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25 Ways To Make Money With Your Autoresponder

By Dr. Bryan Stoker

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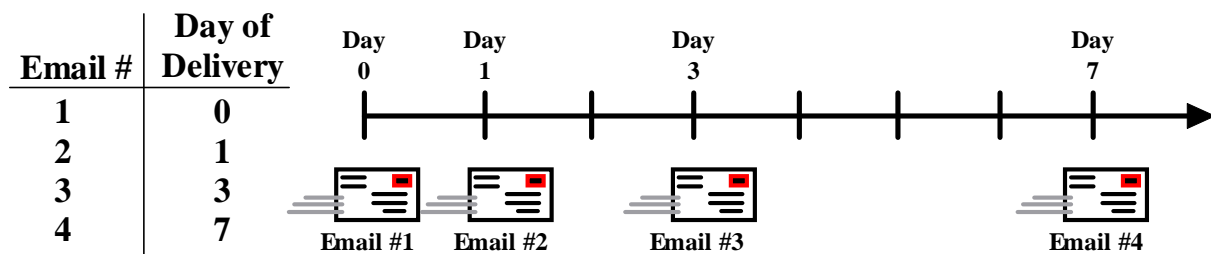
Introduction

This special report presents 25 ways to use your autoresponder to make money. In fact, I will show you how to make a LOT of money with your autoresponder. To keep this report brief and to-the-point, I will not be covering “how” to do all these ideas; I’ll just point out “what” to do and then point you in the right direction if you want more “how to” information.

What Is An Autoresponder?

In case you are not already familiar with autoresponders, an autoresponder is simply software that automatically sends a pre-written sequence of emails (called a “campaign”) at previously-specified time intervals.

For example, let’s assume you have 4 emails in your campaign, and you specified email #2 will be delivered 1 day later, email #3 will be delivered 3 days later, and email #4 will be delivered 7 days later. If your potential customer joins your list (i.e., “opts in”) on Monday, he will immediately receive the first email (the first email is always sent immediately which is considered day #0). Then your customer will receive email #2 the next day (day #1). The third email will be delivered 2 days after that (day #3), and email #4 will be delivered 4 days later on day #7.



Why Use An Autoresponder?

There are lots of reasons to use autoresponders many of which will become apparent as you read the 25 reasons to use one. However, the primary reason is an autoresponder lets you communicate with a group of people (e.g., potential customers, current customers, associates, network marketing downlines, members of an organization, etc.) automatically. They’re great for training, keeping people informed, announcements, and of course, closing the sale. In fact, it’s been proven many times over that most people will not buy your product

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or service until they have heard from you or about you at least 7 times. Thus, every “sales” campaign for your autoresponder must be at least 7 letters long.

25 Ways To Make Money With Your Autoresponder

1. Broadcast a new product or service offering to your list.

Most professional autoresponders include a “broadcast” feature where you can send an email to everyone on your list or any subset of people on your list. So, if you have created or uncovered a great new product or service, send a broadcast message, and let everyone know. If you have a responsive list, you will make a handful of sales within the next 24 hours.

2. Create campaigns to sell products.

This is the primary reason most people get an autoresponder. The idea is to write a bunch of emails in advance (at least 7) and pre-specify the time delay for each email in the campaign. Then you publish an Opt-In page on your website. When someone enters their name and email address (and any other information you require), the autoresponder automatically sends each email in the campaign according to the time delay you specified.

3. Teach about a topic for which you are an affiliate.

The confused mind always says, “No”. Sometimes your potential customer doesn’t understand the value or applications of what you are selling. An autoresponder is a great way to teach them. As they learn more with each email, they will eventually see how your product or service benefits them, and they will buy from you. You can teach potential customers about your own product or affiliate products. Affiliate products are products or services you didn’t create, but you get a commission if the customer buys using your affiliate link or ID #.

