



Presented by  
**MyNAMS Insiders Club**



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## AUTORESPONDER MONEY MACHINE: CHECKLIST

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# Introduction

- ✓ You're in business to make money
- ✓ You need something to sell and a market who will benefit from it
- ✓ People have to know, like, and trust you before they will buy
- ✓ Email is the best way to stay in touch
- ✓ Sending targeted emails is one of the most profitable tasks
- ✓ You'll need an autoresponder to do this effectively over time
- ✓ We'll focus on the email series in this course, so you'll need a database of emails to do the activities (other training available on lead magnets and getting subscribers)
- ✓ By the end of this course, you'll be able to:
  - Explain what an autoresponder is
  - Write your own email campaign series for promoting a product or service
  - Identify key components of a high-converting email series
  - Track autoresponder email series progress

# What Is an Autoresponder?

- ✓ With an autoresponder you can send emails in different ways
- ✓ Blog broadcast are auto-generated and send out news of new blog posts
- ✓ Regular broadcast emails are great for time-sensitive offers and news
- ✓ The benefit is in doing the work once and benefitting in the long run

## Here's How It Works

- ✓ Set up your list and write a series of 5 to 7 emails
- ✓ Load them up to release according to when subscribers sign up
- ✓ This way no one will miss those key emails
- ✓ They'll get them even if they sign up months from now
- ✓ As people get to know and trust you, you'll see an increase in sales

## Choosing an Autoresponder Service

- ✓ The next step is to choose the best service for your needs
- ✓ Each of these popular ones will allow you to send broadcast and autoresponder emails
  - [Aweber](#)
  - [MailChimp](#)
  - [GetResponse](#)
  - [Constant Contact](#)
- ✓ Do your due diligence and research the best option
- ✓ Make sure you can upload your current database of email addresses

## Using Autoresponders to Grow Your Business

- ✓ Your first goal is to build relationships
- ✓ Emails are a great storytelling medium
- ✓ Share some of what's going on in your life and business
- ✓ Be real, relatable, and trustworthy
- ✓ Build relationships, then make an offer for a product or service
- ✓ The product can be your own or you can be an affiliate



# Identify Your Goals for an Autoresponder Series

- ✓ An autoresponder series is a sequence of emails on the same or related topic with a common goal
- ✓ Effective series are usually 3 to 7 emails
- ✓ One goal could be getting to know your audience better or establishing expertise

## Examples of Different Autoresponder Series

- ✓ Series and goals include:
  - Give your readers a chance to get to know you
  - Showcase your expertise
  - Share your latest product
  - Remind of services you offer
  - Introduce an affiliate product
  - Remind them of other products and services
  - Help them to get the most out of their purchase
- ✓ You need to measure success to learn how your autoresponder series is working
- ✓ Metrics to look at include:
  - Open rates
  - Click through rates
  - Sales conversion rates
  - Coupon use
  - Unsubscribes

## Open Rates

- ✓ Your first goal is to get them to open emails
- ✓ Find this metric in your autoresponder dashboard
- ✓ Percentages will give you a better value to compare over time

## Click Through Rates (CTR)

- ✓ The next goal is to get them to click a link
- ✓ You can use plug-ins to see how many people have clicked a link
- ✓ Use this number to judge how well you're doing at encouraging action

## Sales Conversions Rates

- ✓ The next step you want them to take is to make a purchase
- ✓ This is calculated with a basic formula
  - $\text{Sales/Link clicks} = \text{Sales Conversion}$
- ✓ Compare to other emails to work on improving conversions

## Coupon Uses

- ✓ You can track how often a coupon is used
- ✓ This will tell you which types of coupon work best
- ✓ Get this data in your shopping cart interface

## Unsubscribes

- ✓ The number of people who directly unsubscribe from your list
- ✓ You will have regular unsubscribes
- ✓ Keep an eye out for big spikes in unsubscribes

# Essentials for a High-Converting A/R Series

## Go in with a Plan

- ✓ Before you write your first email, make a plan
  - What are you going to promote?
  - How many emails will you write?
  - What is the purpose of each email?
- ✓
- ✓ Your campaign plan could take a number of different paths:
  - Path 1
    - Point out a problem
    - Present a solution
    - Share a product that can help
    - Show how it's helped others
    - Make an offer for the product
  - Path 2
    - Share some free content
    - Explain the time and effort involved
    - Present them with a product/service
    - Share social proof
    - Make an offer for the product
  - Path 3
    - Share a personal story
    - Describe how this led to the product/service
    - Overcome objections
    - Introduce time-limited offer
    - Follow up with offer reminder

