

“Follow-Up Fortunes: Turn Your Autoresponder Into A Cash Cow Gold-Mine”

**Attention, Income Opportunity Seeker:  
Want to make some REAL money online like I do?**

**Then STOP relying on hope...**

**STOP letting yourself come in last...**

**and don't even THINK about feeling sorry for yourself  
because you can't make money online, until you read this!**

Wednesday, 11:12am

From: Charlene Leggett

Dear Friend,

The truth is, you really *don't* need “hope, luck, or a magic touch” to be successful in Internet Marketing. However, Internet Marketers who fully implement this one simple, automated marketing technique, make BIG MONEY whether other people are making money or not, and regardless of the economy.

How? Not because they have the midas touch, and not because they're lucky. They make money because...

**They use proven effective “follow-up” autoresponder messages!**

This is what's allowed me to make “Maximum Money,” (serious cash online) and knowing how to do this same thing, let's you make “maximum money” as an Internet Marketer, as well.

## “Follow-Up Fortunes: Turn Your Autoresponder Into A Cash Cow Gold-Mine”

This free report covers everything you need to know about autoresponders and how they'll improve your sales. I suggest you print this report, pop it into a binder, find a comfortable place to sit with a cup of your favorite beverage and prepare to absorb the info.

First we'll take a look at how autoresponders work and how they will benefit your business. Second, I'll walk you through the process of writing your own autoresponder messages that sell like wildfire.

By the time you've completed this report, you'll be able to write a series of autoresponder messages to sell single products, multiple products, services and just about anything you can think of.

Although you get all the guidelines for writing successful messages, it still takes a great deal of time, energy, testing, tracking and measuring to get a perfect set of autoresponder messages that truly sell your products. That's why I've done the work for you.

**Your 52 professionally written autoresponder messages will start selling your products immediately.** Simply personalize each message with your own products and services, drop it into your autoresponder and let the sales flow in.

Your 52 professionally written autoresponder messages are downloadable from within the *"Follow-Up Fortunes: Turn Your Autoresponder Into A Cash Cow Gold-Mine"* package. You can get your package here:

<http://www.bizdevplr.com/followupfortune/>

The next thing you need for your autoresponder are opt-in prospects, people who have agreed to receive emails from you.

If you don't have an opt-in list of prospects, you have three options.

1. You can buy one
2. You can build one
3. You can use software to build a targeted database

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Building your own opt-in database is the best way to go, but can take some time. To speed the process along, I've included a FREE report in this package for you. Give away this FREE report as an incentive and people will opt-in to your list like bees swarming to a hive.

And to get you on the fast track, I've included a "Sweet & Sexy" grab your prospect's by the eyeballs type of squeeze page that perfectly presents your offer of the FREE report in exchange for their name and email address. You'll quickly build a list of responsive subscribers.

### **Time Saving Money Maker**

If you've been trying to make money online for any length of time, you know there's gold in your follow up. Whether you're doing business online, offline or both, your profits will dramatically increase by following up your prospects and turning them into customers and your customers into repeat buyers.

Research has shown that it takes five to seven impressions before a prospect actually takes action and makes a purchase. Do you have enough time in your day to follow up with all of your current customers and prospects? That's, of course, in addition to answering information requests from other potential clients and getting your regular work done, every single day.

YES, you do! But you have to automate your business and let as much as possible run on autopilot.

You can automate almost your entire marketing, administration and follow up process, while you increase your profits. Your ticket to online automation is your bank of autoresponders.

Autoresponders are simply email accounts loaded with your pre-written follow up messages.

### **How Do They Work**

When you opt-in to an autoresponder, it sends you an email right back, usually within seconds, depending on your network's activity. You can get sales

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messages, courses, tutorials, confirmations and almost anything you can think of from an autoresponder. Anything that can't be loaded into a responder can be offered by sending a link in an autoresponder message.

Let's take a look at a fictitious 'real life' example of an autoresponder at work.

Maybe you have a website that sells children's toys. It's important to make direct contact with the prospects that are visiting your site, so you have to offer them something of value to encourage them to give you their name and email address. Maybe you could offer a free consumer report on toy safety.

All you have to do is load the consumer report into your autoresponder and every time someone *opts-in* to your autoresponder, they receive the report. Your autoresponder records their contact information and you build a highly targeted opt-in list. But it doesn't end there.

You schedule a series of follow up autoresponder messages to inform your prospect of the various benefits of purchasing their toys from you. The key is, you have to make your email valuable to the prospect. Providing the prospect with valuable information builds trust between you and the prospect and gets them one step closer to taking action and making a purchase. Here's an example of a series of emails that you could use.

