

Autoresponder Tutorial

Since I stay in touch with many of the people on my list, I was glad to hear that some of them felt confident enough to let me know when they didn't understand something. With my PLR Mini Mart, the batches of articles I produce are generally used for blogs, websites, and article directories.

So when I announced to my list that I was going to launch a new kind of PLR Pack – the [Annual PLR Autoresponder Pack](#) (APAP) – a few contacted to say, “What’s an autoresponder?” I thought I’d write a short step-by-step tutorial using AWeber as my example, in case some of you aren’t familiar with it.

What Is an Autoresponder?

An autoresponder is an automated email that gets sent out to your list. You may have heard it before – the gold is in the list. And it is! Your customers who have signed up to receive messages from you are sort of like pre-qualified leads.

You already know they’re interested in your niche, so whenever you promote your own (or someone else’s) product, the conversion rate will be higher than if you had random bouts of traffic being sent your way.

But who wants to get mired down in email correspondence all week? An autoresponder lets you “set and forget” your communication with your target audience. You may not see it as any big deal when you only have a list of 15 people, but when it grows to 15,000 – you’ll be glad you have a tool to do the work for you.

Even those who have autoresponder systems in place often don’t leverage it to its fullest potential. They build lists, but have no correspondence set to go out. They just occasionally blast out a single email – that’s leaving money on the table!

Still, you can’t just send out random emails with no substance to them. You have to provide value. These people respected you enough to hand over their contact information and invite you to contact them in the future – that’s a big deal!

If you don’t contact them enough, they’ll forget who you are and your recommendations won’t have a visible impact on them. If you contact them too often, they’ll unsubscribe because they’re sick of the intrusion.

You can create a list for your niche and set up dozens of emails to periodically go out to those who sign up on an automated basis. You won’t have to log in to manually do it because the system schedules the messages in the queue and does it for you!

Where PLR Comes Into Play

Maybe you don't have time to write dozens of messages – or it's always shoved to the back burner (you know who you are). Or perhaps you're just not a good writer! How do you contact your customers if you have nothing to feed their interests?

This dilemma is exactly why I created the APAPs. For 52 full weeks, you'll be in contact with your customers. The [Annual PLR Autoresponder Pack](#) includes:

- 52 emails (one for each week) that include tips, warnings, advice, and motivation for your niche
- A 5-page opt-in report
- Squeeze page graphics – ready to just plug into your site

With a PLR Autoresponder series, you can alter the title, change any of the text that you want, weave your links into the text, and sign it and claim it as your own.

The work's done for you – and you just drop it right into your autoresponder tool and schedule them to go out once a week like clockwork!

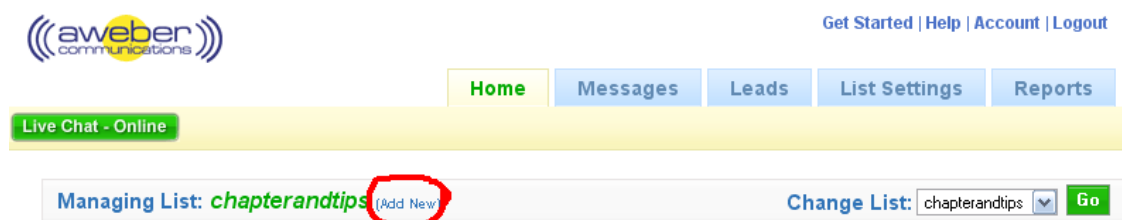
In between the weekly emails, you can always use your autoresponder to blast out a message to your list. For instance, if you have a new product or want to promote something as an affiliate – just blast a one-time email out – it won't interfere with your autoresponder schedule.

Setting Up Your Message in AWeber

[AWeber](#) is an affordable autoresponder tool that costs me less than \$20 a month and I've gotten that recommendation from almost every guru I've ever worked with (in fact, I say *almost*, but it's actually *every*).

The system will walk you through setting up your account and then you'll just need to create a new list. It doesn't matter which tool you use, just that it has all of the features you need.

Log into your account and you'll see this at the top of your screen:



Your list won't say chapterandtips, but look for the place where I've circled it in red – where it says Add New. This lets you build a new list.

