

# What Is An Auto-responder?

From the Basic Tutorial Series for New Online Marketers



**By Cheryl Currie**

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

© December, 2010 by Cheryl L. Currie

## Auto = Automatic Responder = Email Answer

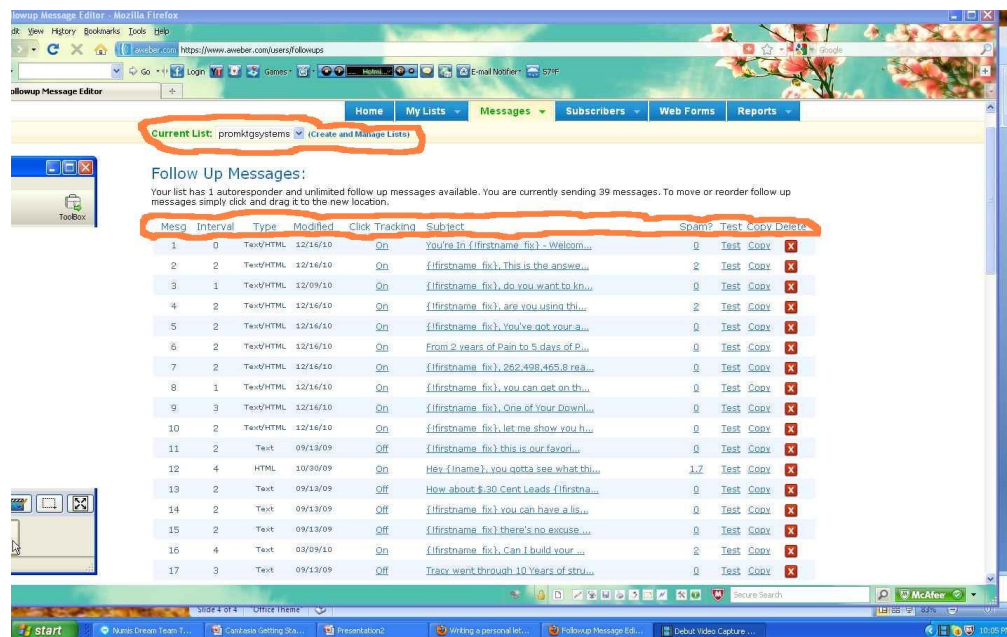
An auto-responder has ONE major purpose:

**To respond to the name and address of anyone whose name and address was captured by an opt-in form when someone showed interest in your offer. And, to respond in a way that will help you build a relationship of trust with that person for business purposes.**

Whether you are looking for business partners or customers, it is vital to remain in constant communication with a large list of leads. A good auto-responder is not just a convenience, it is vital to any business.

**Your auto-responder system should supply a “opt-in web form”** (this is where a person is asked to enter his/her name and email address). That information should then connect directly with your auto-responder and show up under a pre-assigned name for a series of emails that are then automatically sent to that email address.

**Your auto-responder should allow you to say exactly when each of those emails are sent and it should supply a way to “personalize” the email with the customer’s name.** You should be able to download the list of names and email address onto an excel page for other uses (covered in another tutorial).



The screenshot shows a web-based email marketing interface. At the top, there's a navigation bar with 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. Below this, a 'Current List' is identified as 'promktgsystems'. The main section is titled 'Follow Up Messages:' and includes a note: 'Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 39 messages. To move or reorder follow up messages simply click and drag it to the new location.' Below this is a table of messages with columns: 'Msgs', 'Interval', 'Type', 'Modified', 'Click Tracking', 'Subject', 'Spam?', 'Test', 'Copy', and 'Delete'. The table contains 17 rows of message data.