1. **Consumer Report** : How safe are your child's toys.
2. **The Top 10 Safest Toys** : Here you can present a list of the top 10 safest toys that you have in your store. Each toy that you present in the list can have a link to the sales page on your site for that toy.
3. **Toys That Don't Play Well** : Here you can present an article about the hazards that children face when playing with low quality toys. Present the fact (if it is a fact) that all the toys you offer in your store are top quality and safety tested by your own private team of safety testers.
4. **Emergency Response to Toy Accidents** : This email can focus on what to do if your child has had an accident with a low quality toy. Examples : Choking on small parts, puncture wounds from broken toys, cuts from sharp edges on toys. Offer a

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printable poster that your prospects can print off and hang on the wall with emergency responses. Your store name and email address should be prominently displayed on the poster.

**5. Your Child’s Safety is Priceless :** Present the benefits of paying a little extra to get a top quality toy instead of risking your child’s safety to save a couple dollars. Here you can present a list of top quality toys that are guaranteed not to break. Each toy has a link to its sales page on your site.

**6. Santa’s Wish List :** This can be a simple list of the most popular toys that you sell in your store, but with a twist. You can present the list FROM Santa Claus, instead of TO him. These are the toys that Santa recommends because they are quality, safety tested toys. Same as before, each toy has a link to its sales page on your site.

**7. FREE Toy Safety Test :** Here you can offer a coupon that your prospect can print out and bring into your store along with any toy they like. The coupon gives them a free safety check for a toy that they bring from home and gives them a discount on a toy in your store.

On average, you need to contact your prospects five to seven times before they make a purchase. Using this series of 7 follow up messages, you’ve just saved yourself countless hours and increased your sales, almost effortlessly. You may not own a toy store, but the process is the same. Provide useful information for your prospects along with links to your products and services and **they will buy.**

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## **11 Ways Autoresponders Save You Time, Money and More**

**1. Save time.** Autoresponders drastically reduce your work load. Instead of answering the same questions and requests over and over, let an autoresponder do the work for you. Create a Frequently Asked Questions (FAQ) sheet and load it into an autoresponder.

**2. Save money.** Instead of hiring an assistant to follow up and send out

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information, hire an autoreponder. They never complain, work twenty-four hours a day, seven days a week and don't call in sick.

3. **Make more money.** Since the majority of your prospects won't make a purchase from the first contact, you need to follow up with them until it's the right time in THEIR lives to make a purchase. If you drop the ball and don't follow-up on a consistent and timely basis, chances are, your competition will. When it comes time for your prospect to make a purchase, s/he'll most likely buy from a company that s/he's familiar with. Your follow-up messages build that familiarity.

4. **Increase your professional image.** You reduce the possibility of making mistakes by sending the wrong information to the wrong person. When someone wants specific information all they have to do is subscribe through your squeeze page and they get the correct information every time.

5. **Give you flexibility.** You aren't “*chained*” to your computer 24 hours a day in order to answer people's queries in a timely fashion. Your customers and prospects get their questions answered within seconds of subscribing.

6. **Allow you to have more free time.** By automating the mundane functions of your business, it gives you more time to concentrate on other areas. Areas like going to the beach or for a round of golf ;)

7. **Leverage your time.** Write your messages once and benefit for years. If you really want to leverage your time, get yourself the package of 52 professionally pre-written autoresponder messages from:

<http://www.bizdevplr.com/followupfortune/>- All you have to do is personalize them.

8. **Builds trust.** Your prospects and customers develop a feeling of trust for you, your business, and your website. They see that you are interested in them and that makes a big difference when it comes to the sales process.

9. **Enhances your image.** Your target market sees you and your business as someone they feel comfortable doing business with because you have given them valuable information. This image can't be bought, it's priceless.

10. **Brands you and your business.** Corporate branding is an industry buzz word

that has grown in popularity in recent years. Your branding is based on your image and the way people see you and your business. Using your autoresponders to brand yourself is one of the least expensive avenues to building your positive image.

**11. Builds an opt-in list.** The most obvious, tangible benefit, in addition to sales, is your opt-in list. The people who are subscribing to your autoresponders are hot prospects. The bigger your opt-in list the more sales you make. It's simple math.

And the best part of all, once you've written the messages and loaded them into your autoresponder, your work is done. You've just put a large chunk of your marketing on auto-pilot.