4. Publish a review for affiliate products.

This is similar to #3 above. However, instead of teaching about a product or service per se, you instead provide a review of it. In fact, you can provide a review for several similar products or services. You can either send a review for each competing product ... one per

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email. Or you can review 2 or 3 competing products in one email, and then review 2 or 3 different competing products in the next email. Either way, the idea is to present the pros and cons of each product or service and perhaps provide interesting insights into ways to use the product.

5. Create a downline.

Obviously, you can use an autoresponder to help sell a network marketing or multi-level marketing (MLM) opportunity which builds your downline, but that's not what I'm talking about here. I'm talking about referring others to sign up for the same autoresponder you are using which builds your downline for that autoresponder and provides you a recurring monthly income of override commissions. You can learn more about this concept here:

<http://moneymakersystems.org/>

6. Ad Tracking URL Service

Some autoresponders offers a free Ad Tracking service. This is a valuable, money-making service, because it lets you test your ads, squeeze pages, etc. by using a coded web address where the autoresponder service tracks how many times the Ad Tracker web address is accessed. For example, say you wrote up a marketing email to submit to Advertyze (where you get 50 emails per week for free or 10,000 emails per week for a great low price <http://www.advertyze.com/go.php?r=23494>) or 10DollarSoloAds (where you can send 50 emails for free once or send 1500 emails per week with a guaranteed 10% minimum click-thru rate <http://www.10dollarsoloads.com/account/go.php?r=1548&i=l0>). You would naturally like to know how many people are clicking through the links in the email to visit your offer web page. You can do this by replacing the link to your web page with an Ad Tracking URL.

So how does this make you money? Well, it "makes" you money by saving you money wasted on non-performing advertising and by increasing sales. For example, you could send one version of your email one week (with one Ad Tracking URL), and then send the second version the following week (with a different Ad Tracking URL). Then you can compare the clicks for each tracking URL to determine which email performs better. When you know which

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performs better, you can use it instead of the lower-performing email ... thus, making you more money through more sales.

Alternatively, you could send the same email through both Advertyze and 10DollarSoloAds to see which one provides a better click-thru rate. Based on the results, you might keep one service and drop the other.

7. Set up reminders to yourself

If you have important recurring dates, you can set up an email campaign to remind you to take action on those dates. For example, if you need to submit a new marketing email to both Advertyze or 10DollarSoloAds each Monday, you can set up your autoresponder to send you an email reminder each Saturday. If you are an options investor, you might set up an email reminder a day or 2 before the 3rd Friday of each month (the last trading day before stock options expire).

8. Chain Sales campaigns to Member campaigns

Some professional autoresponders let you “chain” one campaign to another. When you chain campaigns, a subscriber is automatically removed from one campaign when she signs up for another. By chaining the campaigns, you can avoid annoying a customer with sales messages when she already purchased or signed up for your service.

For example, I created an amazingly effective Ad Co-op at <http://moneymakersystems.org/> to help people in the downline of my autoresponder service to automatically build their downline. The end goal is \$88,587 per month income for each member of the downline. So, I set up a “sales” campaign that informs potential customers about the program over a series of emails. However, when the potential customer joins the Ad Co-op, he also joins the Members campaign ... and since these 2 campaigns are chained, the new Members subscriber is automatically removed from the Sales campaign.

9. Import proven, pre-written campaigns

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Some professional autoresponder services allow you to import pre-written campaigns into your autoresponder account. To import such campaigns, the original author has to “publish” the campaign and provide an import code. If you get an opportunity to import a proven-effective sales campaign, that’s like money in your pocket. All you have to do is set up a “squeeze” page inviting potential customers to join your list, and the imported campaign does the rest.

10. Create pre-written “template” campaigns

Some autoresponder services will let you create a “HTML template” for your emails. You can then use your template to more quickly create effective emails for your campaigns. It might be tough to argue this feature is a “money maker”, but it will save you time ... and *time is money*.

11. Create a story

If you are an author, a great way to build credibility and a *following*, is to publish part of your novel or series of articles on a web page and then invite people to join your list to read the rest. When your next novel (or non-fiction book) is ready, you already have a list of customers to whom you can announce your next book. Set up a sales page, refer your entire list to it, and make sales overnight.

