



Mini Guide

Creating A Fun Autoresponder Series

Full article:

<http://www.marketingforowners.com/tips-create-compelling-fun-autoresponder-series/>

The Aim Of The Game

The Bait

If your prospects are fish that makes **your email mailing list a net**. Attract as many fish into that net as possible by **using bait**.

Examples include a free eBook or report, a coupon of some kind, or a short video series.

Keep Them Alive

Keep them interested, engaged, *alive*. Use an autoresponder service to **drip-feed them interesting, compelling content over a period of time**.

Why An Autoresponder?

An autoresponder service will enable you to **load in your emails ahead of time**. It will **deliver each email to new subscribers** according to the **schedule** that you set, regardless of when they join.

Tone Tips

Prove Yourself

Give them proof that you know what you're talking about. Do it subtly, **don't brag** about it.

Assure them that **other people have trusted you** and have been very glad they did. Weave in a **story about a happy customer** / recent success story.

Tip: Add humor to it and/or **praise the customer** as much as you praise yourself. This will come of more as interesting storytelling and less as bragging.

Be Consistent

Show them they can trust you by being consistent.

If you only sporadically send out emails, on different days, at different times or worse – if you go for long stretches without sending them anything at all, they'll never know they can count on you.

Establish a cadence, a reliable pattern.

Be Yourself

Creating a successful autoresponder series means writing in way **you should write any of your other marketing emails – with personality!**

Be relaxed, be interesting, be personable.

Strategy Tips

The Purpose

Begin with the end in mind. **Why are you sending out these autoresponders?**

Building your business and its profitability happens in many different steps. Which step are you taking with these autoresponders? **What are you hoping will happen?**

The Cadence

Simple factors dictate **how many and how frequently** you mail out:

- **How much time** can you put into writing these? Can you research them and make them as content-rich as an eBook? Or is this just a simple, quick way to stay connected to them?
- **Do you have budget to pay a copywriter** to make them really shine?
- **What's the point** of them? Are you doing a simple tip of the week or are you trying to teach a real 'mini-course'?

Time To Write

Brainstorm the top 10 FAQs your customers have. The Top 5 mistakes they make? How about the best, funniest, most inspirational customer experiences? Weave a story around it.

Choose one topic per email. Be real, be you, be authoritative and be consistent.