## **21 Ways To Make Money With Your Autoresponder**

Autoresponders are wonderful because they're a limitless automation tool for your business. You can put almost your entire online business on autopilot, while servicing your customer's requests instantly and professionally.

While people are requesting the valuable free information that you're offering, you're building up an opt-in database of extremely targeted prospects. These people have shown an interest in something specific that you have to offer. Now you can follow up with these prospects to sell them your other products and services too.

### **Side bar :**

Although you can automate much of your online business, there will always be customers who need personal attention. Sometimes a customer makes a purchase, but can't download the product, has a question that isn't covered in your Frequently Asked Questions (FAQ) section, or wants to make personal contact with someone before they make a purchase. Sometimes there is no substitute for personal contact. For everything else, use an autoresponder.

The number of uses for an autoresponder are as limitless as your imagination. Here's a brief list of some possible uses.

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1. Archive articles you've written – makes easy access for publishers to download
2. Send advertising offers
3. Distribute free reports and courses
4. Offer trial versions of your product, for example, a free chapter of an ebook
5. Assemble a 'best of' version of your ezine and offer it to new subscribers
6. Offer training to your network marketing team in a step-by-step procedure
7. Send sales letters
8. Provide information on your various products
9. Set up a FAQ sheet
10. Send advertising rate cards if you publish an ezine or other online publications
11. Send order confirmations
12. Distribute your ezine
13. Send affiliates their link codes and marketing materials
14. Give out free resources
15. Provide information about your business opportunity
16. Send price lists, sales and special offers
17. Send a sequence of messages, each one focusing on a different benefit of your product
18. Double the exposure of your first sales letter by sending it a second time with the subject line : Second Notice

19. Offer members only discounts, events and special offers
20. Upsell current customers, or offer add on products for their original purchase
21. Program a message or set of messages outlining each of the business opportunities that you are promoting and offer prospects the opportunity to discover a treasure trove of successful online business opportunities without having to search all over the net.

### **Selling Single Products**

What if you only have one product or service to sell? How can autoresponders be used to sell more of the product or service that you offer?

Good questions. Any product or service in the world has multiple benefits. Make yourself a list of all the benefits that your product or service has and write one sales message about each benefit. Maybe your product or service has more than one use. If you sell toothpicks, for example, you could write messages for all the things you can do with your toothpicks.

Examples:

1. Save on costly dental bills by using ABC toothpicks to keep your teeth clean
2. Dramatic Rescue! Man stays alive in bitter cold by burning toothpicks to stay warm
3. Hours of fun for your children building toothpick houses
4. Help the environment by using ABC bio-degradable toothpicks
5. Make millions selling toothpick art
6. How to efficiently clean under your finger nails with ABC toothpicks

You get the picture :)

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Another scenario for using autoresponders for your marketing, even if you're only marketing one product, is to send a series of appreciation messages. This works very well with customers who have recently purchased a product. It shows that you care about the customer even after the sale. This helps build the customer's trust and keeps your product fresh in their mind.

In this example of autoresponder messages, you only have one product or service that you're selling and the main focus of these messages is to further build rapport and trust with your customer. This also reduces the number of returns by reassuring your customer that they've made a wise choice making a purchase from you.

Here's an example of a series of messages that you could send after a prospect has made a purchase.

**Week 1 :** Thank you for purchasing your dog food from Dogs-R-Us

**Week 2 :** How is your dog enjoying his new Dogs-R-Us special blend of kibble? This is a great way to get testimonials for your product or service.

**Week 3 :** Could you answer a couple of questions please? Here you can ask a couple of questions to help improve your customer service, your marketing, or even your product. People generally enjoy giving their opinion.

**Week 4 :** It's time for more kibble. Would you like us to send you a bag today?

**Week 8 :** Kibble time again. Would you like to save time by automatically receiving your kibble every four weeks. Here you can introduce an autoship program that automatically sends your customer a bag of kibble every four weeks. Hassle free for the customer and a steady income for you.

### **Why You Have To Use Autoresponders**

Up until now we've looked at several different ways that you can use autoresponders. If you're not using autoresponders in your business, you're losing truckloads of money. If you're still not convinced that autoresponders will make you more money and save you valuable time, let's take a look at these two situations.

### Situation 1 – Using Autoresponders

Fred sees your ad in an ezine. He’s interested in getting quality kibble for his best friend, fido, and likes the idea of having it delivered right to his front door. He opts-in to your autoresponder and within seconds he’s reading your offer and goes to your site to buy his first bag of online kibble.

