

# Autoresponders 101:

What the heck are they and why do I care?

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Another cool E-book by The Amazing Mr. J



[www.Millionairegeeks.com](http://www.Millionairegeeks.com)

# An Amazing Introduction:

Hello and thank you for downloading Autoresponders 101, one of our free e-book offerings on the Millionaire Geeks Bookshelf. If you've visited us and downloaded this e-book you probably want to make money, and you're probably a geek. Don't worry being a geek isn't something to be ashamed of, wear the name with pride! Geeks are an integral part of the business world today. Be they your every day low level IT worker or Bill gates and Steve Jobs, Geeks make the world work. We are the idea makers, the go to guys, and the mechanics of the new age. Without us the information age would never have gotten off the ground. It may never have even been imagined. Sadly not all of us are as rich as Bill and Steve, but we're here to help you change all that. Drake and I formed Millionaire Geeks with a vision to help geeks (and anyone else) with the drive and determination to succeed well uh... succeed. We're committed to helping you find the information and training you need to put your geeky brain to work making you successful. With that in mind I know we geeks are usually not one for reading all the directions first. But please try to read this entire e-book before putting your plans into action. A little patience and a little knowledge go a long way, don't blow it before you've begun. After all you downloaded the book to learn didn't you?

~The Amazing Mr. J

# What is an Autoresponder?:

Autoresponders are in essence what allows e-business to function. They allow you to automatically respond to your customers e-mails without having to be at the computer 24/7 or hiring a team of genetically enhanced super monkeys to do it for you. Big Business and small business alike make use of these wondrous programs to keep customers from feeling neglected and to bring in revenue that otherwise would slip away.

With an Autoresponder you can achieve many goals that might otherwise become a burden or a financial drain on your company. They allow you to easily schedule the sending of newsletters and deliver them on time without you even being near a computer. Support e-mails can be easily and quickly responded to allowing your customer to know that you did receive their plea for help. Best of all follow up e-mails with customers becomes a breeze. Imagine having hundreds or even thousands of new customers every week each of which you want to send thank you messages, sales pitches for other products, and other messages to help build a relationship. If you had to sit down and do this individually for each new client it would take you forever. But your autoresponder automatically adds their e-mail address to a list and sends them your previously written messages at predetermined intervals. Without this helpful tool many types of online business would be all but impossible.

## **Ok so what can I do with one?**

Autoresponders are very useful for a number of different tasks I'll go over a few of the most common for you right now.

### **Immediate Response to E-Mails:**

This is the original use of an autoresponder. It allows you to send an automatically generated e-mail back to your customer letting them know that you received their question/concern/etc... and that someone will contact them shortly. This helps you in a number of ways. It eases the customers mind letting them know that their important e-mail was received by you, and it keeps you from getting constant e-mails from the same people asking “did you get my message? Can't you help me any faster? Is anyone out there? HELP HELP HELP HELP!!!!!!” well you get the idea. This won't completely eliminate peoples impatience but it helps most people understand that they are being helped.

### **Follow Up emails:**

If you capture your customers e-mails when they purchase a product then you can follow up on that purchase automatically in the future. With this technique you set up a series of messages that can later be sent out at predetermined times to the customers on your list. You can have a thank you message ready to be sent out as soon as they purchase your product. Then a week later you can send a message asking how they liked the product and suggesting they join your newsletter. A week after that you can “check back in” with them and suggest a complimentary product. Thats just an example but I'm sure you can see how potentially useful and lucrative this can be. Whats even better is that if done properly it enhances your reputation with your customers by convincing them that you care and providing them with extra content.

## Newsletters:

My favorite use of an autoresponder. Newsletters allow you to build a relationship with your customers while at the same time building a huge list of e-mails to use later.

Producing a newsletter does take some work but the potential benefits are well worth it. When you start a new newsletter generally you want to decide on it's topic first and then begin developing content ideas based around the core concept. Usually you'll want a good mix of Informational articles and News stories related to your topic. If you want it to be more like a real newspaper or magazine then adding a monthly editorial column and a few “fun” features is probably a good idea. Fun features can be things like a crossword (themed to your topic), a monthly cartoon, or maybe a trivia section (with the answers revealed in the next months issue).

