

# Follow Up Fortunes



By

John Trayhorn

- **Turn more of your web site visitors into paying customers...**
- **Give your web site the best chance of success...**
- **Prevent your prospects from buying from a competitor...**
- **Do 3 vital things that can add up to a huge boost in sales...**

# Follow Up Fortunes Course

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Thank you for downloading my ebook 'Follow Up Fortunes' course. In this small document, I'm going to show how auto-responders can help you:

- Turn more of your web site visitors into paying customers
- Give your web site the best chance of success
- Prevent your prospects from buying from a competitor
- Do 3 vital things that can add up to a huge boost in sales

But don't worry, there's no theory or techno-speak. Just simple explanations and easy practical steps that you can take immediately to put your web site on track to be the success you want it to be.

## **Who Am I...?**

Let me introduce myself. I'm John Trayhorn, an Internet Network Marketing Success Coach, Web Design and SEO expert. For other great business building tips, please visit my blog at...

<http://www.johntrayhorn.com/blog>

To give you one example, one of my associates (a famous UK Internet Marketer) sent one email to his list of subscribers using an auto-responder. **Within one week, he had generated sales of over \$14,000 (yes, fourteen thousand dollars).**

So can you see what's possible?

I've been immersed in email marketing day and night for years. I know what works and what doesn't. I want to share all my real-world knowledge and experience with you in this ebook.

## **Right, Let's Get Started...**

It's well known that only a tiny percentage of your web site visitors will buy from you on their **first** (and possibly **only**) visit to your web site. The vast majority of your prospects simply forget about you and your web site and never return.

**Can you imagine just how much money you are losing by not having a way to keep in touch with those people?** That money is probably going right into the pockets of your competitors. But that money could be going into **your** pocket, not theirs - after all, these are **your** hot prospects!

## **But there's worse to come...**

Not only is this "prospect drain" losing you sales and killing your profits, but it's actually **costing you money** too. Attracting quality traffic to your web site costs money. (Unless you use a [system to get your leads for free](#))

Isn't it crazy that you spend your hard-earned dollars getting targeted prospects to visit your web site, only to miss the chance to convert them into a paying customer? Do you **really** want to watch them sail off into the distance, never to return? It's simply madness!

You might as well burn the money you spend on getting them there.

### **The solution is so easy, you'll laugh.**

Imagine you have a simple solution that allows you to contact these "hot prospects". As often as you want. **FOREVER.**

You'll no longer be lying awake at night, hoping potential customers remember your web site and return to buy. Instead, you'll be sleeping easy, knowing that you're doing all you can to turn **every** site visitor into a loyal paying customer.

**So what do you need to do?** It's simple really - just ask your prospects for their...

- First name
- Email address

Now, how difficult is that? (Er, it's not!)

As soon as a prospect has given you this information, a whole world of sales opportunity opens up for you. You can:

- **Immediately and automatically** send more information about your product or service - information that arrives in their email inbox, that they can read at their leisure (or even print it out).
- **Repeatedly and automatically** send follow-up messages to your prospect, providing more information about your offer, answering their concerns, giving more and more reasons why your offer is right for them.

It's well known in marketing circles that sales of a product increase when prospects are exposed to its benefits multiple times. The actual number of exposures needed varies by product and price but 5 to 10 is about average.

And whether your prospect chooses to buy your original offer or not, you can:

- **Give your monthly profits a REGULAR boost** by continuing to send information on your promotions, specials and current offers whenever you want.
- **Build long-term trust and credibility** by sending useful, interesting and informative content, maybe in the format of a newsletter, ezine, email course or ebook.
- **Generate immediate sales** by sending time-limited offers that expire within a few hours or days.
- **Turn your original "lost prospect" into a valuable lifetime customer.**

### **It's called follow-up marketing!**

...and in order to convert your sluggish web site into a finely-tuned, automatic, profit generating machine **you simply must make follow-up marketing central to your online activities.**

## You can start doing that IMMEDIATELY by following 3 simple rules...

So far we learned that it takes an average of 5 to 10 follow-up messages to turn a prospect into a paying customer. We also learned that factors such as trust and credibility play an important role in the selling process.

Let's crack on with the next instalment. In this part of the course you'll learn...

- 3 simple rules of effective follow-up marketing
- What will happen if you don't automate your follow-up process
- How a top-notch follow-up Auto-responder system like [AutoResponse Plus](#) can free up masses of your valuable time for business-building activity

## Ready? OK, Let's Get Started...

I closed the previous part of this course by saying that you must make follow-up marketing central to your online marketing activities. And that you could do it by following 3 simple rules. Well, here they are...

