

## Autoresponder Access to Secret Pages

People love to have access to things that other people can't get. It makes them feel special, and it is a marketing tactic that really works. Granting access to secret pages works well on the Internet. It works best when it is limited. For instance, you can grant access to only a lucky few, or you can have a time limit for accessing the pages. You can grant access to secret pages on your website with an autoresponder.

The way this works is quite simple. You create a directory on your website that is password protected, with one login and password that everybody can use. You then create some valuable content for that directory. You can call this your secret vault or your private stash or anything else you want to call it - as long as it sounds like something that your visitors may really want to get their hands on. For instance 'the secret tools that helped me earn thousands each month' would probably entice many people who want to learn how to make money.

Once you get the directory and the pages set up, put the URL of the pages and the login name and password in an autoresponder. Write a sales page and distribute it to your opt-in list, or have other list owners distribute it to theirs. Make sure you 'limit' the offer. Don't let people assume that you are going to share this secret information with the rest of the world - they want to be the only ones with this special access!

Keep access to the secret pages free. The goal is to get people to those pages, so that they can purchase your products or services. However, remember that you've advertised secret tools or secret information. Therefore, when they get to those pages, there must be something of value there for them to collect - for free in most cases. Don't make the mistake of thinking that you will be losing money by giving something away for free - you won't. In fact, you've

already gained by collecting the names and addresses of the people who were interested in your secret information!

Again, this is a marketing tactic that really works, and it is a great way to use an autoresponder. Once people have requested the information for your private pages, you can email them periodically, using your autoresponder, to let them know about updates to the secret site. While you are updating them, you can also tell them about other specials or new products in your line.

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