

Using Autoresponders Responsibly

In today's world of unsolicited email and spam laws, it is extremely important that you learn to use your autoresponder responsibly. Autoresponders make our lives much simpler, and they are very powerful marketing tools, but if they are used in a way that they are not intended, they can quickly turn your life into a nightmare!

First, never add people to your autoresponder mailing list that should not be there. If they have requested information from you, they should automatically be added, and you should have a 'double opt-in' method in place to make them confirm that they have requested the information. This serves to protect you and them.

Each autoresponder message should include a link that the recipient can click that will automatically remove them from the mailing list. Without this link, you will be breaking the spam laws, and you risk having your website, your ISP service, your email, and your autoresponders shut down!

We all want to build a list of a million people, but you must do so responsibly, and it does take time. Don't get in a hurry and break all the rules and laws in an attempt to build a large list. This will only result in losing your list altogether!

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