### 3 simple rules for effective follow-up marketing

- **Rule #1**  
Build a permission-based email list offering valuable information to your prospects in return for their first name and email address. The term "permission-based" just means that you ask upfront if you may contact them.
- **Rule #2**  
Install a robust, effective and finely tuned system on your web site to gather those names and email addresses 24x7. These are your **HOT PROSPECTS** that you can contact again and again.
- **Rule #3** (and this is very important)  
Fully automate your entire follow-up process or face drowning in a sea of email administration.

**By following these simple rules, you can use follow-up marketing to build trust and credibility for your business. These are essential because...**

- As we've already seen, the vast majority of your site visitors and prospects simply won't buy from you on their first (and perhaps only) visit to your web site.
- Most people need to be exposed to your offer several times (maybe 5 to 10) before they will buy **anything** from you.
- You are losing countless customers and hurting your bottom line by not implementing an automated system to manage and organize your follow-up marketing strategy effectively.

### But here's a warning...

...to those who think that they can do all this using their standard email software (Outlook, Eudora, Thunderbird, Gmail etc).

Don't underestimate how complex the management of an effective follow-up campaign can be. For a moment, imagine you have 2,000 hot prospects, and each of those people is at a

different point in your "7 stage" follow-up selling process. That's an unbelievable **14,000 different personalized emails** that you must send out EXACTLY on time to the right people.

Imagine how difficult it would be to manage this manually. It's simply impossible.

**There are no "hidden" secrets here. Installing an effective AUTOMATED follow-up system on your web site is the ultimate defence against your hot leads turning stone cold.**

**And don't forget that you paid good money to get these people to your web site in the first place! So you need to...**

- Capture the first name and email address of your prospects - **automatically!**
- Follow-up with those prospects - **automatically!**
- Super-charge your online sales machine by connecting with your prospects 24 hours a day, 7 days a week, 365 days a year - **automatically!**

A fully-featured follow-up system like [AutoResponse Plus](#) gives you all those benefits and a lot more besides. It...

- **Adds vital follow-up marketing capability to your web site**

As you use an auto-responder, you can rest assured that those all-important names and email addresses are being gathered 24x7, and that your sales message is being delivered on time, every time.

- **Automatically and efficiently manages your prospect subscriptions**

While you spend time on growing your business (you **know** that's what you're supposed to be doing, right?), AutoResponse Plus is automatically managing your subscriptions, removals, duplicates, bounce-backs and email address changes.

- **Prevents accusations of SPAM**

From asking people to confirm their subscription to obtaining and storing subscriber IP addresses, date/time of subscription etc, auto-responders take care of everything for you.

- **Expands with your business by allowing you to create as many follow-up campaigns as you need**

Be wary! Some auto-responder or mailing list service providers charge you for EACH campaign or by the number of subscribers in your list. As an AutoResponse Plus owner, you do not need to endure such additional, ever-rising costs.

Next I'm going to cover practical steps you can take to build that all-important trust and credibility. In the meantime, start to think of ways that you can build follow-up marketing into **your** marketing strategy (don't worry if you can't because I've got loads of ideas coming up).

Now we're going to take a closer look at how to build trust with your prospects in record time.

I hope you enjoy, and profit from this section.

## **Let's Get Started...**

Start by asking yourself a question. When you buy products or services, do you prefer to buy from someone you know and trust, or are you happier buying from a perfect stranger?

Please forgive me if that sounds like a dumb question. Let me explain.

Probably the **number one mistake** online business owners make is forgetting that people buy from people and businesses they trust.

So many well-meaning people go online, establish a web site, choose a product they are passionate about, write compelling copy and make it easy for the customer to order.

### **They don't bother to build trust before asking for the order!**

And, like the gold miner who stopped two feet short of the rich vein of gold, they sabotage their own success by not developing a powerful follow-up system to do it for them.

So how do you build trust by using a follow-up system?

### **It's easy ... you simply tell the truth!**

The fastest way to build trust online is to \*prove\* the claims you make on your web site.

- Does your site claim that people can make money? Then send a follow-up message containing a testimonial from someone who is prospering with your product.
- Does your sales letter claim that people can save time when they use your product or service? Then send a short follow-up note showing people exactly \*how\* they will save time. Include some examples from real life and your message will have even more impact.

