

Autoresponders: Clinically Proven To Increase Sales

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
- unhurried
- 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.

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

Making Your Messages Work Better

These automated messages play a powerful role in our marketing plans. But is there a way to make these messages work even better? Yes! And it's 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 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 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!

Adam is CEO of MyBizHosting. Visit <http://www.mybizhosting.com> to view a detailed outline of services including unlimited FREE autoresponders with every account. My Biz Hosting 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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