Autoresponders –
The More You Know, The More Effective They Are

If you have signed up with an autoresponder service,
you need to take the time to read the instructions to
learn how to use the service – before you load the
first word of your first message! Not knowing how to
use the service will lead to many mistakes, and
your customers and potential customers will most
likely see every mistake you make!

As soon as you have complete the sign up process,
load one email address into the autoresponders
mailing list – yours. If there is a manual or help file
for your autoresponder, read every word of it, and
really learn how to use all of the features of the
autoresponder.

Work with it, sending messages to your own address,
until you know your autoresponder service inside and
out! This may take a little time, but after a few hours
or so, you should know all that there is to know, and
you will be able to set your autoresponders up much
more effectively in the future. Taking the time to learn
now, will not only save time in the future, it may also
help you tweak and tune your autoresponder
messages and tracking in a way that increases your
responses!

(word count 201)

PPPPP