You can set up multiple lists - so I have ones for my blogs (for those who want to subscribe), lists for buyers of my info products, and a list for my [PLR Mini Mart](#) customers who want notification each time a new PLR pack is ready.

When you click the Add New button, you'll see this screen:

Manage Lists:

Add new lists and deactivate lists that are no longer being used. If you do not see a "Create List" button please [contact support](#) to upgrade your account.
Note: A deactivated list will be completely deleted after 30 days. It can be reactivated any time within that 30 day period.

Pkg #	Package Name or List Name	Actions	Included Lists	Used Lists
299669	Unlimited Autoresponders	Create List	1	9
	chapterandtips	Deactivate		

The one in red is an existing list where I can deactivate it if I no longer want to manage it. For a new list, click the green button that says Create List.

The next screen will prompt you to name your list, like this:

List Name:	<input type="text" value="healthydiettips"/> @aweber.com Up to 15 characters with letters, numbers, or hyphen. Example: send-info List name,"healthydiettips", is available.
Short List Description:	<input type="text" value="Annual Diet Tips for Men and Women of Any Age"/> The description will be viewable on your unsubscribe page.
Multiple Unsubscribe:	<input checked="" type="checkbox"/> Allow leads to unsubscribe from more than one list at a time. This option affects the remove page for all of the lists in your account. Disabling this potentially violates the 2004 Federal CAN-SPAM law.
Open Rates:	<input checked="" type="checkbox"/> Enable tracking of HTML message open rates.

[Save](#)

Then give it a short description. When the time comes to blast out a message, you can select more than one list and send out a single email that will reach them all. Some people join more than one list and others stay on one.

They all receive different messages relevant to the list itself unless I broadcast a single announcement to all of my lists. Once you name your list, you can write a short description about it.


You want to check the box that allows people to opt out of all of your lists with one click of a mouse. Because what happens if you've signed up for 3 out of my 4 lists and you forget that fact?

Then one day you unsub from one list, yet still get email messages from the other 2? You're going to think your unsub link didn't work and then report me for spam, which I don't want.

Below this area, you have the option of entering company information to brand your business.

Company Branding:

Enter company information to brand various subscriber pages such as the unsubscribe link and verified opt-in confirmation pages.

Company Name:	<input type="text" value="Healthy Diet Tips, Inc."/> Example: ABC Company, Inc.
Logo URL:	<input type="text"/> Example: http://www.abc-company.com/logo.gif
Website URL:	<input type="text"/> Example: http://www.abc-company.com
Divider HTML Color:	<input type="text"/> 
Preview unsubscribe page formatting.	
<input type="button" value="Save"/>	

And at the very bottom of this page, enter the email address that you want to be notified at whenever someone signs up to your list:

Reply Address:

Provide a valid visible "From" address that is checked regularly for sent email campaigns and receive notifications when new subscribers join your list.

Email Address	Name	From/Reply	Notifications	
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="button" value="Add"/>
				<input type="button" value="Save"/>

After each of these areas, make sure you save the information by clicking on the green Add and Save buttons.

Go to the List Settings tab now and edit the verification message if you want to customize it. You want to have a verified opt-in email going out. So for those who opt into your list through the squeeze page in the PLR pack, you'd first send out a verification email asking them to click on a link to assure you that they've really requested this.

Part of the message can't be customized, but the Subject, Intro, and Closing **can** be. You might enter an introduction like this:

Hi {!firstname_fix},

Thank you for signing up to receive your copy of Taking Your Diet to the Next Level. Before I can send it to you, check your email for a confirmation link. I have to ensure that I'm not accused of sending spam out to anyone.

As soon as you confirm your email address, I'll send you the report and you'll also start receiving your weekly diet tip email!

Verification Message:

Customize the verification template at the end of this page with a personalized first paragraph up to 500 characters and 10 lines. Choose from a pre-approved verification subject line or enter your own custom subject line to be approved by our staff prior to usage in any outgoing verification messages. Until your custom subject is approved, the pre-approved subject that you select will be used by default. See our FAQ [for information about verified opt-in](#).