Msgs	Interval	Type	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text/HTML	12/16/10	On	You're in {firstname fic} - Welcom...	0	Test	Copy	X
2	2	Text/HTML	12/16/10	On	{firstname fic}, this is the appec...	0	Test	Copy	X
3	1	Text/HTML	12/09/10	On	{firstname fic}, do you want to kn...	0	Test	Copy	X
4	2	Text/HTML	12/16/10	On	{firstname fic}, are you using th...	0	Test	Copy	X
5	2	Text/HTML	12/14/10	On	{firstname fic}, You've got your a...	0	Test	Copy	X
6	2	Text/HTML	12/16/10	On	From 2 years of Pain to 5 days of P...	0	Test	Copy	X
7	2	Text/HTML	12/16/10	On	{firstname fic}, 252,498,465,8 rea...	0	Test	Copy	X
8	1	Text/HTML	12/16/10	On	{firstname fic}, you can opt on th...	0	Test	Copy	X
9	3	Text/HTML	12/16/10	On	{firstname fic}, One of Your Downl...	0	Test	Copy	X
10	2	Text/HTML	12/16/10	On	{firstname fic}, let me show you h...	0	Test	Copy	X
11	2	Text	09/13/09	Off	{firstname fic} this is our favori...	0	Test	Copy	X
12	4	HTML	10/30/09	On	Hex {name}, you gotta see what thi...	1,7	Test	Copy	X
13	2	Text	09/13/09	Off	How about \$ 30 Cent Leads {firstna...	0	Test	Copy	X
14	2	Text	09/13/09	Off	{firstname fic} you can have a lis...	0	Test	Copy	X
15	2	Text	09/13/09	Off	{firstname fic} there's no excuse ...	0	Test	Copy	X
16	4	Text	03/09/10	On	{firstname fic}, Can I build your ...	0	Test	Copy	X
17	3	Text	09/13/09	Off	Tracy went through 10 Years of stru...	0	Test	Copy	X

**This is a snapshot of a list of emails that go out automatically to people who ask for more information about Pro Marketing Systems.**

## PERSONAL CONTACT:

- 1. Your list of customers starts with an “opt-in web form” which is simply the place on a website where customers type in their name and email to subscribe, gain access, see more, etc.**
- 2. After they opt in (submit their name and email ), your automated system adds them to a list and sends the response (that you wrote)**
- 3. Each email is “personalized” with the name your potential customer submitted on the web form**
- 4. A series of e-mails are then sent to that person per your instructions to ensure those leads are contacted regularly**



Yes, Give Me My FREE DVD

Name:

Email:

Phone:

[CLICK For Your FREE DVD](#)



Ideally, you would have assistants to make calls and answer questions. On the internet, however, due to the sheer volume of people you contact, it is not possible to stay in touch with everyone who visits your website. Also, you will find that you have to repeat the same information over and over. Once you write an email, it goes out, in sequence to each new lead. The solution is to write a series of emails that will go out automatically to anyone who fills out the web form. This allows you to greet them, offer help, explain what you and your company are all about, list the benefits they get by staying on your mailing list and invite them to talk by phone, even if you have thousands of people on your list(s). Don't worry, they don't all call you.

## **BUILDING RELATIONSHIPS**

**1. DO NOT use your mail to “sell” things.** Those who “opt in” to your web page are tuned to **WIIFM** radio – **What’s In It For Me?** Fastest way to get “unsubscribes” and spam reports is to pitch to your leads. Offer helpful material that aligns to their needs.

**2. Your communications should be about a benefit for THEM,** what they gain by going here or there, information they can get by clicking on this or that, how to download **FREE** things, etc.

**3. Your message starts with the subject line.** Your subject line should be enticing, friendly and a mystery. Your main message should be like a letter to your best friend or a family member.

**4. DO NOT PITCH YOUR COMPANY.** I cannot say that enough. Don’t write “junk mail.” Save sales pitches for your advertising.

**Think about the e-mails YOU get.** Which ones did you open? What tempted you to click on the link? Which ones made you laugh, feel friendly toward that person, gave you information that you could use, offered you exactly what you were looking for? Compare those to the ones that irritated you and compelled you to report it as “spam” even if you had originally subscribed to that website.

**5. Build trust and make friends.** You’re trying to establish friendships and business partners with your emails, not run ad campaigns. This is your *personal* mail. Make it personal for each person. If you want to set up a sort of “newsletter,” make it a separate list so that when the person opts out of that list, they can remain on your regular email list.



Think about what you want to say...



Make it a personal letter.

