autoresponder Marketing System

You should now understand the importance of an autoresponder when used as part of your marketing strategy. So, the next step is to choose your autoresponder service provider.



While there are many different options available to you in terms of the type of autoresponder you use, it's recommended that you choose a professional account that is hosted by a third party company.

Here's why:

Should you choose to host your own autoresponder software, you are opening yourself up to many potential problems, including:

### Spam Complaints

You will have to be on the look-out for spam complaints that come in both directly, and to your ISP. Since you're hosting your own autoresponder, if a subscriber feels that you are emailing them without consent, they may contact both your hosting provider and your Internet service provider leaving you at risk of losing your accounts.



## Ensuring Compliance

By hosting your autoresponder with a professional service you are guaranteed that your emails are compliant with the SPAM-CAN act of 2003.

## Higher Delivery Rates

Professional autoresponder companies are experts at ensuring high delivery so that your emails make their way to your subscriber's inbox. If you host an autoresponder on your own, you may find that your delivery rates are very low, or that your emails wind up in peoples spam folders, where they do you no good.

## Extended Features

The majority of professional autoresponder providers offer a variety of important tools and resources that make it easy for you to tweak your campaigns and maximize open rates, and response rates (which equate to more money for you!).

Included with most professional autoresponder providers are tools such as the ability to split test, monitor performance, as well as the ability to segment and target different parts of your overall list. These are all important features in order to maximize your email marketing results.

There are many other reasons why a professional autoresponder service is the best choice for your email marketing, including:

## Unlimited Mailing Lists

With a professional autoresponder provider, you'll be able to create an unlimited

number of campaigns and mailing lists, giving you the opportunity to target specific segments of your market as well as venture into as many different niches as you wish!

## Advanced Segmenting

If you really want to maximize response rates, you'll want to segment your lists so that you're able to connect with



specific subscriber groups. For example, if you were promoting a product geared towards beginners, you could target only those who have indicated that they are new to the business. You do this through “list segmenting”, which utilizes demographics to categorize subscribers and break them down into specific, identifiable groups.

## Siphon Trust & Credibility

Many of your potential subscribers may not feel comfortable joining a mailing list that is managed or handled by an unknown source. People don't want their sensitive or personal information shared or distributed beyond their consent and so by hosting your mailing list with a professional and well-known autoresponder provider, you won't have to worry about potential subscribers being concerned about how their information is stored.

Another consideration is whether you should pay for an autoresponder service or take advantage of free account offers.

The upside to this is that you can start building your email lists instantly without any start-up costs involved, however the downside is that with the majority of free autoresponder offers, your messages will carry third-party ads that may hinder your ability to monetize your own campaigns.

In addition, you'll put yourself at risk of not being taken seriously as subscribers will see that you are using free services, rather than a professional autoresponder account. When it comes to making money online with email marketing, it's always wise to invest in your financial future by securing a professional autoresponder account.

*So, which provider should you choose?*

In the next segment of this special report, we'll take a look at the different options available to you so that you can choose the best fit for your business and budget.



## Top Autoresponder Providers

Choosing an autoresponder provider is an important decision because once you've begun to build a mailing list, it's not always easy to transfer your contacts over to a new provider.



While the majority of professional autoresponder providers offer the option to “export” your database of leads and then “import” them into a new autoresponder account, all of your subscribers will have to re-confirm their desire to be on your mailing list and as you can imagine, for this reason alone it won't be easy to transfer everyone over.

So, with this in mind you'll want to spend some time evaluating the top autoresponder providers online so you can make the very best choice for your future in email marketing.

To get started, we've provided you with a comparison chart that outlines the top 5 autoresponder providers online. We will then take a closer look at how autoresponder providers differ and what they have to offer.

Keep in mind that autoresponder pricing works on a tier based structure, where you pay based on the number of subscribers you have so as your list grows, you can expect your monthly charges to change.

## Autoresponder Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

	<a href="http://getresponse.com">GetResponse getresponse.com</a>	<a href="http://aweber.com">Aweber aweber.com</a>	<a href="http://constantcontact.com">Constant Contact constantcontact.com</a>	<a href="http://icontact.com">iContact icontact.com</a>	<a href="http://autoresponseplus.com">Autoresponse Plus autoresponseplus.com</a>
Free Trial	No, but free option for up to 100 subscribers and 500 emails per month.	\$1 for 30 days	60 days	15 days, up to 250 contacts	No
Cost	\$9.95 per month for up to 250 subscribers. \$109 for 15,000 to 25,000.	\$19 per month to 500 subs. \$149 for 10,000 to 25,000.	\$15 per month to 500 subs. \$150 for 10,001 to 25,000.	\$9.95 per month for up to 250 subscribers. \$109 for 15,000 to 25,000.	\$197 one-time fee.
Web-Based Service or Purchase Script	Web-based service.	Web-based service.	Web-based service.	Web-based service.	Script you purchase and install on your server.
Import & Export Subscribers	Yes. Imports can be done 2500 per day and have to confirm their subscription.	Yes. Imports can be done 2000 at a time and must confirm their subscription	✓	✓	✓
HTML & Text	✓	✓	✓	✓	✓
Message Personalization	✓	✓	✓	✓	✓
Link Tracking & Campaign Statistics	✓	✓	✓	✓	✓
Social Media Integration	✓	✓	✓	✓	✓

Get Response, available at <http://www.GetResponse.com> was founded in 1998 and is a leader in autoresponder marketing. You can get in for free by taking advantage of their new account option, however for just \$9.95 a month, you'll be able to grow a list of up to 250 contacts.

Aweber, available at <http://www.aweber.com> was also founded in 1998 and has a solid reputation within the email marketing arena as being a quality and reliable tool for marketers. With high delivery rates and extended features that include segmenting and split testing, you'll have access to all of the tools you need to maximize performance.

Constant Contact, available at <http://www.ConstantContact.com> offer a free trial for the first 60 days, giving you the opportunity to experience their service and

guarantee of customer satisfaction with no upfront costs involved. You can then upgrade your account based on your subscriber units for as little as \$15 a month.

iContact, available at <http://www.iContact.com> offers a wide range of features with a low monthly budget plan for beginner marketers with smaller lists. You can easily upgrade in the event your list grows quickly for as little as \$9.95 a month.

Autoresponse Plus, available at <http://www.AutoresponsePlus.com> offers a full scale autoresponder script that you can host on your own services for a one time payment of just \$197.00. With this script you're able to install your own autoresponder portal, with additional features included such as social media integration and link tracking.



## Moving Forward

Your next step is to secure a professional autoresponder account of your own, so that you can begin to build and monetize your email lists.

Spend some time browsing through the feature overview lists on the top autoresponder provider websites and choose the provider that best suits your needs. Then, once you've secured your own autoresponder account, you'll be able to finally join the ranks of successful email marketers!



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<http://TopMoneyMakersInnerCircle.com>

2- FREE! 107 Pages PDF Report. Download it Now.

<http://www.drhilal.com/drhilalebook>

3- Get 2,100 optin leads every month. Guaranteed!

<http://DrHilal.com/Resources/organic.html>

4- Learn how to make \$1,575.90 - \$2,556.80 Per DAY in easy steps.

<http://DrHilal.com/Resources/gsniper.html>

5- Let other people build your list on autopilot and make you much money.

<http://DrHilal.com/Resources/hfs.html>

6- BIG guys only! Want to make \$20,000 per customer?

<http://DrHilal.com/Resources/mlr.html>

7- Brand new business opportunity in pre-launch. Get it as soon as you can.

<http://DrHilal.com/Resources/daoptin.html>