Building trust online is harder than in the offline world. When you go into a store to make a purchase you can see, hear, smell and touch the products you are going to buy. And, you can see if the store fits with the pricing and quality claims being made.

We have a tougher job online. We need more time (as in a series of messages) to convince people that we're genuine and trustworthy.

When our follow-up messages \*prove\* the claims we make on our web site, we build trust quickly and our rate of orders increases.

### **And that's what you want, isn't it?**

By the way, do you know the sweetest sound to a person's ear, no matter what language they speak?

Their own name!

People like to get emailed that's addressed directly to them personally.

The good news is that an auto responder such as AutoResponse Plus offers you more than **70 ways** to completely personalize your messages. More than just speaking to your subscribers by name, you can tell them what product they bought, when they subscribed, how long they've been a valued subscriber and more!

In fact, auto-responders are only limited by your imagination.

Next we'll be looking at ways you can earn affiliate commissions and boost your opt-in list, **all at the same time**.

Earlier in the course we learned how important it is to follow up with prospective customers several times - around 5 to 10 is about average.

We also learned that people buy when they are comfortable with their choice of supplier.

**Today we're going to focus on YOU!**

## ***Let's Get Started...***

Many, if not most, people who begin an online business do so by selling other people's products. This is known as affiliate selling and it's one of the most powerful (and easy!) ways to build an online income.

Being an affiliate is great! After all, the company who produces the product is the one who handles all the headaches. They produce the product, deliver the product, provide customer support and more.

**All you do is promote their product and cash the checks!**

But there is one aspect of affiliate marketing that is often overlooked - an aspect that's vital to your long term success.

I'm talking about **\*where\*** you send visitors when they respond to your promotional activities.

Here's a quick example.

Let's say you promote Joe Guru's excellent ebook. You're going to earn a handsome commission each time someone buys it. So you create an attention-grabbing ad and buy some advertising space for it in your favourite newsletter.

NOW the question becomes ... where do you send people when they respond to your ad?

If you send them straight to Joe's site, here's what happens. They buy the ebook and you get a one-time commission. Then they go into Joe's follow-up system. Over the next six months he sends them messages about his other products and they buy three of those products.

**But you don't profit from those additional sales!**

So here's a better way...

Instead of sending them direct to Joe's site, send them to a squeeze page on **your site** first.

**Side note** - a squeeze page is a page on your web site that asks someone for their name and email address before allowing them access to the content that they wish to see. There's nothing else on the page apart from the subscription form.

Your squeeze page adds them to your auto-responder and the "thank you for subscribing" page contains the link (your affiliate link!) they're looking for to Joe's site.

So they go into your follow-up system \*before\* you send them to Joe's site. They buy his ebook and you get a commission.

Then **you** inform them of other products just like the ebook they bought and they buy three more items. **You get commissions on all three!**

**And best of all, this is super-easy to do with an auto-responder.**

Here's how you do it...

Instead of having people who respond to your ad go straight to Joe's site, send them to your squeeze page. When they subscribe, your auto-responder sends them the link to Joe's site in an email - immediately.

This works really well for a few reasons.

First, the reader doesn't have to choose to interrupt what they're doing to click to Joe's site \*now\* to see what they want. They get it via email and visit Joe's site when they want to.

Second, **and most important**, you collect their name and email address, allowing you to send them follow-up messages.

And third, you can use your "thanks for subscribing" page to promote Joe's product a bit more, or another affiliate product, or one of your own products. Or all three!

Bottom line is ... you are building YOUR long term business, not Joe's business.

If you're ready to get started [AutoResponse Plus](#) makes it super-easy to set all this up, and even tracks the success of your follow-up messages.

And one of the greatest features of AutoResponse Plus is that the messages you send all come from YOUR domain. Talk about building your brand!

Next, I'll have loads of tips you can use to maximize the subscriptions from your web site.

We're going to look at ways of turning more of your web site visitors into subscribers, so that you can follow up with them until they become valuable paying customers.

There are two issues we need to cover in this topic:

- the subscription mechanism
- creating compelling reasons to subscribe

Before we start, I'll throw in an apology about the length of this email but there's LOADS to tell you - **and this really is stuff you can use!**

## ***So, firstly, the subscription mechanism***

Most auto-responders, give you at least two ways for your subscribers to join your list.