If you are not an author, but you are a software developer, hardware developer, or consultant, you can use this technique to “write the book” on your topic. Then claim that in your marketing to boost credibility and sales.

12. Advertise CPA offers as gifts

CPA stands for “Cost Per Action”, and CPA is a unique form of affiliate marketing. Once you have a relationship with a CPA firm, you advertise free reports, free trial offers, free insurance quotes, discount electronics, free online games, surveys, etc. as a gift to your subscribers. If they take advantage of the “gift”, you get a commission from the CPA sponsor. They are looking for leads; you get the cash for bringing them the leads.

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Here's an example:

Free Report on 2 Common Fruits That Could Kill Cancer!

Click here: <http://www.mb01.com/lnk.asp?o=4490&c=53458&a=67629&s1=ARebook>

Here's a great way to learn more about making money with CPA marketing:

<http://autopilot101.com/sales/CPAhybrid.htm>

13. Notify your subscribers about upcoming events

Set up events that will make you money such as teleseminars, boot camps, webinars, conferences, etc. and send a broadcast to your subscriber list.

14. Ad Swaps

An ad swap is where you get several product providers to contribute one of their products for free in exchange for the chance to increase the number of subscribers on their list. You then build a squeeze page with your opt-in form. When visitors complete the opt-in form, they are given access to the free products. Each contributor to the ad swap then sends announcement about the ad swap to their subscriber list. This technique will build your subscriber list fast. You can learn more about ad swaps with a Free Lifetime membership to the Affiliate Products Club.

Click here to join for Free: <http://www.affiliateprofitsclub.com/go/id1/i2s892g/Silver.html>

15. Announce special events or coupons for your offline business

Most offline businesses don't yet understand the power of autoresponders, or the unique opportunity they have, for their traditional offline business. If you have a "brick and mortar" business, you can easily have some flyers printed up and placed strategically in your store or restaurant offering some value (e.g., coupons or special offers) if your customers will join your email list. Once you have subscribers, you can create an influx of cash any time you want just by announcing a special offer or coupon. Let them print out the coupon and bring it into your store by a stated deadline ... they save money, you make money. You can also have pre-written campaigns periodically send out a useful or entertaining email just to remind your customers about your business.

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16. Make an announcement to your subscriber list for a fee

If you regularly send out a newsletter, you can charge a fee to include an ad or personal endorsement for another businesses product or service. Or you can send a dedicated email which is often called a “Solo Ad”. Generally the bigger your list, the higher the fee you can charge.

17. Include embedded ads

You can either include an embedded text or banner ad (without any comment) for something you represent (e.g., an affiliate offer, CPA offer, etc.), or include an embedded ad for a fee from some other business.

18. Announce a gift to your list and tell them it's free to their friends too

This is a great way build your subscriber list of just make extra sales. If you are announcing a CPA “gift”, you will make money. If you invite your subscribers to invite their friends, you will make even more money. You can also required an opt-in to claim the gift which will build your subscriber list with friends of your current subscribers.

19. Deliver free gifts from article links and squeeze pages

A popular way to get people on your subscriber list is to offer a free bonus gift when someone enters their name and email address. Use your autoresponder to deliver the bonus gift or a link to the bonus gift as appropriate. If you post an interesting article and promise a free gift in the “Resource” section or “Bio Box”, the link can route the visitors to a squeeze page where they get on your list. And as stated earlier, the more people you have on your list, the more money you can make.

20. Refer your subscribers to article pages with Adsense on them

Adsense is an advertising service offered by Google. As a “publisher”, you create pages with Adsense ad blocks on them. Google then assesses the content on your page and displays ads related to the topic on your page. When readers visit your page and click on one of the

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Adsense ads, you make money. If you have a subscriber list, send them to interesting article pages you create, and some of them will click the ads.

IMPORTANT: Google's Adsense terms prohibit asking your visitors to click the ads; be sure to read the Adsense terms closely.

