



AUTO RESPONDER CHEAT SHEET

Determine your objective. What is the purpose of the auto responder? Do you want to sell products? or build a relationship with the list? Or both? This will help you to define what is necessary to care for the list to meet your objective.

Work out your strategy. Define the kind of content you will provide in order to meet your objectives. Will it be feature rich or sales copy or 100% value?

Set out sequence. This may include a number of initial 'get to know me' emails to promote trust. Before leading into the value and free content to create engagement before leading to promotional material and sales pages.

Write the emails. This takes time. Make sure the emails are interesting. Remember that you only need to write these once then load them into the auto responder to do its magic, so it's worth spending time and producing quality that will lead to high engagement.

Always test and monitor. Just setting up an auto responder doesn't guarantee results. You need to provide quality, value and great offers. If people are not clicking on the emails, you need to change up the headline. If people are not clicking through to the linked material then the emails content needs working on. Lastly if people are unsubscribing you need to look into your strategy and sequence. Are you providing value?

JOIN THE ACADEMY

<http://digitalincomeacademy.com/step1/>