The subscriber either:

- Fills out a subscription form on your web site, or...
- Sends a blank email to a special email address at your web site

You need to decide which of these you're going to employ. In the early days of the Internet, auto-responders were more often than not triggered using the "blank email" method. The subscriber would be asked to send a blank email to **info@wherever.com** and they would get an immediate (automated) reply by return. That's actually where the term auto-responder came from - an automated response to an incoming email.

The "blank email" method is great if you don't have a web site because you can simply advertise your auto-responder's subscription address and invite people to join by sending a blank email to it. You can even advertise it offline in newspapers, magazines and journals.

These days, of course, it's much more common to ask your subscribers to fill out a form on your web site. I recommend keeping the questions to a minimum so that there are fewer hurdles for your subscriber to jump.

Here are the main elements of a good subscription form:

- Explain what they'll be getting, but don't give any of the actual information
- Ask for their first name and email address
- Have an obvious call-to-action button like "Click Me To Subscribe"
- Include a statement that you will not share their personal details (this can work wonders for your subscription rate)

The form itself needs to be in a place where it will get noticed, preferably above the fold, the bit of the page that can be seen without scrolling down.

Better still, if your page has a side navigation bar, why not put it in there? That way, it will be available on ALL your pages.

There are all sorts of pop-ups, pop-unders, slide-ins and fade-ins that you can use too - and it's a good idea to test these to see which pulls the most subscribers. Auto-responders will allow you monitor which form your subscriber came from and this is very useful information when you're testing out various forms.

For example, you can split-test 2 forms against each other to see which pulls the most subscribers. Drop the one that pulls least then test the better one with a third. If you continue this process, you'll see a steady increase in your subscription rate.

## ***Compelling reasons to subscribe***

People want information and they don't want to pay for it.

In this scenario, an auto-responder is a great tool because you can use it to give away as much information as you want (for nothing) **and** use it to turn those readers into paying customers.

### **It's a real win, win situation!**

But what sort of information can you give away? The list is truly endless!

Here are just a few ideas for you:

- Create a \*training course\* for your product or service and deliver it via auto-responder. Your subscribers love this because they really want this information and you can continue to give it for as long as you want.

If you are passionate about your niche, this will really come across in your emails and can work wonders to build that all-important trust and credibility (remember that?).

- Distribute \*articles\* by auto-responder - article marketing is big right now because it's a great way of getting people to come to your web site. So you can write some articles for your niche and distribute them by auto-responder. Allow your subscribers to use them on their own web site or in their ezine or newsletter - as long as they don't change your resource box (the section that tells a bit about you and has the link back to your web site).

If you have PDF versions of your articles, you can distribute them as attachments to your auto-responder messages, and again, invite your subscribers to give them away. People who run newsletters and ezines are always looking for fresh content that they can use - so provide it and watch the traffic flow back to your site!

**This method of viral marketing (where you start it off and it promotes itself forever) is excellent for building long-term, ever-increasing traffic back to your web site.**

- Provide \*pricing\* by auto-responder. Tired of your competition shopping your site? Want to know who your serious prospects are so you can follow up and make the sale? Providing pricing by auto-responder is safe, secure and effective.
- Answer \*Frequently Asked Questions\* by auto-responder. Since systems like AutoResponse Plus can send HTML (web page code) you could even just copy your existing FAQ page into an HTML message in your auto-responder and send it to people who want it by email. Job done!
- Conduct \*surveys\* by auto-responder. With AutoResponse Plus, for example, you can schedule a broadcast to your entire list with the click of a mouse. Set up a customer satisfaction survey for existing customers and learn what customers love about your products, as well as how to make improvements.

This has an added benefit - you will get some testimonials that you can use on your site (with the writer's permission obviously). Webmasters often struggle to find ways to get testimonials for their site, so that's another problem solved!

- Send \*product updates\* by auto-responder. Your existing customers love to know when there's an update that would benefit them. So have them subscribe to your updates auto-responder and send them regular messages about product improvements.

Better still, get your order processing system to add the subscriber automatically to your customer list as soon as the sale has gone through. With AutoResponse Plus this can be done with just 4 or 5 lines of code. You could be following up seconds after the sale!

And this really is a great way to sell upgrades to existing customers. It's very well known that it's MUCH easier to sell to an existing customer than to find a new one, and with an auto-responder system, you can do it while you sleep, literally!

In summary... use your imagination, be a little different and you'll see your subscription rate soar.

Next, we'll look at how you can super-charge the response to ads you place on the Internet (wherever they may be) and we'll look at what you should be doing AFTER your prospect has become a valuable customer.