Subject: Click to Edit	Subject: RESPONSE REQUIRED: Confirm your request for information from {!listname}@aweber.com
Intro: Click to Edit	We received your request for information from the healthydiets tips group. Before we begin sending you the information you requested, we want to be certain we have your permission.
Body Text: Cannot be Edited	----- CONFIRM BY VISITING THE LINK BELOW: http://www.aweber.com/z/c/?xxxxxxx Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser. ----- If you do not want to subscribe, simply ignore this message.
Closing: Click to Edit	Thank You, Healthy Diet Tips, Inc.

[Save](#)

Notice the salutation where it says, {!firstname_fix}? That's a code that populates the email with whatever name the person signed up as. So if you entered Betty as your first name, it would say, "Hi Betty."

This email gives you proof that someone opted into your list in the event they report you for spam. It protects you to a certain degree. But it's also just good customer service!

Next I go into my Message Manager tab. Here's what it looks like when I select the chapterandtips list for my website Writing4Profits.com:

Managing List: [chapterandtips](#) (Add New)Change List:

Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 9 messages. To move or reorder follow up messages simply click and drag it to the new location.

Actions:

Msg	Interval	Type	# Att.	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1		Text	0	11/27/06	on	Here's the First Chapter...	0	Test	Copy	<input type="button" value="X"/>
2	1	Text	0	01/05/07	on	Writing for Profits Weekly Tip #1	0.3	Test	Copy	<input type="button" value="X"/>
3	7	Text	0	01/05/07	on	Writing for Profits Weekly Tip #2	0.3	Test	Copy	<input type="button" value="X"/>
4	7	Text	0	01/05/07	on	Writing for Profits Weekly Tip #3	0.3	Test	Copy	<input type="button" value="X"/>
5	7	Text	0	01/05/07	on	Writing for Profits Weekly Tip #4	0.3	Test	Copy	<input type="button" value="X"/>
6	7	Text	0	11/28/06	on	Writing for Profits Weekly Tip #5	0.3	Test	Copy	<input type="button" value="X"/>
7	7	Text	0	01/05/07	on	Writing for Profits Weekly Tip #6	0.3	Test	Copy	<input type="button" value="X"/>
8	7	Text	0	01/08/07	on	Writing for Profits Weekly Tip #7	0.3	Test	Copy	<input type="button" value="X"/>
9	4	Text	0	04/12/07	on	Writing for Profits Weekly Tip #8	0.3	Test	Copy	<input type="button" value="X"/>

At the very top right side of the page I can select which list I want to create a message for. Message #1 on this list is called Here's the First Chapter... and it delivers the sneak peek at A Writer's Guide to Internet Marketing to the person who signed up for it. It also opts them into the weekly tip emails.

I have also set up weekly tips and I'll keep adding more as we go. You'll see that message #2 is Writing for Profits Weekly Tip #1 and it's set to be delivered the day after they receive the first chapter of this eBook – or in your case, the 5-page report you'll be offering if you bought one of the PLR Mini Mart's 52-week autoresponder packs.

But the third message, which is Writing for Profits Weekly Tip #2 isn't set to deliver until 7 days later - one week after they receive the first tip. When you're plugging the text into the autoresponder, it will ask you how many days after the previous email you want it to deliver.

Let's set up an email for our diet example!

First, you want to go to the Messages tab and then Follow Up, where you'll see this:


Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 0 messages. To move or reorder follow up messages simply click and drag it to the new location.

Actions:

Mesg	Interval	Type	# Att.	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
------	----------	------	--------	----------	----------------	---------	-------	------	------	--------

Click the green button that says, “Add Message.” Message 1 will be sent immediately after they confirm their subscription, so it should include the link to the opt in report you promoted on your squeeze page. (You will have uploaded this onto your server):

