



A SIMPLE WAY TO CREATE 7 EFFECTIVE AUTORESPONDER MESSAGES

Email is the Net's most powerful marketing tool. And autoresponders are the best idea yet for marketing with email.

There is an old saying that the first ad rarely sells. You have to put your product, service, or idea in front of a prospect several times before she buys.

Autoresponders are designed specifically to get your message back to the same prospect over and over. That's why most autoresponder packages come in groups of 7 messages--from the 7 message marketing rule that has been the rule in advertising since our grandparents were in diapers.

But what do you say in your 7 messages? We've written autoresponder series for hundreds of customers. Here is one method that always works.

This method is called REMIND 'EM. People don't read your sales letter as carefully as you think. They tend to skim. They read the first message, but miss the second and third message. The prospect may not tune in again until message five. It's so easy for people to completely miss your main points intended to lead to a sale.

It's important to *repeat* your main message over and over. Say it once, twice, three times in your first message. Say your main message in a different way in the second message. Re-cap your main point again in the third message. That way, people who aren't paying attention still get your important ideas.

Here's an example of how the "remind 'em" formula works for a 7 letter series promoting personal security products.

Message (1) The world is a dangerous place. You need new innovative security products to insure your protection.

Message (2) More details on how and why the world is a dangerous place. List places or situations that are especially threatening.

Message (3) Recap how the world is a dangerous place. Give more details on the key new security products that have come out.

Now start the middle section of messages. Note how they become more instructional telling people how to use the products.

Message (4) Protect yourself from the dangerous world with Product A. Here's how to use Product A. Here's why you would use it. Here's where to use it.

Message (5) Protect yourself with Product B. Here's how to use it. Here's what happy customers say about it. Tell a hair raising story of how Product B saved a customer's life.

Now comes the wrap-up and reminder, especially important for people who never got around to reading your earlier messages.

Message (6) Go back to your main sales letter used in numbers 1 and 2. Start all over reviewing your main points and highlighting your most popular products.

Message (7) This is the final follow-up email. I usually have it come two weeks to one month after message 6. It's designed to scoop up all the people who weren't ready to buy in the beginning, but may be ready to buy now.

It can start with "For the past few weeks I've been sending you important information about how to protect yourself in threatening situations. I know you are busy and may not have had time to consider how these products could improve your life and confidence." At that point, you again review your main points.

Repetition is the key to advertising success. Find creative ways to keep the main message going week after week and you will have as many customers as you can handle. Busy prospects simply need time for your message to sink in. As we used to say when I worked in media, it's just when you and your staff are sick to death of a commercial that the audience is just beginning to notice it.

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