Auto Responder Improvements

Stuck in an auto responder rut with only your eZine going out regularly? Get out of the rut with some of these ideas for improvements.

1. Provide back issues of your eZine archives via your auto responder instead of hosting all your archives online. This will give your subscribers and web site visitors easy access to them and offers a chance to include graphics, audio and video and other components all rolled up in .pdf files for quick, easy download.

2. Help with tech issues and publish your entire web site, save it in a pdf file, and load it into an auto responder. Sometimes visitors don't have enough time read your entire site or they lose their Internet connection or time online. So this way, they could print it out and read it offline.

3. You could offer your eBook via an auto responder. Often your visitors won't have to download it or have the software to read it right away, so this way they can take it "to go".

4. For a handy - -and nice legal - touch, you could include the terms and conditions to purchase transactions and load them into an auto responder that is triggered with each purchase. This could include return policies, purchases, refunds etc.

[Insert Your Resource Box Here]

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