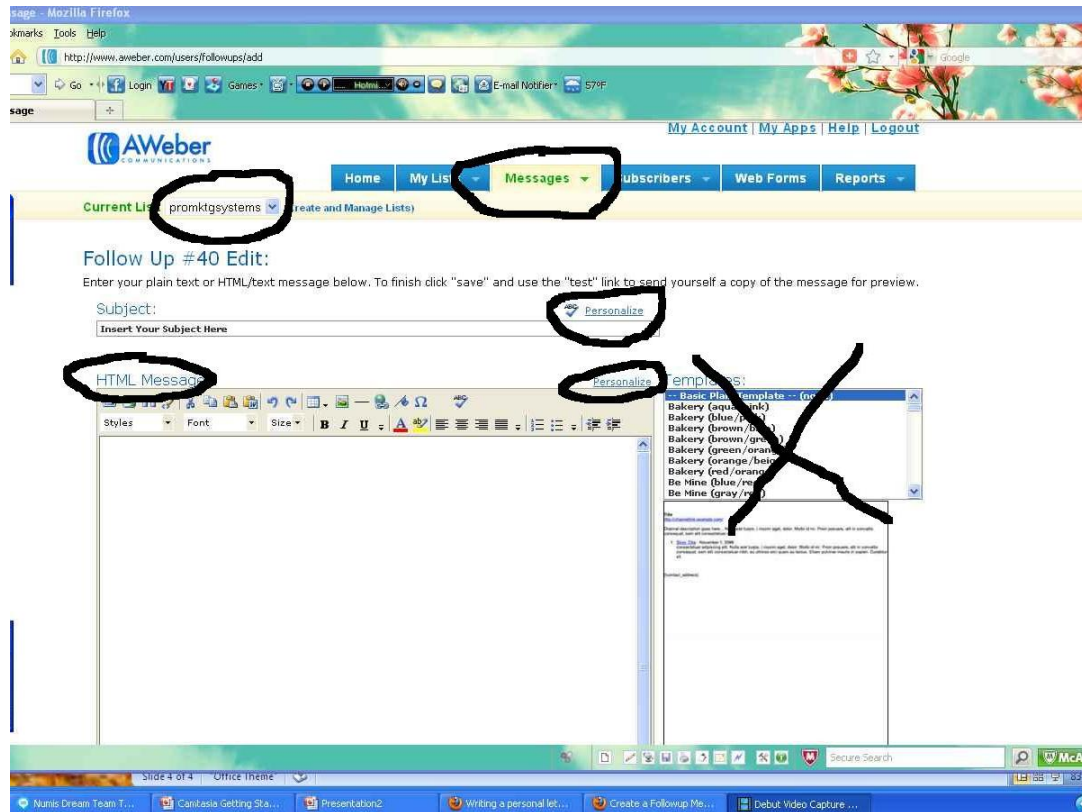


## **It's Not As Complicated As It Looks**

Remember the first time you had to record a message for your answering machine? You probably messed around with it many times until you found the exact message you and your callers were happy with.

I recommend that you look back over the messages you've received from companies and find the ones you like. Figure out which emails you actually opened and determine why you opened them. Incorporate what works with you into your own mailing system.

Is YOUR opinion that important? YES! If you set this up the way YOU want it, you will attract people that you like and people who like you. And it is business relationships you are trying to build here.



## Getting Your Emails Into Your Auto-responder

Like any electronic service, you have to study it, mess with it, and learn it. No matter what auto-responder you use, there are certain basic parts that are the same. I circled the main parts. They are: **1. the name of the list**, **2. follow up messages tab**, **3. HTML or Text composer**, and how to **4. personalize** each email. You should not use templates. They look different on each service. Instead, use your own header and pictures.