### Situation 2 – Not using Autoresponders

Fred sees your ad in the same ezine, but this time your ad is not connected to an autoresponder, it’s your personal email that you answer once a day. Fred sends an email, but he doesn’t get an immediate response. He goes off to get a cup of coffee. While he’s up, something on TV catches his eye and he watches the rest of the program.

When Fred gets back to his computer, he checks his email. Still no response from you, so he goes surfing for a couple hours, signs up for some online courses, enters a few contests and then goes to bed.

The next morning Fred opens his inbox and finds lots of mail. He doesn’t remember asking for THAT much information so he goes about deleting everything that looks like spam. Your message was buried in with all the others and deleted with the spam. You just lost a sale...again.

If you were using an autoresponder to efficiently and automatically answer simple customer inquiries, you would be making a lot more sales and your story would be like situation 1.

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### **Free vs. Paid Autoresponders**

Like almost everything online, you have a choice of using free or paid autoresponders. You should seriously consider what you will be using your autoresponder for before you decide which option is best for you.

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Free autoresponders, like free websites come with a price. With every message that's sent from your responder, an ad is sent with it. This looks unprofessional if you're sending a sales letter or following up a customer. Often the ad doesn't fit within your industry and gives prospects and customers the feeling that you're not really serious about your business.

Many free autoresponders services don't have a good deliverability rate. What that means is most times, your email will go straight to the spam folder...never to be seen by your prospect or customer.

Sometimes, you're also subscribed to the company newsletter which may or may not be worth reading.

Your other option is paid autoresponders.

The easiest is an off-site autoresponder. These autoresponders generally offer premium services for around \$20/month. Some examples of the best are: Aweber, iContact, GetResponse, Constant Contact, etc. - you can choose the one that works best for you...although I prefer Aweber by far.

There are a lot of autoresponders on the market so it can get a bit tricky to choose one that suits you. To help you make an informed decision, the next page contains a complete buyers guide to choosing an autoresponder.

### **Inside The Message**

So let's take a look at where we are. You know you need to use autoresponders in your business to save you time and increase your sales, without increasing your work load. You know the different types of messages you can send to effectively build up a trust level with your target market while making your additional sales effortlessly. Now you need some tips for writing your messages. Here's a quick, five step formula for writing successful autoresponder messages that sell.

1. Brainstorm your benefits. We're not going to go into all the details about features and benefits here because there are hundreds of resources available on writing effective copy. Use the same principles in writing your autoresponder copy as you do in writing your classified ads and you'll be on your way to amazing sales

results.

2. Next, make your subject line unquestionably irresistible. This is paramount to a successful autoresponder marketing campaign. Your subject line in your email is like your headline in your classified ad. It's what draws people into your email. You can't make a sale if they don't read your mail.

3. Next, tie your first sentence into your subject line. Your email will be deleted if you trick your reader into opening the mail with a clever headline that has nothing to do with your actual message. It's one thing to get people to open your mail, it's another to get them to read your information.

4. Give your prospects valuable information, not just a sales letter. The long term benefits of a soft sell outweigh a short term, one off sale. Instead of hitting your customers over the head with a buy now sales message for your new 'Kutz Kitchen Knives,' give them valuable tips on cooking. Within the tips, you can mention how easy it is to cut vegetables and meat as well as open tin cans with your wonderful new knives.

5. Use a signature file. As with all of your email, your signature file should recommend one of your products or services. It can be as simple as saying 'You're a cut above the rest' Then list the Kutz website address.

### **How Many How Often**

The next thing you need to decide is how often you're going to send your messages to your prospects. This is an important decision. You don't want to send your messages too often or your prospects will remove themselves from your autoresponder sequence because it starts to look like spam. On the other hand, you don't want your prospects to forget about you because they haven't heard from you in a long time. So how often should you be sending your messages?

The frequency of your messages depends on the subject. If you're sending out an ezine, you could send a message daily, bi-weekly, weekly, or monthly.

Thank you messages, on the other hand, would be sent less frequently.

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Here’s a generic guide to sending your sales messages.

First message : Arrives within seconds of the prospect requesting information. The first message presents your offer and gets the prospect’s attention. Some people will make a purchase from the first message.

Second message : Arrives 24 hours later. This message will be longer than the first and should detail the major benefits of your product or service. Link the benefits to the features of the product and show your target market how it will make their life easier, save them money, save them time, or whatever the major benefits of your products are.

Third message : Arrives 3 – 5 days later. Show the secondary benefits and features of your products and give alternative ways to use them.

Fourth message : Arrives 8-10 days after your third message. Sum up the key points that you’ve presented in the first three messages, but come at it from a different angle so your prospects don’t feel they’re reading regurgitated information.