Thanks for sticking with the course. I hope you are beginning to see the sheer marketing power that is at your disposal when you invest in a decent follow-up auto-responder.

Now we're going to focus on two areas:

- Maximizing return on investment (ROI) on your ad spend
- What's a 'backend' sale and why would you want some?

## ***Firstly, super-charging your ad response***

Whether you place free ads or pay for a solo blast to your favorite ezine's subscribe list, your goal is to make the most money with the least effort.

Advertising can be expensive. Placing ads in ezines is very cost effective, but it still costs. You need to make more money than you spent on the ad - that's your profit. Simple!

Here's a way to get more return out of every ad you place, free or paid.

**Add a follow-up auto-responder address to every ad you place, something like: [info@yourdomain.com](mailto:info@yourdomain.com)**

Think about this for a moment. You place an ad in your favourite ezine. The reader of the ezine sees your ad and is somewhat interested. They want more information but they are busy reading their favourite ezine! So they say to themselves, "I'll click that link when I have time."

But you and I know that they somehow never find the time to go back and see your web site.

A potential sale lost. Another prospect gone.

But not if you add an \*auto-responder\* address to your ad! When you allow readers to reply via auto-responder good things start to happen.

- Since they reply by email they don't have to interrupt their reading.
- Their name and email address gets into your follow-up system and you make more sales.
- After they buy, they are transferred automatically to a new follow-up auto-responder so you can make those all important backend sales.
- You develop a relationship with them that can literally last for years.

Best of all, it's super-easy to put this technique into practise today.

All you need to do is change your ad's call to action from 'for more information visit [www.yourdomain.com](http://www.yourdomain.com)' to...

'for more information visit [www.yourdomain.com](http://www.yourdomain.com) OR for instant information by email send a blank email to [info@yourdomain.com](mailto:info@yourdomain.com)'

**That's it!** One simple addition that could multiply your sales several fold.

The key to getting more customers is to be easy to do business with. That applies doubly when customers want information. If they don't get it quickly, they've lost nothing and have

moved on to something else. With an auto-responder, you can easily prevent that from happening.

**Get your information in the right hands fast with an auto-responder.**

## ***Backend sales - you've gotta do this...***

You've probably heard the term 'backend' sales. After all, every 'guru' worth his salt is telling us that we must make those all-important 'backend' sales.

But what is a backend sale, and how can you get some?

Well, I'm going to explain a follow-up technique that can literally explode your profits... and that's making backend sales with an auto-responder like AutoResponse Plus.

You see, when you achieve a sale, if you're like many online marketers, you probably say a little 'thank you' to the man upstairs and then start hoping for the next one!

Let's face it, sales are had enough to come by without having to figure out what to do *\*after\** the sale is made.

Yet the truth is that it is what we do after the sale that **really** counts. And what we do, or don't do, can be the key to our future profits. Let me explain what backend sales are and why they are vital to your success.

Backend sales are simply sales that you make to existing customers. And they are sweetest kind of sale you can make. The reason I say that is that backend sales cost you nothing to make. No ad budget. No sweating out the details of what your ad will say, where and when it will run. No worrying that some world disaster will distract the reader from your ad.

None of the worry... all of the profit. *\*That\** is why I love backend sales. And you'll love it when it happens to you.

### **Here's how to make it happen.**

Let's say you sell an ebook on how to create web sites using HTML. You can take the profit from that sale and be happy *\*or\** you can set up a powerful follow-up system like Auto-Response Plus that will multiply your profits. Here's how.

Simply think through what your HTML guide customer might need to complete his or her project. Might they need web hosting? How about some graphics to spice up their site? They will need a merchant account if they are going to charge, right?

Perhaps they will need a template to get them started in the right direction with their web design. You *\*know\** they need an auto-responder to create a powerful follow-up system, right?

This list could go on, and on, AND ON!

Best of all, YOU can offer them each of these items just by becoming an affiliate of sites that sell these things!

If that sounds hard, it's not. Did you know that ClickBank alone carries over 11,000 products you can offer and earn a handsome affiliate commission?

Setting up your backend sales system is a snap with an auto-responder.

- Choose products that compliment what your customer bought from you.
- Get the sales copy to put in the auto-responder from the company who creates the product. They all have pre-written letters you can use. No writing necessary!
- Time your messages so they arrive at least 3 days apart.
- Make sure each message contains a way for the customer to stop getting messages if they want. Auto-responders makes this very easy, giving you the option to include a link in every message.
- **In a nutshell, you set it and forget it!**

Now you have put time on your side... time that is now your ally as your customers receive your follow-up messages without one further ounce of effort on your part.