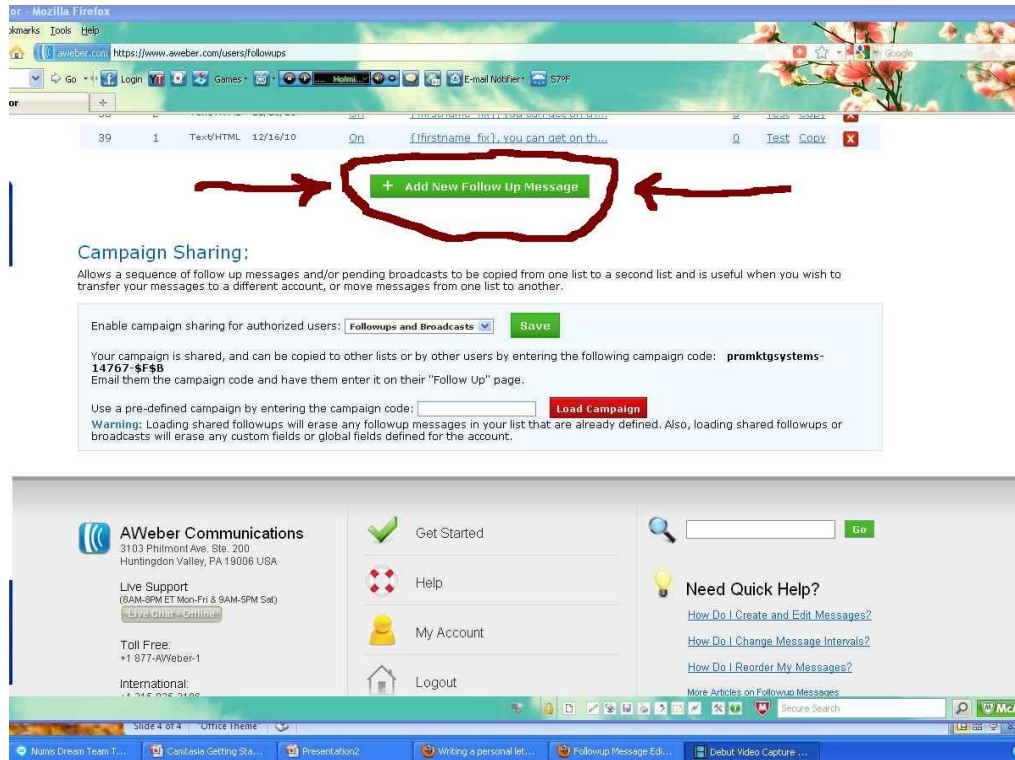
Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 39 messages. To move or reorder follow up messages simply click and drag it to the new location.

Mesg	Interval	Type	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text/HTML	12/16/10	On	You're In {firstname fix} - Welcom...	0	Test	Copy	X
2	2	Text/HTML	12/16/10	On	{firstname fix}, This is the answe...	2	Test	Copy	X
3	1	Text/HTML	12/09/10	On	{firstname fix}, do you want to kn...	0	Test	Copy	X
4	2	Text/HTML	12/16/10	On	{firstname fix}, are you using thi...	2	Test	Copy	X
5	2	Text/HTML	12/16/10	On	{firstname fix}, You've got your a...	0	Test	Copy	X
6	2	Text/HTML	12/16/10	On	From 2 years of Pain to 5 days of P...	0	Test	Copy	X
7	2	Text/HTML	12/16/10	On	{firstname fix}, 262,498,465,8 rea...	0	Test	Copy	X
8	1	Text/HTML	12/16/10	On	{firstname fix}, you can get on th...	0	Test	Copy	X
9	3	Text/HTML	12/16/10	On	{firstname fix}, One of Your Downl...	0	Test	Copy	X
10	2	Text/HTML	12/16/10	On	{firstname fix}, let me show you h...	0	Test	Copy	X
11	2	Text	09/13/09	Off	{firstname fix} this is our favori...	0	Test	Copy	X
12	4	HTML	10/30/09	On	Hey {iname}, you gotta see what thi...	1,7	Test	Copy	X
13	2	Text	09/13/09	Off	How about \$.30 Cent Leads {firstna...	0	Test	Copy	X
14	2	Text	09/13/09	Off	{firstname fix} you can have a lis...	0	Test	Copy	X
15	2	Text	09/13/09	Off	{firstname fix} there's no excuse...	0	Test	Copy	X
16	4	Text	03/09/10	On	{firstname fix}, Can I build your ...	2	Test	Copy	X
17	3	Text	09/13/09	Off	Tracy went through 10 Years of stru...	0	Test	Copy	X