Message:	#1 sent immediately.
Click Tracking:	<input type="checkbox"/> Enable tracking of click on links in your message.
Templates:	<div style="display: flex; align-items: flex-start;"><div style="border: 1px solid #ccc; padding: 5px; width: 300px;"><ul style="list-style-type: none">-- Basic Plain Template -- (none)Bookend - Clover (green/tan)Bookend - Majesty (red/tan)Bookend - Royalty (blue/tan)Bookend - Wheat (brown/tan)Clean - Construct (orange/blue)Clean - Hallow (green/orange)Clean - Ice (blue/teal)Clean - Sand (red/tan)Clean Room - Bubble Gum (red/grey)</div><div style="margin-left: 20px;"> <input type="button" value="Load Template"/></div></div> <p>Hide Templates</p>
Personalization Fields:	<input type="text" value="... Insert Field ..."/>
Subject:	<input type="text" value="Insert Your Subject Here"/> <input type="button" value="ABC"/>
Plain Text Message:	<div style="text-align: right;"><input type="button" value="Wrap Long Lines"/> <input type="button" value="ABC"/></div> <div style="border: 1px solid #ccc; padding: 10px; min-height: 200px;"><p style="text-align: right; font-size: small;">< RECOMMENDED WIDTH</p></div>

You can check the box that says Click Tracking if you want to see how many open the email and click on the link. Customize the template however you wish, or load your own. I always leave mine plain.

Type in your subject or paste the subject provided for you in the APAP. Then where it says Plain Text Message, paste the body of the email and click the green button that says Wrap Long Lines.

In the emails I've created for my PLR customers, the personalization has already been included. But if you ever want to send out another email, you'll just type in "Hi" and then choose the firstname fix from the drop down menu where it says Personalization Fields.

If you bought a PLR Autoresponder Pack, then you'll want to make sure you include a signature at the end of the email. Then click the Save button at the bottom.

Now you'll be taken back to this screen:



After every message you create, you want to conduct a test and email it to yourself to see if it looks right, check the spelling, and see how the links work if you have links within the email message.

I can't tell you how many times I've been in a rush or gotten lazy and sent out a bad link – like one with an extra comma at the end or something. It makes me mad and I vow never to do it again! (Every time I do it).

You can also move a message up or down in distribution, or click on the X and remove it if you no longer want the message to be part of your communication with your customers.

The steps are the same if you want to send out a broadcast email – you simply choose the Broadcast option under the messages tab instead of follow up.

Now when it comes to forms, it's a little more complex to do in the form of a text tutorial – even though the process itself is really simple. I called on my good friend and mentor, Craig Desorcy of www.WeHelpNewbies.com to create a simple video tutorial for you to show you how to format your squeeze page with the opt in form.

Watch it here: <http://www.plrminimart.com/optinform/optinform.html>

At any time I can check the leads for each list to see who is on my lists, who has verified their contact information, and see who unsubscribed. I've found [AWeber](#) to be very easy to use and I know many other marketers utilize it, too.

Just remember - before your customers hear a peep out of you, stop and think before you hit send. Is what you're sending worthy to them or are you just trying to squeeze another dime out of them? Always provide value and your list *will* turn into the goldmine you want it to.

I hope this tutorial helped you. I know many people hate going from one website to the next trying to figure things out, so I wanted to provide a quick step by step to help you start building a list and increasing your profit potential!

Have a great week!



Questions?
Comments?
Rants or Raves?

I'm just an email away if you need me: Tiffany@TiffanyDow.com

Visit Me on the Web!

www.TiffanyDow.com - My home hub where you can download a FREE copy of my report called **The Multi-Layered Mindset of Web 2.0 Marketing**.

www.SocialMarketing101.com - Where you can see why John Reese promoted my Social Networking on Squidoo eBook to his list without an affiliate link!

www.Guide2eBooks.com - Come see what tips and tricks I've picked up during the six years I spent writing for some of the top names in the industry (Reese, Rich Schefren, Jimmy Brown, and more)!

www.BuildMyLens.com - Don't have the skills to whip up a spiffy lens on your own? In an email I got this morning, one customer tells why it's a good idea to outsource this task to me and Lewis ... John says, "Remember the "wedding invitation" lens I got from you? Still ranking well - 1st page for a # of keywords." (And I sold this months ago).

www.PLRMiniMart.com - Don't waste time trying to write your own 52-week autoresponder series – just order an existing one and tweak it here and there with your own links! Shave time and focus on other money-making strategies in your business. With my PLR, you'll know the quality is top notch.