## Subject Lines

- ✓ Subject lines are essential

- ✓ You need to get people to open the email

## **Stories**

- ✓ Start thinking about stories you could share
- ✓ Tell stories and share something personal to keep it entertaining
- ✓ They have to know, like and trust you
- ✓ Use storytelling techniques like foreshadowing to build anticipation

## **Call to Action**

- ✓ You need an offer and a strong call to action
- ✓ Be specific
- ✓ Tell your readers what to do

## **Remove All Doubt**

- ✓ There are two powerful strategies you can use to remove doubt
  - Social Proof
    - Seeing that someone else likes something builds trust
  - Handling Objections
    - Use common objections to relieve worries

# Best Practices for Writing Your Autoresponder Series

## Start with the End in Mind

- ✓ Before you start, look at your plan
- ✓ What is your goal?
- ✓ This will help you frame your message and use the correct language

## Set Expectations

- ✓ You need to set expectations for new subscribers
- ✓ Tell them how often/how many emails to expect
- ✓ This will help open rates

## Keep it Short and Sweet

- ✓ Use brief, simple sentences and short paragraphs
- ✓ It should be quick and easy to read
- ✓ It's harder to read on a digital device

## Pay Attention to the Subject Line

- ✓ Craft subject lines carefully
- ✓ Test to see what works best with your audience
- ✓ Split test in your autoresponder and try out different types

## Let Your Personality Show

- ✓ Be personable throughout
- ✓ Give them a chance to know you
- ✓ Create a personal connection to encourage trust

## Use Formatting to Make Your Email Easy to Read

- ✓ Use formatting to make it easy to read

- Bullets
- Headlines
- Bold phrases
- Images

## **Grab Their Attention with a Strong Image**

- ✓ A great way to grab attention when they open the email
- ✓ 'A picture is worth a thousand words'
- ✓ Use 'alt' text so people will see text if images don't display

## **Make it Flow**

- ✓ Make sure it flows well
- ✓ Read it through after you've written it
- ✓ Check it's easy to follow all the way to the CTA

## **Have a Strong Call to Action**

- ✓ A precise instruction to elicit immediate action
- ✓ Usually a link to click

## **Use Foreshadowing to Increase Open Rates**

- ✓ Wrap up with a little foreshadowing about what's coming next
- ✓ This will make them anticipate your next email
- ✓ A great place to put a postscript (P.S.)

# Conclusion and Action Planning

## Overview

- ✓ The first chapters covered what an autoresponder is
- ✓ You learned you can reach anyone and that you only need to do the work once
- ✓ We also went over different types and how to use them

## Goals

- ✓ We talked about what an autoresponder series is and goals you might have
- ✓ We went over examples
- ✓ Then we talked about measuring success

## Autoresponder Email Essentials

- ✓ Module three was about planning and preparing
- ✓ We looked at storytelling and foreshadowing
- ✓ We covered gaining trust and addressing questions and concerns
- ✓ We discussed essential elements:
  - A plan
  - Great subject lines
  - Stories to help connect
  - Call to action

## Best Practices for Writing Your Series

- ✓ In module four we covered best practices, including:
  - Starting with the end goal in mind
  - Setting expectations
  - Keeping it short
  - Crafting subject lines

## Tips for Moving Forward

- ✓ See how effective your emails were
- ✓ Collect and review feedback after a few weeks
- ✓ Read data and see what improvements you can make in your next series
- ✓ To encourage people to join up to your list:
  - Test and tweak opt-in boxes/pages
  - Create a new opt-in offer
  - Create web content related to your series
  - Share content/opt-in pages on social media
  - Drive more traffic with ads
  - Ask subscribers to share your emails
- ✓ Growing your list should always be a priority
- ✓ Implement new techniques and ideas
- ✓ It's not just about getting subscribers but about growing your series of emails
- ✓ Create an autoresponder series to follow up purchases
- ✓ Give them tips on use or follow up with related purchases
- ✓ Someone who has bought once is more likely to again

### **Plan Your Next Highly Converting Autoresponder Series**

- ✓ Take the next step and write another series
- ✓ Use the data you collected to create something that converts even more effectively

### **A Quick Note about Testing and Improving**

- ✓ Just because it's uploaded, doesn't mean it's written in stone
- ✓ Go back and tweak as you learn more
- ✓ Try different subject lines or change your CTA



# **Ready to Work on Your Next Promotional Autoresponder Series?**

- ✓ Step 1 – Pick Your Goal
- ✓ Step 2 – Make a Plan
- ✓ Step 3 – Write It



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