### **Now THAT is backend system selling power!**

Remember, [AutoResponse Plus](#) makes it super easy to create as many follow-up auto-responders as you want, each with any number of follow-up messages. And since you own it, you will never pay for an auto-responder again.

Next, we'll bring everything together with a checklist of things you can do IMMEDIATELY to get started on the road to follow-up success.

This is the last part of my course on adding power to your selling system by using follow-up auto-responders.

Now I want to 'tie a bow' around the entire package and share with you a step-by-step blueprint that you can implement today to save time and make more money on autopilot.

I appreciate you being with me during this course and hope you have found the information both enlightening and profitable.

### **But it doesn't have to end here...**

...because AutoResponse Plus users enjoy an extended and more detailed course on how all this can be put into practise. There's no theory, just solid practical instruction on using AutoResponse Plus to actually achieve the things I've set out in this course.

AutoResponse Plus explains in huge detail which screens to visit, which settings to change and which buttons to press. Nothing is left to chance and guesswork is banished!

**You'll receive the first part of the training within seconds of your order being processed so...**

**[Click here to order AutoResponse Plus](#)**

***OK, let's wrap this up...***

We'll start with a real-world example of how a follow-up system can create a powerful passive income stream for you. Here's a day-by-day blueprint that you can use to do it.

### **Day 1**

A visitor finds your web site on a search engine and clicks through to the sales letter on your site. They are interested but not ready to make a purchase yet.

Remember: This describes over \*95%\* of people who will visit your web site, and these are people that you're paying to get there.

As they begin to leave your web site a box pops up offering a free gift if they will answer three simple questions. The 'survey technique' is used by a great many successful marketers. They answer the questions and enter your follow-up system.

The questions they answered reveal that the reason they didn't buy today is that they are not yet persuaded that your product is right for them.

Astute marketer that you are, they go into your 'need more proof' auto-responder. You have systems in place for people who answer your three questions in a particular manner, allowing you to tailor the follow up to those who are price-sensitive, just not sure, etc.

In seconds your visitor receives an email addressed to her name, thanking her for stopping by. This is sent as soon as she finishes the survey (it's called an immediate message in AutoResponse Plus) and is actually the first in a series of follow-up emails you're going to send.

OK, they're impressed but still not ready to buy. So...

### **Day 3**

They receive the 2nd message in your series. Short and tasteful, you include a brief testimonial from a successful customer and let them know they can write to you if they have any questions. Your visitor begin to see that your proposition is real and that there is someone there who values their business.

### **Day 6**

They receive message 3 in your series. You tell them that you want their business and list the benefits of your product, after-sale service and guarantee.

### **Day 10**

They receive message 4 in your series, which gives them even more reasons to buy (benefits, not features), along with three more testimonials from satisfied customers. The testimonials explain exactly how much time (in hours/days/weeks) was saved or how much money (in dollars and cents) was made from using your product. Your backing up your claims with proof.

### **Day 12**

They receive message 5, offering them an incentive if they buy within the next 24 hours.

## **On day 13 they place their order!**

Now, AutoResponse Plus removes them from the 'sales' auto-responder and puts them in your 'customer' follow-up system.

Over the next year they receive an average of one message per week and buy four additional products! Your one-time sceptic is now one of your best customers.

Best of all, this was all accomplished without you lifting a finger. It was done by your \*automated\* follow-up system while you worked, slept, played...

## ...all powered by AutoResponse Plus!

Automation is the key to success on the Internet, because this is a numbers game And AutoResponse Plus, more than any other product on the market, will help you achieve that success in record time.

Beyond simple automation, AutoResponse Plus gives you:

- An unlimited number of autoresponders/follow-up series
- An unlimited number of messages in each series
- Very generous message length (you'll never run out)
- HTML, plain text and multi-part (both HTML and plain text) messages
- An unlimited number of file attachments for ebooks, software etc
- Anti-abuse features like subscription confirmation
- The ability to measure the results of your campaigns
- One-click targeting of responsive readers
- Over 70 fields for you to personalize your messages
- Unlimited personalized custom 'thank you for subscribing' pages
- Facilities for testing different subscription forms
- All email is sent from your web site, building your brand
- Instant replies to your information-hungry site visitors 24 hours a day
- The ability to add a person to a second list when they finish the first
- Off-the-shelf integration with top-notch digital product/service sales systems

## And much, much more!

That brings us to the end of this short course on Follow Up Fortunes and the use of auto-responders. I hope you enjoyed it and that you can profit from this information.

