

Notes for...

How to Market Your Business Using Autoresponders

Presented by

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Example: first autoresponder message:

Notes:

SUBJECT: I just heard...

Make the subject short. Use of an ellipsis indicates there is more to know and creates curiosity.

A PERSONAL MESSAGE FROM MARTY MARSH
Soul Proprietor & Guerrilla Marketing Coach

Let them know that this is a personal message from you with a "memo-style" header.

Dear [firstname],

Always use personalization.

Hi There, I just heard that you had joined my community of Soul Proprietors. Thanks for signing up to receive periodic emails from me.

In this day and age of impersonal communications, I just wanted to let you know personally that I'm grateful you were attracted here and that it is my desire --- and my intent --- to provide information and programs that will be of great benefit to you.

As a Soul Proprietor, I don't much care for doing business in the traditional sense. What I DO care about is having a business that (1) is fun and doesn't feel like work, and (2) is centered around building authentic relationships.

Make a connection with them as they are likely to be very much like you.

I'd love to get to know you better --- your hopes, and dreams and plans for your business and your life --- and I'd love to hear your suggestions and comments about how I can serve you in the ways that will benefit you most.

Invite them to interact with you. You don't need a private email address but it does help reinforce that you want to have a connection with them and that you will be paying close attention to those emails.

So, I've set up a private email account for you to use that comes directly to me. I'm the only one that will see it and you are welcome to use it anytime you'd like to communicate with me.

That email is: mmprivate@martymarsh.com

So, if you're also interested in running a business in the non-traditional sense, and you have a strong desire to use your business to change the world, then you've come to the right place and I'm so glad you're here.

Reinforces why they joined my list.

All the best to you!

Marty Marsh
Soul Proprietor & Guerrilla Marketing Coach
mmprivate@martymarsh.com

P.S. What are your goals? How can I help you get to where you want to go? Let me hear from you from time to time.

← You want to include a P.S. in most of your emails. Some folks will only read the P.S. so this is a great place to put an offer or some kind of call-to-action.

Example: second autoresponder message.

SUBJECT: Did you get the ebook okay?

Hi [firstname]

It's been a few days now since you joined my Marketing That Works! newsletter list at martymarsh.com and I just wanted to say again how much I appreciate having you as part of my business community.

← Give them enough time that they would have had a chance to read your ebook. Usually 3 to 4 days.

Most importantly, I wanted to make sure you were able to download your copy of the "How to Get the Word Out About Who You Are and What You Do" eBook without any problems.

If you haven't downloaded your copy yet, here's the link where you'll find it:

---Put in a live, clickable link.---

← Put the link in for the download page again.

Did you read it yet? Do you have any questions or comments? If so, just REPLY to this email and I'll get back to you as soon as I can. (Please be patient with me, however. I read and respond to all my email, but I get a lot, so it might take a few days.)

← Always use an active email address for your return address so that if someone replies to your message, their reply actually goes to a real person. That usually would be you.

In a recent email, Vicki Pederson had this to say after she discovered my Soul Proprietor Community:

← A testimonial reinforces that the subscriber has made the right decision to join your list.

"Thank you...finally, what I am truly looking for. Honesty, ethics and integrity in this cut-throat online business environment."

As a Soul Proprietor, I am continually striving to live up to my own "true north":

← This arouses curiosity as many people will not know what I mean by "true north." They get the answer in the ebook and will go looking if they are curious. Give the reader something like this that will engage them actively with your ebook. It encourages them to actually read it.

Which is...

"To help Soul Proprietors get ridiculously clear about the value they bring to their marketplace and how to share their passion with the world."

What's your "true north"?

(See page 17 in the ebook and then let me know.) ← Give them a page number to go to.

Best regards,

Marty Marsh
Soul Proprietor &
Guerrilla Marketing Coach
marty@martymarsh.com

P. S. I'd love to hear from you to get to know you better. Remember, I've set up a private email address that only I will see, so please share with me your hopes and dreams for your business and your plans to change the world! Email me anytime at mmprivate@martymarsh.com

← Remind them again that you are wanting to hear from them.

NOTES:

You are using your autoresponders messages to build a RELATIONSHIP with new people who have joined your list. So you want to be as personable as you can in these messages, and you want to provide your best content in these messages.

Welcome Email: (Send immediately on sign up confirmation) This is sent automatically by your autoresponder service, or ESP, and you need to make sure you customize this email. DO NOT send out a default welcome message for any reason. This goes out immediately after someone confirms their subscription if you are using double-opt-in.