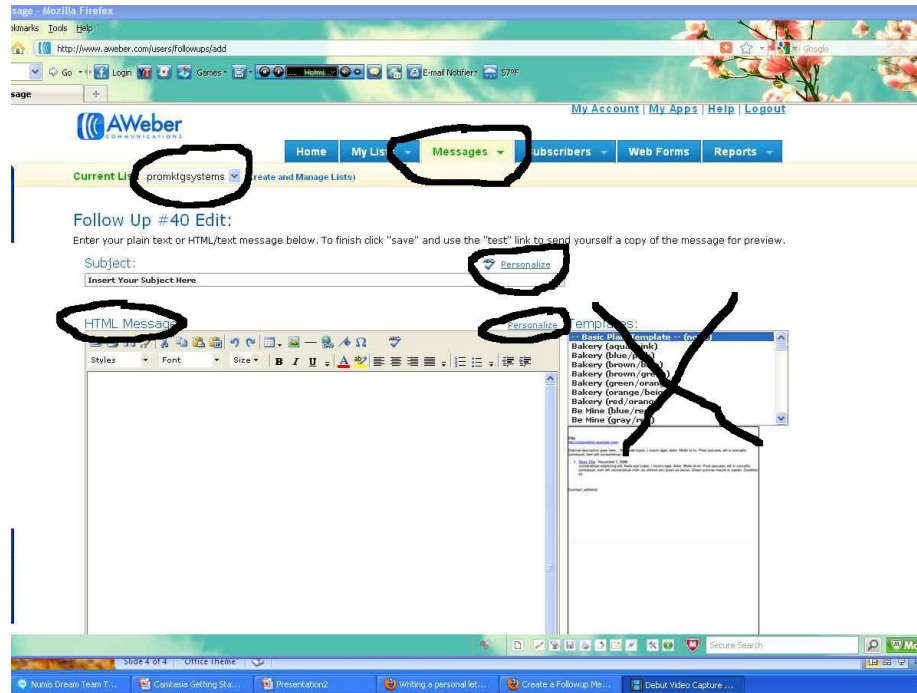
## The list and follow up letters

Each list is one complete email response system and is connected to several campaigns. If you use AWeber, they will tell you which opt-in form the lead used. What you see above is one set of my AWeber emails that are strictly for people who have opted in to find out more about my Pro Marketing Systems. But how did I get them there in the first place?



## Name Your List and Write Your First Email

First, make sure you have named that particular list. Write your emails on Microsoft Word including any headers, pictures and hyperlinks. Then, find the tab for “follow up messages” and the tab that lets you create one. That should take you to the email composing tools. Copy your email from MSWord then click on the html window in your autoresponder. Use Ctrl + V to paste it in. Double check your links. Finally, paste the same message into the text box, fix it up including changing all your hyperlink words into clickable links. Save. Test.



## The Email Composer Area

So here's that picture again showing the email composing area. Make sure you are in follow up messages, not broadcast, and that it shows the name of the list you want. I've crossed out the template area to show you don't use it. First, type the subject line and personalize it if you wish. Use a subject line that makes your lead want to open the message but be honest. Copy and paste your MSWord letter. Just use "Control + V" to paste it in. It's easier. You cannot use your mouse to paste in the email. Only Ctrl + V. This is true for writing things in your website, too, by the way. Choose when the email should go out. If this is the first one, it will be 0 days wait. With AWeber you can choose certain days and times as well. With GVO's responder, you can make the date on the email current. Once you have completed this, be sure to save it and TEST IT. The best test is to fill out the web form if you have one in use and see if you get the email. If you did, you're done. Now anyone who fills in your opt-in form will get that email.

To save this segment, name it and click "Save Segment":

"All Leads"

