

Create Curiosity Using Autoresponder Messages

If you are using your autoresponder to promote a product or service, you have to be very circumspect as to how you initially contact your potential customer. Few buyers appreciate a hard sale, and marketers have known for years that in the majority of cases, a prospect may have to hear your message an average of seven times before they will make a bid to buy. How do you accomplish this with autoresponders'

Its surely very simple, and in fact, the autoresponders make getting the email to your potential customers those seven times possible. On the Internet, lacking the use of autoresponders, you possibly may not achieve that. Too many times, marketers make the mistake of just slamming the potential customer with a tough sales campaign starting with the first autoresponder email. This wont 'fly'.

You build curiosity slowly. Start out with an information - rich message. A message that educates the reader in some way on the topic that your opportunity or program is related to. At the base of the message, incorporate a link to the sales page for your product. Use that first message to centre on the problem that your opportunity or service can solve, with barely a suggestion of the way to solve their problem.

Create up from there, moving into how your opportunity or service can solve a question, and accompanying the next email, ease into the benefits of your offering giving the reader more real knowledge with each and every message. Your final email should be the sale pitch, not your first one! With each message, ensure that you are giving the customer data pertaining to the subject... free data! This is what will keep them interested in what you have to say.

This type of marketing is an art. It may take a while to get it perfect . Use the examples that other marketers have set for you. Pay regard to the messages that you receive from different marketers. Begin a swap folder, and retain those messages. Use a few of the more successful sales copy for your own autoresponder messages. Just make certain that yours doesnt turn out to be an precise copy of someone elses sales message!

Bear in mind not to start with a Sales Pitch! Build your potential clients curiosity. Keep building on what the difficulty is, and how your product or service can solve that difficulty or fill that need. If you are doing this properly, by the time the possible customer reads the final message in that sequence, they may be sure enough to make a purchase!

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About the Author

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