Learn all about making money with Adsense with "The Adsense Blueprint":

<http://autopilot101.com/sales/adsenseblueprint.html>

21. Get Paid to write autoresponder campaigns

You can offer a service where you write email campaigns for autoresponders for a fee. Better yet, write them and make them available for import. I haven't thoroughly explored this concept yet, but you can learn more about it here:

<http://d076ae2dw7r6tg3qjd3zak0s5m.hop.clickbank.net/?tid=1038377411>

22. Save money by training your downline, customers, or employees

If you need to teach or train any group of people on an on-going basis, autoresponders are a great way to do it. Perhaps you sold a product or service; you can have your new customer join your autoresponder training campaign where you send them a new lesson each day or week. If you have employees, you can train them on various aspects of their job or send them refreshers completely automatically.

23. Sell email courses

Develop a course where each lesson is in the format of an email. Charge an upfront price, and then send lessons each week, every 2 days, or whatever is appropriate.

24. Sell "micro continuity" courses

You can write a complete course on nearly any topic using email formats. You can then sign them up for a weekly lesson where they pay monthly using the subscription option on Paypal. As long as they remain a subscriber (via Paypal), the autoresponder automatically sends the weekly lessons. If you get a notice the customer cancelled on Paypal, simply remove that person from your autoresponder subscriber list. This technique is called "micro continuity",

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and the primary difference between this model and item #23 is the email course is purchased up front whereas the micro continuity model takes recurring payments. Generally, you will make more money by spreading out the payments using the micro-continuity model. Here is an example: <http://rbstoker.im-for.com/>

25. Publish a “Paid For” newsletter

If you provide a newsletter service (e.g., stock investment newsletter), you can charge a fee for your subscribers. You can create a “training” campaign and then broadcast your current recommendations (e.g., stocks to buy or sell now), or just use broadcasting exclusively.

So there you have 25 ways to make money using an autoresponder. The autoresponder is by far the #1 most important marketing tool on the web; if your business is online, you *Need* an autoresponder. The only remaining question is “Which autoresponder is right for you?” To address this question, I have added a bonus section below.

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BONUS: How To Pick The Right Autoresponder For You

3 Types Of Autoresponders

You have basically 3 options to meet your autoresponder needs: free autoresponders, pro autoresponders, and your own autoresponder software. Later in this article, I will present what I consider to be the best of each autoresponder type and why. There are obviously pros and cons for each type of autoresponder.

The primary advantage for free autoresponders is they're free. However, free autoresponders often put ads unrelated to your message in your messages which is not good for your business. The other really big downsides to free autoresponders are (1) they normally limit the number of subscribers you can have on your list, and (2) they often limit the number of messages you can use per campaign.

Your second option is to use pro autoresponders. In my personal opinion, this is the best option for most online marketers. Pro autoresponders tend to offer all the best features with zero maintenance and installation issues and no extraneous advertisements. This frees up your time to focus on marketing and product development. The primary downside is the cost ... which varies widely. We'll discuss this more in a moment.

The third option is to use your own autoresponder software. If you use good software, this is also a good option. The price is a one-time expense, but you have to know a fair amount about software and fixing it when your Internet Service Provider changes settings can be annoying and sometimes baffling. A big pitfall, however, is your Internet Service Provider (ISP) will **Likely** limit the number of emails your site can send per hour ... plus, if you even get an invalid "spam" complaint, your ISP will shut down your site and ask questions later ... and they might not even ask questions.

What Features Are Important In Selecting Your Autoresponder?