Results: 1-20 of 65 Results Per Page: 20 50 100

Stop	Ad Tracking	Last Message	Name	Email (Click for more info)	Added	Last Follow Up time	Stopped	Erase
<input type="checkbox"/>	promktgsyst	6	Cheryl	curr	12/09/10 2:18pm	Today, 2:27pm		<input type="checkbox"/>
<input type="checkbox"/>	my_web_for	5	Alan	ean	12/11/10 1:50pm	Today, 1:52pm		<input type="checkbox"/>
<input type="checkbox"/>	mlspmain	36	Zulfiqar Ali	zulf	11/01/09 12:43pm	Today, 12:52pm		<input type="checkbox"/>
<input type="checkbox"/>	mlspfacebo	36	wahid hussain	con	11/24/09 11:55am	Today, 12:21pm		<input type="checkbox"/>
<input type="checkbox"/>	mlspmain	36	Rhonda Wiley	sts	09/29/09 8:28am	Today, 8:53am		<input type="checkbox"/>
<input type="checkbox"/>	mlspmlke di	36	Enthu Yathi	ent	11/16/09 6:11am	Today, 6:27am		<input type="checkbox"/>
<input type="checkbox"/>	mlspmain	36	Kevin	gdli	09/16/09 5:30am	Today, 5:52am		<input type="checkbox"/>
<input type="checkbox"/>	mlspfacebo	36	Margaret	mai	01/07/10 5:28am	Today, 5:52am		<input type="checkbox"/>
<input type="checkbox"/>	promktgsyst	6	richard	rich	12/09/10 4:43am	Today, 4:52am		<input type="checkbox"/>
<input type="checkbox"/>	my_web_for	3	Albert laughlanc	lxar	12/15/10 4:36am	Today, 4:52am		<input type="checkbox"/>
<input type="checkbox"/>	my_web_for	5	Joseph	kin	12/11/10 4:25am	Today, 4:52am		<input type="checkbox"/>
<input type="checkbox"/>	mlspmain	36	Mary	mfj	09/30/09 4:07am	Today, 4:22am		<input type="checkbox"/>
<input type="checkbox"/>	mlspfacebo	36	evalds	prin	11/23/09 2:08am	Today, 2:22am		<input type="checkbox"/>
<input type="checkbox"/>	mlspmain	36	Cheryl	clou	11/20/09 1:44am	Today, 1:54am		<input type="checkbox"/>
<input type="checkbox"/>	mlspconque	30	Ashley Teika	lax	09/28/10 1:06am	Today, 1:26am		<input type="checkbox"/>
<input type="checkbox"/>	mlspmain	36	Reggy Charles	rsio	11/16/09 10:53pm	Yesterday, 11:23pm		<input type="checkbox"/>
<input type="checkbox"/>	mlspfacebo	36	chase	lvor	12/29/09 10:50pm	Yesterday, 11:22pm		<input type="checkbox"/>
<input type="checkbox"/>	mlspfacebo	36	Wilma	lads	11/19/09 9:20pm	Yesterday, 9:52pm		<input type="checkbox"/>
<input type="checkbox"/>	mlspfacebo	36	bob	rlar	11/19/09 8:27pm	Yesterday, 8:52pm		<input type="checkbox"/>
<input type="checkbox"/>	mlspmain	36	Salleh	mst	09/26/09 8:16pm	Yesterday, 8:26pm		<input type="checkbox"/>

## The Main Purpose Is To Build a Relationship With Your Leads List

Your auto-responder should show all your leads, their email address, what campaign they came from, what message they last received, if they opened it, and what links they clicked on. You should be able to download their address information to a cvs (comma delineated) excel file (that is one of your format choices when saving something in Excel). You can then use the list for social networking sites, etc. How to do that will be the subject of another tutorial video. But for a few dollars a month, that is quite a service, wouldn't you agree?



## **The Entire Idea Is To Build Trust and Relationships**

Autoresponders have many options to enhance the process from leads opting in for more information to ensuring your customers or business partners have everything they need.

I've only covered the very basic information here. As you get to know your autoresponder service, you will discover broadcasting, sectioning off those who respond from those who do not, how to use your statistics to expand your business and many other great features.



## Which System Should You Use?

There are many auto-responder systems out there. I recommend [Pro Marketing Systems](#) because it puts everything in one place economically. But you can sign up for a separate one such as [AWeber](#) because, in truth, [AWeber](#) is the best. But when you get a huge list, it's not cheap. It all depends on your personal needs. I recommend either. Just know this: Once you get a huge list, you cannot just switch the names to a new service. Each one has to confirm that those names want your mail.

# That's the basics on auto-responders. Have more questions? Send them to me, Cheryl Currie.

I love it when people contact me for information. It helps me discover what people don't understand. My tutorial videos are done according to what most people have questions about. So please, if you have questions or your business associates do, feel free to contact me and tell me what is needed.

**The best way to contact me is through  
Skype: cherylcurrie.online**

Another way is by phone: 760-780-1449

You can also email me at [currieonline@gmail.com](mailto:currieonline@gmail.com)

**PLEASE LEAVE A MESSAGE TELLING ME WHY YOU  
CALLED AND THE BEST WAY TO REACH YOU.**

You can also get **FREE TRAINING** by subscribing to my blog at: <http://www.CherylCurrie.com>

If you have not signed up for your [Pro Marketing System](#), I urge you to do that right away. Or, hear a top online marketer explain the benefits of our system here: [FREE ONLINE DVD](#).



*Your success is my business,*

*Cheryl Currie*