Heres a theoretical example of a weekly newsletter: “GAMER NEWS” by Joe Cool.

- 2 or 3 News articles every week
- Game Reviews on new releases
- “Back in the Day” a Monthly column about retro gaming
- “Tips & Tricks” A column focusing on game strategy
- “Worst Game Ever” a monthly humor column focusing on bad games.
- Monthly Trivia Contest. Out of all the entries who answered correctly one is chosen at random. The winner receives a free game for the console of their choice.
- “Greasy Gamer Guys” a weekly humor comic loosely based on Joe's life.

Joe has many possible streams of income from this newsletter. He can make decent money by giving affiliate links to games and other products he talks about in his articles. His brand itself could be an income stream if he builds a loyal following by creating his own “This week in Games” merchandise using a site like [Cafepress](#). Another great income possibility is publishing anthologies of “Greasy Gamer Guys” through sites like [lulu](#) and selling those to his fans. All of this combined with the potential for selling ad space in his newsletter to other gaming related businesses means quite a nice income for Joe even without having a website and other products to sell. Combine a highly successful newsletter with a site full of quality content and products and you've got yourself a money making machine.

## Direct Sales:

Newsletters and Follow up mails both build you a list of customers who trust you and legitimately expect e-mails from you. As long as you do not abuse this trust and over do things then they can be a source of great income. By directly pitching quality products to your e-mail list you eliminate any real cost normally involved in advertising and can rake in HUGE profits. All the while providing your customers with a potentially useful product and (assuming you pitches something actually worth buying) increasing your credibility in the eyes of your customers.

As an Example consider that you have a list of 100 people. Now lets assume you pitch a product to them that gets you \$2 of profit for every sale. Even if only a quarter of your list (25 people) buy the product thats \$50 you just made.

# What Kind Should I get?:

Ok so now you know what an autoresponder does. You probably want to just jump right in and get one right? Well the only problem is there are a few different kinds of autoresponders out there. I'll go over the pros and cons with you here.

## **Third Party Autoresponders**

Examples: Aweber & Getresponse

A Third party Autoresponder is one that is hosted and run through another company. With autoresponders of this type you can expect setup and use to be easy and quick. Unfortunately that's the only real benefit. Most third party solutions give you very little control over the service and charge you expensive monthly fees. Usually these fees start at around \$20 a month and only grow larger as your contact list does. Many (though not all) of these services also limit your ability to easily import and export your contact list making it hard to leave once you're part of their service.

However for someone with limited technical knowledge looking for an easy solution these can be a good option.

Pros:

- Easy to Setup
- Easy to use
- No Technical knowledge required

Cons:

- Monthly Fee
- Little to no control over system
- Many don't allow importing & exporting of contacts
- May limit you in various ways (or charge you for more resources)

## **Self Hosted Autoresponders**

Examples: Autoresponder Unlimited, Ultimate Autoresponder

Autoresponders of this type are installed directly onto your webserver along with your website. They may sometimes seem expensive at first glance but generally that cost is worth not having to pay a monthly fee just to keep using your own list. The greatest benefit of these Autoresponders is that you are not given the strict limits third party services usually impose and are given much more flexibility in how you can use your autoresponder.

Pros:

- More Flexibility
- Unlimited Contacts
- Unlimited e-mails
- Unlimited separate mailing lists

Cons:

- May cost more upfront
- More difficult to set up
- More complex administration

### **Other points of Interest**

Beyond the two basic styles of autoresponders there are other considerations. For instance there are such things as “Free” autoresponders out there. Generally while it sounds good and saves you out of pocket expense I would advise that you avoid any “free” autoresponders. These “free” services usually impose heavy limitations and or automatically add advertising to every message you send out which not only diverts customers from you but may cause your messages to be mistaken for spam.

When choosing any autoresponder you want to find out how many e-mails it can send a minute, what it's delivery success rate is, and what kind of messages it's capable of sending. All of these are very important considerations to take into account. The best newsletters and sales pitches in the world won't help you make money if they never make it to your customers.

# Helpful Resources & Tools:

## **Aweber Autoresponder**

<http://www.aweber.com/>

Aweber is a third party autoresponder service. They are considered by many to be one of the best in the industry. With a reasonable starting fee of \$20 a month they're not a bad option if you feel you can't handle loading scripts to your server. The one Downside of this service is that it's a monthly fee and that fee is based upon the number of subscribers you have.

