

A NEW BREED OF AUTORESPONDER, AUTO MESSAGE SETUP

By Beka Ruse

A NEW BREED OF AUTORESPONDER, AUTO MESSAGE SETUP

Beka Ruse
beka@aweber.com

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

A NEW BREED OF AUTORESPONDER,
AUTO MESSAGE SETUP

The concept of the follow up autoresponder revolutionized Internet Marketing. Now, "Auto Message Setup" promises to bring the field an even greater degree of efficiency.

This recent innovation lets experienced marketers painlessly transfer marketing know-how to their entire downlines. A marketer can now provide each of his downline representatives with a follow up autoresponse system that is already packaged with the marketer's pre-written messages.

The result? Just a few minutes of work on the part of an experienced marketer, and each of his reps is set up with the same tried and true marketing messages.

Case Study: Marketer Matt
and the New Breed

For example, take a look at the case of a fictional network marketer named Matt M:

For years, Matt has been successfully marketing All Natural Pharmaceuticals using a follow up autoresponder. In fact, much of his success can be attributed to the set of seven messages e-mailed to all of his potential customers. Matt has carefully crafted those messages over the years, and they're really great.

Recently, Matt has been trying to pass what he's learned

along to his downline representatives. He explains his marketing principles over the phone, and he knows that several of his reps pass his follow up messages around amongst themselves.

However, Matt finds that his pearls of wisdom rarely survive this 'telling and retelling' intact. He knows his reps aren't getting anywhere near what they could out of his knowledge. He wishes there were a way to harness today's technology, and put it to use for the greater good of his downline...

Enter Auto Message Setup

Using an Auto Message Setup system, Matt's downline reps can order their own follow up autoresponder accounts that are already packaged with Matt's pre-written messages. They can reap the fruits of Matt's experience with ease.

Each rep will customize Matt's messages for himself by logging in to his new follow up autoresponder account, and entering his own contact information.

Here is Matt's original autoresponse message:

Hi LEAD NAME,

Thanks for stopping by the All Natural Pharmaceuticals web site today! We hope you come back soon!

Best Regards,
Matt M.
matt@all-natural-pharma.com
918 Awl St.
Natural, PA 22314

Notice that the message greeting uses a variable, (LEAD NAME). The variable ensures that each of Matt's leads will receive a message personalized with his or her own name. Notice, also, that Matt's name and address are at the end of the message.

Case Study: Downline Dan
and the New Breed

Dan is one of Matt's downline representatives. He's ordered

his own follow up autoresponder through Matt. Since Matt is using Auto Message Setup, Dan's account came pre-packaged with Matt's marketing messages. Dan personalized those messages to himself by answering a few questions in his Online Control Panel. Now Dan is sending his own personalized version of Matt's messages to his customers! All of the basic content is Matt's, but Dan's contact information is on the letters. Here is the autoresponder that Dan sends to his potential customers:

Hi, LEAD NAME

Thanks for stopping by the All Natural Pharmaceuticals web site today! We hope you come back soon!

Best Regards,
Dan D.
dan@pharma-ceuticals.com
5 Farm Way
Sootuh, TN 88457

Notice that the contact name and address at the end of the e-mail are Dan's, but that the greeting at the beginning of the message still includes the name of Dan's lead.

Mission Accomplished

With Matt's experience in hand, Dan is now marketing more successfully than ever before. And he isn't the only one - Matt's entire downline is now using his marketing messages! Matt's commissions are growing exponentially.

Matt and Dan's situation is not unique. Any network marketer with an established downline can take advantage of the opportunities available in an auto message setup system. There's no better way to put more auto in your autoresponder.

Beka Ruse is the Business Development Manager at AWeber Systems, Inc. AWeber offers one of the first available automatic message setup systems.
<http://www.aweber.com/ams.htm>

[Submit your article for reprint.](#)