

# Mapping Out Your Future With Mike: Guide To Internet Marketing



## **STEP FIVE: GENERATE A LIST – Autoresponders**

### **BUILDING A LIST**

How do you build a list?

The fast answers are:

1. 2012 Webhosting for Domain Names and Hosting
2. My Free Website Builder to build webpages
3. Autoresponder to provide the capture form.
4. Squeeze page to sign up visitors
5. Traffic strategies to drive targeted visitors to the squeeze page

Step 4 discussed webhosting, domains and web builders.

Step 5 will discuss **AUTORESPONDERS**

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## **AUTORESPONDERS**

Autoresponders are very useful. They have many uses:

- create a data base to save contact names and other information gathered by a form on a webpage.
- send out an email to a new contact name to confirm the information gathered and convert the contact to a double opt in contact.
- can redirect from an opt in form to:
  - thank you page
    - for a request for information or a free report
    - for a sale
    - for a subscription sale
- can redirect from a confirmation link in an email to a thank you page, thanking the contact for confirming their information and becoming a double opt in contact.
- send out a timed series of emails to all the names on a data base list.
  - newsletter
  - email marketing series
- send out a broadcast email to a data base list.
  - one time offer
  - instruction manual
  - update to an instruction manual
  - free information, article or report
- and so on...

Most AR's allow you to operate an unlimited number of campaigns simultaneously which means you can do all of the above for multiple lists, multiple niches. There usually is an extra fee when your list totals more than 20,000.

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There are large number of paid and free autoresponders available. There are two companies which I believe combine an inexpensive monthly subscription with superior track records and products.

## [Get Response](#)

## [AWeber](#)

For more information on [Get Response](#) and autoreponders. Please visit <http://rbm3.com/getresponse/autoresponders.pdf>

[Get Response](#) and [AWeber](#) are very similar and less than \$20 per month.

The tutorials at both [Get Response](#) and [AWeber](#) are very good.

Name a Campaign  
Select Campaign Settings  
Input Immediate Messages  
Input Broadcast Messages  
Input Message Series

To create a capture form on your webpage, the autoresponder will generate the code. You will cut and paste the 'html' necessary to send the prospect from your capture page optin form to the autoresponder. The name and email address of the prospect are put into the database for that campaign. This will trigger whatever immediate messages you have programmed. It will also start whatever series of messages you have programmed.

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One critical factor here is the double opt in.

If you do not want your contacts to opt in again, then you must be certain to tell the AR to not send a confirming optin message. If you miss this setup instruction, it is difficult to change the setup and all of your contacts in that campaign will get an email asking them to opt in a second time.

I prefer the double optin system myself, as I do not want tire-kickers on my list.