I personally use AutoResponse Plus and can recommend it without hesitation.

There are of course other options with regard to auto-responders; such as, 'Hired' or 'Rented' ones such as [Marketers Choice Aweber](#) and [Getresponse](#) This type of auto-responder is hosted on someone else's website and you pay a monthly fee for it's usage. Whilst this may seem a cheaper option, in the long term, you will pay much much more. It's a question of what you want, keep paying out for something you never own or make a one off payment and it's yours forever!

There is also another option for bloggers who use Wordpress (the own hosted version) You can now put an auto-responder into Wordpress . It's called [GWA Auto-responder](#) - In it's free form the auto-responder manages just one list, OK if you are just starting out or you just promote one company or product. It installs the same as any other Wordpress plugin and is very simple to set up and get working.

There is also a 'Pro' version that manages unlimited lists and has many more features than the free version. In fact I would go so far as to say it is as good as the pay monthly auto-responders.

This is where I got excited! Now I know this is not the only auto-responder that has a one off payment option rather than the pay monthly ones, but what I got excited about was just how cheap this was. Now, most times when we see something cheap, we think – limited features, doesn't work properly, poor support etc.

Well not with this!

[Check it out here](#)

This is [A Complete List Manager and Autoresponder PLUGIN for your Wordpress Weblog](#)

So if like me you are fed up with paying month after month to build your list, you may like to check out this amazing wordpress plugin...

#### **In this Wordpress Plug-in:**

- **Build your List!** Easily Convert your weblog Visitors into Leads.
- **Subscription Form Widgets.** One click to start accepting subscriptions.
- **Schedule Daily Mailings.** Auto-send your pre-written promotional mail.
- **Full Autoresponder Control Panel** integrated into your Wordpress Administrator.

#### **More Than Just A Simple Plugin:**

1. **Easy List Manager!** Complete subscription manager and mailer software.
2. **WYSIWYG Editor!** Compose & Send HTML/Plain-Text Messages in Wordpress!
3. **Mass Mailer Software!** Send email directly to your entire list anytime.
4. **Portable Subscription Form!** Portable html form code work on any website.
5. **Auto-Subscribe User Checkbox.** Offer subscriptions on new user registration.

There is **absolutely no-cost** to get this Powerful List Building Plugin installed on your Wordpress blog.

One final piece of advice, don't bother with 'Free' auto-responders. Nothing in this life is truly free! Most will contain advertising in some form or another which does not make for a professional presentation of you business.

### **Capturing Leads for your auto-responder**

Now you know about effective follow up, what you need know is a constant supply of good targeted prospects to put into it. A lot of people start out in internet marketing promoting affiliate programs or get involved in MLM or network marketing. Almost all of the websites supplied to promote these programs are company replicated websites that do not have any way for you to capture the details of the visitors you send to these sites.

Now what if there was a way to do this?

#### **How to turn any website into an instant capture page.**

Imagine being able to capture leads directly from your profile page of Facebook or Twitter profile or how about your personal blog, your MLM website, affiliate website, network marketing company website – ANY website – Whether you own it or not! All with ZERO coding required.

Introducing INSTANT Capture Page...

This brand new technology is SHOCKING internet marketers WORLDWIDE

A very simple way to turn any website whether you own it or not into an instant capture page. Imagine of powerful this would be to use, say on your Facebook or Twitter profile, you could turn your Facebook profile into a lead capture page where you can build a list using your Facebook or Twitter profile. You can also do this with your personal blog, your MLM website,

your network marketing company website, your affiliate marketing sales page – ANY website you want, whether you own it or not.

You can add video, images, audio, say what ever you want, even add your aweber or other auto-responder form.

This has to be one of the most useful products to come into the internet marketing arena for a long long time. Something that is actually worth having!

If you are looking to build a list of prospects to follow up on then Instant Capture Page is for you. Especially if you only have the company MLM/Affiliate site to promote, as most of these do not come with any form of lead capture.

Go ahead and check it out! I think this is an amazing piece of technology and better yet, it can be a great money maker for you. Think of all the people out there that are on Facebook and that are interested in internet marketing that would what to use their Facebook profile to build a responsive list that they can continue to follow up with. Think of all the people in affiliate marketing, all the people that promote Clickbank products that need a way to follow up with their website visitors. Think of all the people in Network Marketing or MLM that only have a company replicated website and don't have a capture page. Think of all the people out there that need capture pages but don't have the skills, the experience or the money to create a capture page.

