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Using Auto-Responders To Streamline Your Sales

What you will be learning...

- What are autoresponders?
- Two types of autoresponder sequences
- Copy strategies for your emails
- Content for your autoresponders

What are autoresponders?

- Autoresponders are automated, pre-written emails that are sent to your subscribers in a specific order over a specified period of time
- These are huge time savers that allow you to automate the first few emails your subscribers are sent after they subscribe -- letting you focus on other things!

Why use autoresponders?

Creating an autoresponder series ensures your subscribers know exactly who you are and lets you build momentum, increasing your open rates with each email.

2 Types of Autoresponder Sequences

- Value-only sequence
- Paid offer sequence

Value-Only Sequence

- If your goal is to just grow your email list, but you aren't ready to promote a paid program, product or service, this is the sequence for you!
- This email sequence is focused on providing value only! Within these emails, you should be 100% focused on providing great content while not yet incorporating any offers or promotions.

Value-Only Email Sequence

#	Subject Line	Delivery Type	Email Type
1	Here's the e-book I promised	Link to downloadable PDF on your website	Delivery
2	Here are my best tips to...	Link to blog In the PS link to PDF in case they didn't read it the first time	Value-Add
3	Little known ways to...	Link to blog/video	Value-Add
4	You won't believe what I just heard	Tell a story in the email	Value-Add
5	[Case study] Here's how Eric...	Link to blog	Value-Add


Paid Offer Sequence

If your goal is to grow your email list and move leads into becoming customers, this is the sequence for you.


Paid Offer Sequence

#	Subject Line	Delivery Type	Email Type
1	Here's the e-book I promised	Link to downloadable PDF on your website Last page introduces your offer	Delivery
2	Little known secret why...	2 days later Give the secret (value-add) and then talk about your offer	Value & Promo
3	I have a solution for you	3 days later 100% focused on the benefits of your offer	Value & Promo
4	3 reasons why you shouldn't...	5 days later Add value as a way of explaining your coaching style	Value & Promo
5	[Almost gone] Private coaching one-on-one	5 days later Focus on deadline to sign up	Promo Only

10 Tips for Writing Emails that Convert

1. Keep the main message & CTA above the fold
 2. Repeat your CTA 3X during the email – provide multiple links
 3. Use just ONE font and ONE or TWO styles
 4. Spend as much time on the subject line as you do the copy
 5. Make sure the emails flow from one to the next
 6. Keep your emails 600pix wide or less
 7. Make your email From: You
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10 Tips for Writing Emails that Convert

8. Always make sure every email benefits your subscribers
 9. Use the word “you” often to make sure your readers know that you’re making them the priority
 10. Develop your own voice (speak to them as you would a friend)
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Autoresponder Content

1. Relationship building: Entertain. Educate. Inspire.
2. Authority building: Provide value-packed content that is relevant and useful and shows you're an expert in your field.
3. Selling: Talk about your offer in a way that resonates with *your audience* and fits into your value-add content.

If you have a hard time selling in emails...

- www.digitalmarketer.com/how-to-write-sales-copy
- <http://conversionxl.com/7-principles-of-effective-sales-copy>
- The Ultimate Sales Letter: Attract New Customers. Boost Your Sales. by Dan S. Kennedy

Action Steps

- Do you have an email service provider?
- What sequence do you fit in? Value-Add or Paid Offer?
- Start creating your email sequences for your value-add or paid offer (try to do 1 a day for a week)
- Set up your autoresponders

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