Welcome and thank them, of course, for signing up with you. Then include a prominent link to your sign-up gift if it is something that can be downloaded immediately, or if it is something you have to physically mail, tell them when to expect it (approximately) in their mailbox.

Reaffirm briefly what they can expect from you in the future. Use bullet points to keep it brief.

A call to action of some sort is okay so that you start training them to see and respond to offers from you. You can certainly offer something for sale, but in a welcome email, you might want to keep it light and simply ask them to visit a specific page on your website, or offer them an unexpected gift such as a recording of a teleclass or another special report. They'll love you for that!

The "I just heard..." message: (Sent 1 Day after sign up) This is like a second welcome message but is designed so you can make a more "personal" connection with your new subscriber even though the autoresponder is doing the "work."

Let the new subscriber know that you are available for help and include a way for them to contact you. It could be as simple as providing your regular email address, but make sure it really is a more "personal" email by sending it from: yourfirstname@yoursitename.com.

You can go so far as to set up a separate email address that you share, like my mmprivate@martymarsh.com email address so that people feel like they are extra special to you and that you really

do want to hear from them, but it is not necessary. Just don't give them an address like admin@yoursite.com or info@yoursite.com. Those emails are not personal by any stretch.

In your P.S. you can then ask them to do something. I like to ask them to share with me about their goals and their dreams and desires. You'll be surprised at how many people respond to you.

“Did You Get the eBook Okay?” message: (Sent 3-4 days after sign up) I'm assuming that your sign up gift is an eBook or a special report and something that the subscriber would have downloaded already.

People are very busy and they download lots of stuff without taking the time to actually read it. This message is designed so that you can connect again (so they'll remember who you are), plus it allows you to demonstrate that you are thinking about them and that you care that they get the answers to their problems, and it gives you the opportunity to remind them of your gift — eBook or special report — that they've already downloaded and gives them subtle encouragement to actually read it if they have not.

Be sure you include another link for downloading the eBook or special report in case they missed it before, or just can't find it again, and need to re-download it.

Next messages:

After that, it is entirely up to you as to how many, how often, and what content you include in the following messages that go out.

A good rule of thumb for frequency is about once a week, or every 3-5 days. If your message series has a logical end to it, such as in making a sale, you will likely want to send those messages closer together, to take advantage of the “hot” factor. The first few weeks of having someone on your list is when they are usually “hot” to engage with you and/or buy whatever you are offering.

Remember, provide your best content in these subsequent messages and always include a call to action of some sort.

People love tips: Sending a tip in each message is a great way to stay in contact, keep your name in front of them, and provide them with some valuable information that does not overwhelm them. Promising weekly tips, much like an ecourse, is a great way to get people on your list in the first place and you may find if you do this, you won't have to create a separate gift at all, like an eBook or special report.

You can keep adding to your autoresponder series as much as you like provided your provider (ESP) gives you unlimited autoresponder capabilities. So to make it easy on yourself, you might want to write a new tip once each week and post at your blog, but then you can take that same tip and add it as part of your autoresponder series. In a year you'll have 52 messages going out and this may be all you ever have to do to stay in touch with your list. These things don't have to be written all at once, as you can just keep adding messages to your series for as long as you like.

People love Surveys: Set up a short survey in a free service like SurveyMonkey.com and in one of your messages, ask your readers to participate. This should be a fact-finding type of survey, as

in, “what are you looking for from us?” kind of survey. Be sure that the survey is “evergreen” so you don’t have to worry about it becoming out of date. This keeps them engaged with you, again, demonstrates your desire to know them better, and gives you great research data for your business.

People love promotions: (They really do!) People sign up for your list knowing full well that you will be asking them to buy something. Sometimes they get on your list just to be convinced by you that buying something from you — that they’ve already made up their minds they want — is really okay.

So, after about the 5th or 7th message, you may want to include a message that is an overt promotion, meaning, you are asking them to go buy something.

Your eZine, if you choose to publish one, is an important part of your email marketing strategy but is not part of your autoresponder message series.

Are You Making These 3 Massive Mistakes That Email Marketers Make That Keep Their Ideal Clients from Opening, Reading, and Taking Action On Their Email Marketing Messages?

FREE, 4-Part Video Series Reveals...

- Why your subscribers are ignoring your email marketing messages
- Strategies you can employ right now to get people to remember who you are and to take action on your messages
- The one thing you **MUST** have working for you to get people to sign up for your list. (And it is so important that if you don’t have it, you need to stop what you’re doing, and get it done **NOW!**)
- Why email marketing isn’t just about your emails... and more!

Go here now...



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