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## Email Courses and Autoresponders

Offering free things to your website visitors is one marketing method that often results in a lot of sales. Free courses that are delivered via email are very popular, and people sign up for such courses on a regular basis to learn more about a topic of interest to them. These courses are best maintained and delivered with the use of autoresponders.

An autoresponder can be set up to send out a series of lessons for an email course. The lessons can be set for distribution at specific intervals. You determine how often the lessons for the course are sent to the people who have signed up for it. Email courses are very different from traditional courses, web based courses, or any other type of course.

There is no student and instructor interaction. The instructor writes the information out, puts each lesson in an autoresponder series, sets the timing for the lessons, and the rest is automated. You can opt to have lessons delivered daily, every other day, every three days, or any other time frame that you think works best for your email students.

Email courses are commonly used to sell products and services. For instance, if you sell widgets, you might develop a course that teaches people how to use widgets or how to care for their widget. Experts agree that an email course can be written for almost any product that you can imagine - if you put enough thought into it.

Start by determining what your course will be about, and how long it should be. If the course should be delivered every other day for two weeks, you know that you would need seven lessons. Write the lessons, and load them in the autoresponder. Set the interval for each lesson, which in this case would be 1, 3, 5, 7, 9, 11, and 13.

This means that the first lesson would be delivered

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one day after the person has requested the course, and the second lesson would be delivered three days after the person has requested the course, and so on. The interval for each lesson is set for the number of days after the person has signed up Make sure that everything is spelled right, and that your sentences are grammatically correct. You want the lessons to look and sound as professional as possible.

Next, simply advertise the email address that will activate the autoresponder. Make sure that you run a test first, sending each lesson to yourself. This will allow you to see what your email students will see when they sign up!

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