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Regardless of which type of autoresponder you choose, the important features are the same. The difference is in which features are available for any particular autoresponder. In this section, I will identify and briefly discuss the important features to consider.

of Campaigns: This and the next 3 features are by far the most important features to consider for any autoresponder you consider. The number of campaigns is how many different series of emails you are allowed to create. For example, if you offer 3 products and/or services, you might need 3 campaigns (one to sell each product or service) or you might need 6 campaigns (one to sell each product or service and one to train your buying customers on each product or service). **Ideally, your selected autoresponder will allow unlimited campaigns.**

of Messages: The autoresponder you select must have no less than 7 messages allowed per campaign to be really useful. The good thing about this is I have never seen one that limits you to less than 10 messages ... even including the free autoresponders. **Ideally, your selected autoresponder will allow unlimited messages** or emails per campaign.

of Subscribers: Another extremely important features for your autoresponder is the maximum number of subscribers allowed per campaign. This is one of the truly discriminating features of all types of autoresponders. Free autoresponders tend to have a fixed limit on the number of subscribers. Autoresponder software is typically NOT limited by the number of subscribers, but your web host probably limits the number of emails your account can send per hour (which is effectively a subscriber limit for your autoresponder software). Even many pro autoresponders have a virtual limit on the number of subscribers by charging you a monthly fee based on the number of subscribers (either per campaign or total across all your campaigns). **Ideally, you want an autoresponder with unlimited subscribers allowed per campaign ... with no increase in price.**

Broadcasting: I mentioned "broadcasting" earlier in this article. Broadcasting is an important feature that allows you to send impromptu, one-time emails to everyone (or any subset of subscribers) on your list. As previously stated, this is invaluable for announcements, special

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offers, and just "keeping in touch". I wouldn't buy an autoresponder without the broadcasting feature.

HTML Capable: HTML is the language of websites, and using it in your emails tends to capture your customers' attention much better than simple text emails. If you can build a webpage ... or even just format text in Microsoft Word (e.g., bolded, underlined, and colored text) ... HTML is an important feature to consider. I find the easiest way to use HTML in your autoresponder is to build your email in Microsoft FrontPage as a "website", and then "Select All" and copy it and paste it into the HTML message field of your autoresponder.

Importing & Exporting: The autoresponder you select should have the ability to import and export your customer list. Importing is important for adding customers by hand, and exporting is important to backup your customer list in case the computer system fails.

Personalization: I think every autoresponder under the sun offers personalization, but verify before you buy. Personalization means you can enter a wild card field in your emails, and the autoresponder will read that field from your customer's data and insert it in the email (preferably in both the body and the subject of the email). For example, if your prospect's name is John Doe, the autoresponder will insert "John" everywhere you use the wild card field, ****FIRSTNAME****.

Customer Support: This is another really important feature. I recommend you send an email or call the customer support for any autoresponder you are considering *Before* you buy just to verify they are responsive. I haven't used customer support very often, but when you need it, it's very frustrating when you get no reply for several days. Make sure it's unlimited and free; Run ... don't walk ... away from any autoresponder that charges you for customer support.

Spam Check Analyzer: At least one pro autoresponder offers the "Spam Check" analyzer feature. First, you write your email and then run it through the spam analyzer. The spam analyzer will highlight any words or phrases likely to get classified as junk mail by a spam blocker. This is a nifty feature, but most autoresponders do not have it.

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Track Email Open Rate: This is a slick feature that tracks how many of your autoresponder emails are actually opened and compares it to when people drop out of your sequence. A noticeable drop-out trend can flag you to take a look at the email where most people get out so you can assess why ... and then correct the problem.

Referral/Affiliate Program: This is a really nice feature where you can refer others to the autoresponder service and you get compensation for the referral. Some of the pro autoresponders are essentially free after you have sponsored three referrals. You can even make a monthly profit if you sponsor enough referrals. **The best plans offer a substantial recurring referral compensation on multiple levels;** in other words, you get compensated when people you refer sponsor others.

Lead Generation or Capture Pages: When you create a campaign, your autoresponder should allow you to create a sign-up form you can put on your web page(s). The better autoresponder services will even let you create a “Hosted Capture Page” where they host the opt-in page for you (i.e., you don’t need a website of your own). The capture page (a.k.a., “squeeze page” or “opt-in page”) is the primary way you will get people on your customer list. Every autoresponder I have ever seen provides this feature.

Email Registration Links: Some autoresponders (generally only the pro autoresponders) allow you to embed a simple link in an email that will automatically add customers to your list when they click on the link. This is a nice feature not available on all autoresponders.

