

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!

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