

5 Tricks To Turn Your Autoresponder Into A High-Profit Sales

Machine!

By Grady Smith

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1) Create An Irresistible Offer To Grab Your Prospects Email Addresses

An autoresponder won't work unless you can get it into your prospects email boxes, right? So, you've really got to make an irresistible, no risk offer if you want to get your message in front of the majority of visitors.

Offer a free ebook, report, test drive, course, or anything else that's low cost for you, has a high level of interest for prospects, and can be delivered automatically. You might even write an accompanying sales letter to increase desire for your free offer.

I've found that some on the internet are hesitant about handing over their email addresses, just as some are reluctant to enter their credit card number. You have to break through this roadblock by offering them something they just can't live without.

2) Get Your Messages Opened By Writing Irresistible Subject Lines

Another roadblock that your autoresponder faces is that people don't have the time to read all the spam, ezines, offers, and autoresponders they sign up for. You have to engage them by the subject line alone and force them to open the email to satisfy their curiosity.

Two successful techniques to get emails open include:

* Creating a 7-day course, and mentioning that this is the next part in the complete course.

* Writing a benefit heavy subject line that speaks directly to your target audience

3) Use Your Prospect's Names In The Email Subject And Body

Nothing grabs attention quicker than mentioning your prospects name. And with capabilities to automatically include names and other personal information about your prospects, it's a smart move to personalize each message so the reader feels like it came fresh from your keyboard to their email boxes.

A highly recommended autoresponder service to use is <http://www.followupmarketer.com> because they give you these capabilities and more with unlimited autoresponders so you can market different products without paying more.

4) Provide Real Information In Each Message

Nothing will sour readers to your product or service quicker than giving them information that doesn't give them what they're after.

So, give them something they can really use and make sure it's something they haven't already learned somewhere else. If you can teach them something in one of your messages that really helps them out, and you show them that your product is crammed full of similar techniques, then I guarantee you're going to make yourself a new customer more times than not.

5) Get Your Prospects To Act Now

Information in an email isn't enough. There's actually a steady formula to follow that pushes people into clicking your link and buying your product. In short form, here it is:

First, give them a lesson or some strong information in your message. Teach them something new, and help them put it into action.

Second, give benefits of your product, and detail how it will help them.

And third, give them a reason to click the link and order right now. You can say that another day without your product is another day they won't enjoy _____, _____, and _____.

Try it. The techniques outlined above will work for you if you apply them correctly.

About the author:

FREE \$50 Sales Letter Critique by Grady Smith shows you how to get a better response. Get it here: [">http://www.cheap-copy.com](http://www.cheap-copy.com).

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