Fifth message : Arrives 30 days after your fourth message. Now you can start introducing complimentary products and showing how they work in conjunction with your main product. These back end sales are limited only by your imagination.

Subsequent messages can be sent every 30 days to keep in touch with your target market until it’s the right time for them to make a purchase. By staying fresh in their mind with regular contact, there’s a greater chance that they’ll make a purchase from you instead of your competition.

### **The Hot List**

Here are some hot methods for keeping in touch with your target market and making more sales.

1. Use a customer case study to show how one of your customers is benefiting from your product.

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2. Once you have exhausted your benefits list for your main product, introduce a complimentary product.
3. If you have an offline business, invite your online customers to come and visit you.
4. Include a biography of yourself to add that personal touch to your products.
5. Ask your prospects if they have any questions and let them know how to contact you.
6. Use customer testimonials
7. Refer your current autoresponder subscribers to your other autoresponders. For example, if your current list is targeted to dog owners who want to buy their dog food online, offer to send them information on the latest dog toys. Your dog toys autoresponder will give them information on the dog toys that you sell.

### **Developing An Autoresponder Publication**

There are several ways to get people to subscribe to your autoresponders. One of the more popular ways to develop your subscriber list is to offer a free course, tutorial, or report. Your publication is then delivered by autoresponder, which is also loaded with your follow up sales messages.

Developing a course, tutorial or report that you can give away for free gives you the opportunity to introduce yourself to your target market and brands you as an expert in your field. You develop a rapport with your prospects and build a highly targeted opt-in list for your future marketing campaigns.

Giving away your publication for free helps it become viral. If you've written the publication to include useful information and included several links to your products and services you have a portable mini website that spreads around the internet like wildfire and acts as a little sales person for you.

But first, you need to develop your free publication. Here's a simple formula you can use to prepare a document.

### **SIDEBAR**

The purpose of your publication is to teach, to inform and to provide quality information for your target audience. Write on topics that you're familiar with. Your readers will see right through you if you attempt to supply information that you're not totally familiar with. Another mistake is to fill your document with so many links that it looks like a sales letter. Again, the main purpose of your publication is to inform and educate your audience. You need to add links to your document to make sales, but add them sparingly.

Ok, now the formula.

1. Choose your subject. Pick a subject that you're familiar with and that interests your target audience
2. Make a list of topics you want to cover. Each topic will be sent as one message.
3. Arrange your list of topics in a logical order and number each topic. This list will become the overview for your sequence of messages.
4. Create a title for each of the topics to be presented. The title will be used in the subject line of your email.
5. Write a welcome letter that gives an overview of the course and possibly a table of contents so your reader knows what to expect.
6. Include links to your products and services whenever appropriate. This will generate sales for you without any extra effort on your part.
7. At the end of each message, give highlights or the title of the following message. This generates curiosity and anticipation for your next mail. It also makes it more likely that your next mail will be opened.
8. Load your message sequence in your autoresponder.

## 9. Advertise your course.

Almost any topic that you write about has a market. Every one of us has information that will help and benefit others. Just think about what you can do or what you know that others would probably also be interested in. Do you know how to paint a room in an hour, have a collection of mouth watering recipes, know the best places to go for a vacation, know how to save money on everyday expenses, or have discovered a great investment strategy? All of these make great free reports.

To get your creative juices flowing and help you begin a brain storming session for your own report, here's a list of the hottest topics for online reports.

Hot course topics :

- Step-by-step business plans
- 101 ways to make money online
- Public Speaking
- How to succeed online
- Selling online
- Self-improvement
- Computer programming
- Stress management
- Saving Money
- Home repair
- Hobbies
- Collecting

Now that you've got your report created and your follow up messages written, you're ready to advertise your publication. Here is a short list of places to easily advertise your course.

- Signature files on all your emails
- Classified ads – on and offline
- Safelists
- Traffic Exchanges
- Forums
- Social Networks

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News Groups  
Discussion lists  
Guest books  
Business Cards  
Letter Head  
Envelopes  
Flyers  
Brochures  
You Blog  
Your web site

### **Wrap-Up**

Finally, I'd like to take this opportunity to thank you for your time and hope this ebook has been useful to you. If you want to save time writing, testing, and measuring the response to your autoresponder messages, I invite you to use the 52 professionally written, customizable, autoresponder messages you can download from the link below.

I've added everything you need to make massive profits with your autoresponder, including a “sweet & sexy” pre-written squeeze page that converts your website visitors into highly-targeted leads!

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