## **Autoresponder Unlimited**

Available [HERE](#)

Autoresponder Unlimited is Available straight from us here at Millionaire Geeks. Full of great features and fairly simple to upload to your website this is one of the best Autoresponders available. For a one time fee of \$20 you'll have a professional autoresponder without the monthly fee.

## **Autoresponder E-Mail templates**

<http://wealthbuildingemails.com/>

Sometimes you need help deciding what to say. These Templates will help you create stellar Autoresponder messages quickly and simply.

## **Ultimate Autoresponder**

<http://www.8bitpublishing.com/uar/index.html>

Ultimate Autoresponder claims to be the best with it's bold name. It's a little on the expensive side but it's a good quality autoresponder with many good features that many autoresponders lack. I don't have as much experience with this one as I do with Autoresponder Unlimited but If you have the cash I think it's worth a look. If not check out something cheaper that will still do the Job.

# More Tips & Tricks!

## **DO NOT abuse your Lists Trust:**

I can't stress this enough. It may make you some quick cash but don't ever sell or rent your e-mail list to someone else. All this will do is damage your reputation and piss off all your customers when they suddenly find spam clogging their inbox. By the same token don't go and start pitching them products every day. All that will do is make them unsubscribe, or worse yet report you to your ISP as a spammer. My advice is also be sure to pitch only quality products to your list or you run the risk of damaging your credibility.

## **HTML or Plain Text:**

You'll have to decide for yourself this question but there are good and bad points to each of these options. With HTML e-mails you'll be able more directly control the look of your message and include graphical elements. The downside is that some spam filters may trigger on HTML messages if you're not on your subscribers safe list. With Plain text you have a much better chance of getting through the spam filter. Some people may also be more likely to read it as it looks more like a "real" e-mail. The downside is that you don't get graphics and fancy formatting possible with HTML.

## **Personalize your messages:**

Many autoresponders have the ability to personalize messages sent to your customers. What I mean by this is when you capture your customers e-mail you also can capture other details like their name for instance. Then your autoresponder can reference that database when you send them an e-mail and address them by their name. Usually you do this by adding **\*\*NAME\*\***, `!fname`, or a similar command wherever you want their name to appear. Be sure to check the exact function of your program as there does not seem to be any uniform industry standard. Personalizing in this way leads to a better connection with your customer and is highly recommended.

## **Give something away:**

A good technique for keeping your list happy and generating future sales is to occasionally give them a free gift. For example if you just sold them an e-book about Building your own PC and are doing your follow up e-mails you could send them a free report about increasing your PC's performance. This adds value and creates a happy satisfied customer. Which makes them more likely to buy from you again. It also gives you the opportunity to subtly talk about other products you own in the context of the free report (perhaps a more in depth e-book about over clocking your PC). This could lead to a sale down the road.

# Beyond this E-Book:

Well you've (hopefully) learned quite a lot today. The question is where do you go from here. At millionaire Geeks we have a number of quality products you may find helpful both in our Millionaire Geeks Bookshelf and Our Geek Tools Section.

## **Our Free “101” Series:**

[HTML 101 web design for N00bs](#)

And more all [available here](#)

## **Geek Tools**

[Webmaster's color toolkit](#)

[Autoresponder Unlimited](#)

[The Instant Site Creator](#)

And more all [available here](#)

We also have an ever growing database of free articles written by our expert geeks (including me Mr. J) on a number of subjects. Which is available here

<http://www.millionairegeeks.com/articles.php>

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# Final Thoughts:

Hello again my dear geeks. I do hope you've learned quite a lot from this humble little e-book. I spent many years working for others and trying to get enough resources so I could bring my dreams into reality. It took a lot of work and research to learn what I've learned and get where I am. Along the way I found many scams and had many false starts but I promise you it's possible to achieve your goals. With this e-book and the other resources drake and I have provided at millionaire geeks you have a leg up on the competition. Now get out there and make it happen! I believe in you my fellow geeks, I know that if anyone can bring dreams to life then we can!

Your Friendly Neighborhood Geek,

~The Amazing Mr. J

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