

Autoresponders: Clinically Proven To Increase Sales (Part 1)

By Adam Kling

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You've no doubt heard several reasons why you should use autoresponders in your marketing efforts. But are you aware that there is actually a behavioral trait within most people that causes them to react to autoresponders? Why do they work and how can you use this information to your benefit?

You may be familiar with a behavioral analysis called "DISC". It takes a scientific approach to breaking down individual's observable behavior. Each letter in the acronym DISC stands for a type of behavior. What is interesting is to look at where the majority of people fall within this standard.

Over 40% of our population falls into the category called Steadiness. Let's look at a few of the characteristics of this type of behavior to see why autoresponders work so well and how to improve their effectiveness even more!

Those who fall into the Steadiness category have the following general traits:

They value:

- * harmony
- * closure
- * security
- * structure
- * loyalty

They are:

- * detail oriented

- * heavy into gathering information to make decisions
- * low risk takers

Are you beginning to see a pattern?

Also, Steadiness types require a certain manner of communication. They need you to be patient, provide a logical approach, show how solutions benefit them, give clear definitions, and eliminate the risk.

If we take out the key traits here, we'll see the reason why autoresponders work so well. If written properly automated messages offer structure, detail, risk elimination, show the benefits and - above all - allow the buyer to take his/her time in making the decision without forgetting about you.

It is the fact that 40% of the population - the majority - fall into this category that explains the overwhelming response you receive when using well-written autoresponder messages.

In Part 2 of "Autoresponders: Clinically Proven To Increase Sales" I'll explain how you can use autoresponders in your business and several simple techniques you can use to make your autoresponder messages work far better.

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Adam is the CEO of MyBizHosting. To view a detailed outline of his services including unlimited FREE autoresponders with every account rush down to <http://www.mybizhosting.com> now. MyBizHosting also offers a reseller program - Earn money for referring the most flexible and advanced host on the 'Net to your friends, associates and customers. Java fans... be sure to visit <http://www.myservlethosting.com> .

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