Traffic Options: Some professional autoresponders allow you to purchase leads to add to your autoresponder campaigns. Some autoresponders also offer other free ways to get sign-ups on your email campaigns. This is always a nice option to have.

Works With Your ISP: An ISP is your Internet Service Provider (i.e., the company that provides your Internet access). I've only seen two pro autoresponders that offer this free service. Basically, what they do is work to keep ISP's from blacklisting emails sent from the autoresponder company's domain name. For example, **TrafficWave** works with ISP's to keep emails sent from TrafficWave accounts from being blocked as spam. **This is a fairly rare, but very valuable service.**

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Price: The last, but certainly not the least, feature I am including here is the price. Prices range all over the place in autoresponders ... primarily because many of the pro autoresponders charge per campaign and/or by the number of subscribers. Some of them **can cost thousands of dollars per month** for very large customer lists. However, you can get the exact same service ... and in some cases much better ... with much lower cost professional autoresponders. Once again, however, the trick is to assess cost versus # of campaigns, # of messages per campaign, and # of subscribers allowed.

The Best Autoresponders Available

Obviously, you can do your own analysis, but my analysis shows a clear winner in each category of autoresponder. In my opinion and analysis, **the best FREE autoresponder is** www.FreeAutobot.com. It is a bit cumbersome in that each campaign has its own username and it limits your subscribers to 10,000, but it allows 20 messages (more if you ask) and they don't ad other advertisements to your emails.

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

The best autoresponder SOFTWARE I have found is called, "My Autoresponder Pro". It's a really nice, powerful program for just \$59.95 one-time cost. You can create unlimited campaigns, unlimited messages per campaigns, carry unlimited subscribers, personalize your messages, broadcast, import and export your subscriber lists, generate HTML sign-up forms, and use plain-text or HTML emails. You can't beat the price, just \$59.95 one-time cost; **there are no monthly fees**, and customer support is free ... although you may wait several days for a response. It's even fairly easy to install and maintain. **The primary limitation is how many emails your web host allows you to send per hour, and it can be very annoying trying to track down problems** which usually occur because your web host changed permissions. Nevertheless, if you are fairly comfortable with computers and software, you can get your copy of "MyAutoResponderPro" by clicking here now:

<http://www.myautoresponderpro.com/link.php?id=ispublish>

The best PRO autoresponder in my opinion is TrafficWave. Aweber is also a popular choice, but Aweber costs a little more and limits you to 500 subscribers unless you pay even

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more. **TrafficWave, however, allows the best of all the features listed above except the Spam Blocker** which I have only found at GetResponse.

TrafficWave allows unlimited campaigns, unlimited messages per campaign, unlimited subscribers per campaign, broadcasting, HTML and plain-text emails, importing and exporting, unlimited free customer support, personalization, email tracking, lead generation, email sign-up links, ISP interaction, and leads. However, TrafficWave ALSO offers a free FFA page and Banner ad campaigns to help you generate more sign-ups, monthly ad co-op opportunities, and a very lucrative referral program. All this for only \$17.95 per month regardless of how many subscribers you sign up or how many campaigns you create, and you can even try them out for 30-days for free.

Trafficwave also offers a very powerful recurring income feature when you sponsor others to join them ... Combine their \$88,587 per month income opportunity with my new automatic downline builder Ad Co-op service ... and you have a formula to make a fortune fast! You can watch a free video to learn more about this here:

<http://moneymakersystems.org/>

#1 Recommended Autoresponder Option ==> TrafficWave - Click Here for more details on TrafficWave's features: <http://www.trafficwave.net/members/rbstoker/freenroll.html>

I highly recommend you consider Trafficwave and the Traffic Wave Money Maker System as your first choice in autoresponders, but if for some reason you prefer Aweber or GetResponse, you can access them here:

If you prefer to try Aweber, you can access them by clicking here:

<http://www.aweber.com/?291423>

If you prefer to try GetResponse, you can access them by clicking here:

<http://www.getresponse.com/index/rbstoker>