

How to Write A Follow Up Message

By Beka Ruse

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Smart marketers know that follow up autoresponders drive sales. But, many don't know how to write the e-mail messages they need in order to use these tools.

Don't let that keep you from increased profits! Write masterful messages with these simple steps:

- * Pull the Reader in
- * Introduce the Product
- * Explain the Product's Significance
- * Tell the Reader to Make a Purchase

(Examples in this article use the fictional product "Green Garden Lawn Fertilizer". Any similarity to actual products is unintended and coincidental.)

PULL THE READER IN

First, convince your audience that your text is worth reading. Make your first sentence or two very interesting: Make a bold statement, say something seemingly ridiculous, or appeal to your prospect's emotional side. Later, tie this grabber in with the rest of your copy. For instance:

"Want to make your neighbors jealous? How about with a lush, green lawn in just 2 weeks?"

INTRODUCE THE PRODUCT

What is the product you're advertising? What does it do? Directly after your grabber, give a compact explanation of your product. Keep this explanation short, while still being very clear. For example:

"Green Garden Lawn Fertilizer is taking the landscaping industry by storm. What else can give you the lawn of your dreams in just 15 minutes a day?"

EXPLAIN THE PRODUCT'S
SIGNIFICANCE

What will it do for me? This is the time for details - make this section long and rich. Suggest a variety of product uses, and give examples. Make the most of this opportunity to directly target your unique audience! Clearly explain how your readers will benefit from your product.

TELL THE READER TO
MAKE A PURCHASE

You've come so far - you've laid out exactly what the product is and how it will help your unique audience. Now, seal the deal - tell your readers to purchase the product!

This step may sound strange, but it's necessary. Often, people hear about a product and are genuinely interested, but fail to actually make a purchase. A clear call to a simple action cuts down on buyer ambivalence. Don't be pushy - just change your verb tenses to the imperative. Instead of:

"If you think that you fit this profile, you might want to think about buying Green Garden Lawn Fertilizer."

Say:

"Click here to order Green Garden Lawn Fertilizer today."

AN EYE FOR CONTINUITY

More and more opt-in e-mail is being sent around the Internet. Remind your prospect that he requested your messages by keeping an eye on continuity.

Start and end each message in a similar way. At the top, let your prospect know who you are, why he is getting e-mail from you, and where he is in the follow up sequence. This can be as simple as saying:

"Last week, you requested more information about Green Garden Fertilizer..."

Then, end each message with your own contact information. Use your autoresponder's personalization features to list details about your lead. Also, include a way for the lead to unsubscribe. For example:

"This message was sent to Dusty Dan at dustydan@needsanewlawn.com. On April 5th, Dusty Dan requested information about Green Garden Fertilizer. Questions? Call us at 000-000-0000. Or, to unsubscribe, click here."

CREATE WITH CONFIDENCE

Don't sweat over follow up messages - your prospects are waiting for you! Print and follow the guidelines in this article, and follow up with confidence.

Beka Ruse is the Business Development Manager at AWeber Communications. Experience the acclaimed customer support and reliability of AWeber autoresponders.
<http://www.aweber.com/a/p170/lfs.htm>

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