



Presented by
MyNAMS Insiders Club



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What Is an Autoresponder?

1. If you don't already have one, explore the different autoresponder services discussed in the module or the accompanying resource list. Then pick one to start with. Set up a trial account and import your current database of leads and customers. If you have a large database, consider importing just a segment to get started with your first series. You can always upload the rest later.

Use the table below to take notes as you research different services.

Autoresponder	Features	Pricing	Notes
<u>Aweber</u>			
<u>MailChimp</u>			
<u>GetResponse</u>			
<u>Constant Contact</u>			

AUTORESPONDER MONEY MACHINE

<u>Active Campaign</u>			
<u>Ontraport</u>			
<u>Infusionsoft</u>			

2. Start exploring the interface and get familiar with your autoresponder service. Watch or read some of their tutorials so you know how the basic functions work.

3. Make sure you have one at least one 'list' set up in your service that includes the target recipients of the email series you create in this course.

Identify Your Goals for an Autoresponder Series

1. Pick a product or service you will promote throughout the rest of the assignments in this course. It can be your own or one you are an affiliate for. As you work through the remaining modules, you will write a series of 5 email messages about your product or service, upload them to your autoresponder, and finally look at the stats we talked about earlier to see how well you've done.

Your Product or Service

2. Grab the link to your sales page, or your affiliate link, and set up tracking via the Pretty Link plugin. If you have another link shortener and tracking tool, go ahead and use that one, so long as you know how it works to track the stats we discussed.

Write down your Pretty Link or other shortened link to your sales page below:

My Shortened Link	
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Essentials for a High-Converting Autoresponder Series

1. Decide how long your autoresponder series will be. Unless you have a good reason not to, stick with at least 5 email messages for the purpose of this exercise. Your welcome email could be the first.

It's long enough to give you a chance to connect with your readers but short enough to get it written and uploaded in a timely manner.

How Many Emails?	
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2. Decide how long the emails will be spaced apart. If you've been in touch with your readers regularly, you may want to send them one or two emails per week. If you are sending these emails earlier your relationship with subscribers, you may want to send the first 2 to 3 emails only a day apart to make sure your readers will not forget about you before they get the next message.

Email # in Series	Days after previous
Email 1	
Email 2	

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Email 3	
Email 4	
Email 5	

3. Jot down a rough outline for your story and what you will cover over the course of those 5 emails.

Your Story

Email 1

Email 2

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Email 3

Email 4

Email 5

Best Practices for Writing Your Autoresponder Series

1. Take the plan and outline you created during the last assignment. Write your 5 autoresponder messages, following the guidelines, tips, and best practices in this module.

Email 1

Subject
Headline (if using one)
Body
Signature
P.S.

Email 2

Subject
Headline
Body
Signature
P.S.

Email 3

Subject
Headline
Body
Signature
P.S.

Email 4

Subject
Headline
Body
Signature
P.S.

Email 5

Subject
Headline
Body
Signature
P.S.

2. Upload the messages to your autoresponder service and schedule them to go out according to your plan.

3. Test each email message via the autoresponder dashboard and make sure it looks the way you want it and all clickable links work.

Conclusion and Action Planning

1. Check your stats and see how your last autoresponder series went. What worked, what didn't?

What Worked?	What Didn't Work?

AUTORESPONDER MONEY MACHINE

2. Tweak the existing emails and see if you can make them convert better. For example, try out different subject lines to increase opens.
3. Plan and write your next autoresponder series.

Step 1 - Pick Your Goal

Step 2 – Make a Plan

Step 3 – Write it!



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