

# Autoresponders: Clinically Proven To Increase Sales (Part 2)

By Adam Kling

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In Part 1 of "Autoresponders: Clinically Proven To Increase Sales" you learnt why you should use autoresponders in your business and why over 40% of our population need your autoresponder messages in order to come to a final decision regarding your products or services.

Generally speaking, autoresponders are used to:

- \* stay in contact with your customers
- \* promote products, specials or sales
- \* follow purchases with back end sales options
- \* offer additional sales information for "trial offers"
- \* provide tutorials, reports, articles or other giveaways
- \* and many other reasons

Time-Tested Proven Techniques For Making Your Autoresponder Messages Perform Better

These automated messages play a very powerful role in our marketing plans. But is there a way to make these messages work even better? Yes! And it's incredibly simple - rather than blindly following the crowd, pay attention and use every bit of information above when creating your messages.

For example: when using a dated call to action statement, you may want to leave enough room for the customer to think it over and then come back and purchase. Perhaps you could state that the offer "ends in 3 days" rather than "tonight at midnight". (If those who rank high in Steadiness are forced to make an immediate decision, the answer will most undoubtedly be no.) Each time you send another automated

message, you can count down the days until you reach the point of stating, "offer expires today".

Benefits are extremely important to most consumers. However, they are particularly needed by the majority of buyers. I often see autoresponder messages that exclaim how much money their product will make you. In order to appeal to most customers, the benefits need to work in conjunction with the need for details. For example, rather than stating, "Autoresponders will increase your profits by 400%", you might want to try this statement. "Repetition brings about memory. And memory brings about sales. Therefore it only makes sense to remain in constant contact with your customers through autoresponders. By using this amazing selling method, you can increase your profits by 400%."

By using a combination of the traits Steadiness-types find intriguing, you will increase the effectiveness of your autoresponders and also the number of customers who purchase from you.

This clinically proven method of communication works with in-person conversations, telephone conversations and especially in written conversations or advertisements. By giving the customer what they need, you are dramatically increasing your chances of getting the sale!

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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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