This product takes care of the need of many, many people in the market place and YOU can get paid for going out there and showing this product to the vast group of people mentioned above.

[Check out InstantCapturePage Today!](#)

Now before I go, I would like to share with you a 'System' You see many people who start marketing online have no idea what needs to be done. What I'm about to reveal to you is the EXACT blueprint that allows the MLM top money earners to attract 100+ laser targeted prospects PER DAY to their businesses AND Get Paid \$4.42 FOR EVERY LEAD They Generate...

...and the top earners do this by working smarter and embracing 21st century technology like Google Adwords, Yahoo Pay-Per-Click, YouTube, FaceBook, MySpace, Twitter, Blogs, Article Marketing, Squidoo, Hubpages, Classifieds, Forums, E-Bay, Craigslist, Backpage, Ezines, Powerful List Builders & Much More and I'm Going To Teach You ALL Of It!!!

This "blueprint" allows any network marketer marketing ANY business to leverage a PROVEN marketing system, which includes a war-chest of top secret marketing strategies your competition DOES NOT want you to know! This system will allow you to not only explode your MLM business, but will put THOUSANDS of dollars per month in your pocket from the 95% who will say no to your primary business...

I know what it's like to struggle in this industry. For 6 years I followed the training of my upline, struggling to get a few measly sign ups in my business. I can guarantee you that I have dealt with the exact same questions and frustrations that you are probably going through right now.

It wasn't easy chasing friends & family, cold calling, prospecting strangers in shopping malls, posting flyers and handing out business cards, all the while not seeing ANY results for my efforts.

Those years of struggle and failure lead me to a pivotal point that shifted my entire business approach and literally exploded my business over night.

Before we go any further I want to prove to you how some industry leaders are making money hand over fist using EXACTLY what I'm about to share with you... I am all about numbers and RESULTS and I want to show you what's possible when you know what you're doing online...

Did the headline above catch your attention when I told you that we actually **make \$4.42 for every single lead we generate?** We whipped up a video to show you how some leaders are CRUSHING the COMPETITION and creating massive amounts of cashflow for their businesses... and how YOU can too!

Listen...I know what it's like to struggle in this industry. I can guarantee you that I have dealt with the exact same questions and frustrations that you are probably going through right now, but I have finally figured it out. And to be honest, building your network marketing business on the internet is actually quite simple... when you finally figure it out!

You see, most network marketers have literally no idea how to create a thing called PROFIT with their mlm businesses, and not too long ago I was one of those people. Then I found a few multiple-6 figure earners in this industry who literally handed me the keys to the kingdom and I was blown away! You will be too, check out this amazing system at...

[www.JTCSuccessSystems.com](http://www.JTCSuccessSystems.com)

Thank you for taking the time to read this ebook, I hope you gained some value from it.

John Trayhorn.  
Internet Network Marketing Success Coach.  
[www.johntrayhorn.com](http://www.johntrayhorn.com)  
[www.johntrayhorn.com/blog](http://www.johntrayhorn.com/blog)

## Resources:

[Marketers Choice](#) Automating your email marketing, Website sales, digital delivery, ad tracking, credit card processing, recurring billing, affiliate program, or any eCommerce activity you face from now on.

[AWeber](#) Creating an Email Marketing Campaign? We Can Help. AWeber Creates Lasting Customer Relationships For You With Email Newsletters, Autoresponders, RSS to Email and Other Email Marketing Tools.

[AutoResponse Plus](#) "Try our proven, RISK-FREE software for 30 days. We guarantee you'll realize huge profits have been slipping through your fingers – profits that you'll NOW be able to collect."

[GetResponse](#) Make every campaign better than the last with GetResponse! Track sign-ups, click-throughs, sales, and more!

And for all you bloggers out there – check this out..

[GWA Auto-responder for Wordpress](#) A complete list manager and auto-responder for your Wordpress blog.

[INSTANT Capture Page](#) Imagine being able to capture leads directly from your profile page of Facebook or Twitter profile or how about your personal blog, your MLM website, affiliate website, network marketing company website.

**If you have found this information useful, please feel free to pass it on to help someone else.**

**You may give this ebook away for free but you may not sell it. All information and links in this ebook must remain as is.**

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