



WHEN IS AN AUTORESPONDER NOT AN AUTORESPONDER?

If you're new to internet marketing, you may be wondering... "What the heck is an autoresponder?" Of course, some of the old hats out there reading this will scoff at that question. They'll LITERALLY say: "SCOFF! An autoresponder is a program that automatically sends out emails to your prospects! SCOFF, SCOFF!" Well, they're right. An autoresponder does, in fact, automatically send pre-written emails out to people in a timely fashion. BUT... (And this is a big "but!") An autoresponder is actually much, much more than just a program that sends out emails. It's actually... A COMMUNITY BUILDING TOOL. Lemme give you a quick breakdown in website traffic to explain what I mean... See, there are 3 types of website visitors... There are first time visitors. There are recurring visitors. And then there are ADDICTS. Recurring visitors and addicts will almost ALWAYS buy more of what you have to sell than first time visitors. So in order to cultivate these two types of visitors, marketers want to build COMMUNITIES around their brand and products. You've heard of blogs, message boards, and content sites, right? These are all community building tools designed to create recurring visitors and addicts. But guess what? THEY ARE ALL INFERIOR COMMUNITY CREATION TOOLS WHEN COMPARED TO A GOOD AUTORESPONDER. To quote Martin Lawrence: "BELIEVE that!" See, most people use their autoresponders WRONG. And the worst part is - they don't even know they're doing it. Blogs, message boards, and content sites have the disadvantage of needing people to come to them in order to be effective. Emails are different. Emails go DIRECTLY to the people. You ever lure a dog closer to you with a piece of food? Well, imagine the email is a piece of food, and your potential customer is the dog. You can take the time to have the dog come to you to get the food... Or you can toss the food to the dog. In both situations, you're going to win the dog's trust. But one is MUCH FASTER than the other. Eventually the dog you toss the food to will start coming to you, while the other dog will always be a bit wary. The same is true of email. So a good autoresponder will get you exposure to your customers, but more importantly, it will begin to BUILD A RELATIONSHIP with them! And let me tell you something: Customer Relationships are VITAL to selling! The customer will get to know you, get to know your products, and get to know your company. And eventually, be it 2 days later or 2 years later, they will EVENTUALLY buy. Now, imagine if every first time visitor to your website joins your autoresponder. Because of your autoresponder sequence, I'm willing to bet that at least 20%-60% of them to become recurring visitors. And of that, maybe 10% become ADDICTS, if you incorporate a blog or message board into your site. That's when things get REALLY fun. But make no mistake about it: It all depends on how you set up your autoresponder sequence! Do it right, you create a community of buyers around your business. Do it wrong, and you're just wasting your time and money. That's why I created the Email Rebel course. To teach you the RIGHT way to create an autoresponder sequence, and use your autoresponder to create the type of community you want. It is chock full of actual, HELPFUL information that can really benefit your business. Understand: I'm very disappointed with a lot of products that are out there. They're just video of talking heads in a seminar room, or mindless interviews with nothing new to offer. And how many powerpoint presentation do we need? Jeesh! That's why the Email Rebel course is DIFFERENT from all the other stuff you see. Until next time... Rappin' Matt

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