

FIVE profitable ways to use Your Follow up Autoresponder.

By Radhika Venkata

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What? You are not using a Follow up Autoresponder? Then better be.
If you are SERIOUS about increasing your subscriber database,
you need Follow up autoresponders.

What are Follow up autoresponders?

Follow up autoresponders send a series of emails to your prospects
that goes at specified intervals. You have complete control on this
interval period.

Some of the Follow up Autoresponders:

<http://www.autoresponseplus.com/>
<http://www.scripts4webmasters.com/autoresponder.shtml>

What you can do with your Follow up autoresponder:

1. Offer free email courses:

Load your autoresponder with a series of emails as a free course.
Name it as 'Mini course that doubles Your profits in 7 days' or
something like that. User should really get temptation to
subscribe for your course.

Once they subscribe emails will go at the set up intervals.

Remember these tips before offering an email course:

- =Name your email course something attractive
- =Don't keep too much gap between your emails
- =If possible refresh the previous topic in every next email

=Keep short URLs

=Try to use short courses like 7 - 10 days. It would be interesting for your reader. They shouldn't feel like a classroom

=Check the URLs before loading them in to your autoresponder

2. Follow up your customer:

After your buyer purchase your product they will be landed on your subscription form. They will enter their name and email address. They will be redirected to your download page. You can set a follow up emails at an interval of 15 or 30 days. Offer some discount in this follow up emails on your other product. Selling a product to your present customer is easier than searching for a new prospect. In this method, you have to keep one form for each of your product.

3. Conduct quizzes, polls:

Yes. You can fill your follow up autoresponder with 10 quizz questions and can set up to send it one per day. People that answer all questions correct will get a discount on your product or free product or free membership etc. DON'T forget to keep your product links in each of your emails. This is a kind of advertisement for you.

4. Benefit from your Ezine articles:

You write ezine articles. Don't you? Good...

Then load your Follow up autoresponder with 5 - 10 ezine articles and put a subscribe link on your web pages or in your signature file. Send the link to publishers who are willing to receive your articles. Your articles will be delivered to the subscribers and publishers at an interval of 30 days or what ever time you set up there.

I like to send the articles every 1 - 2 months to my publishers list. Good publishers always file articles they receive. So if you send them too frequently, it should be little annoying. So better to keep minimum interval of one month.

5. You can also use your follow up autoresponder to send:

=testimonials of your products

=ebook chapters as samples

=product reviews

=Frequently asked questions

=Tutorials

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