

Spark Your List

Module 6 –

Creating The Content of Your
Auto-Responder Series

Why Do You Need An Auto-Responder Series?

- Studies show that people need to be exposed to a particular product or service a **minimum of 7-18** times, before they will purchase something over the internet
- Most people who come to your website for the first time aren't going to buy from you on their first visit
- However, if you are able to **capture their attention and offer something valuable for free** (like your Free Giveaway), you provide an opportunity to effectively communicate with them 7+ times and overcome their objections to buying

Customer Decision-Making Process

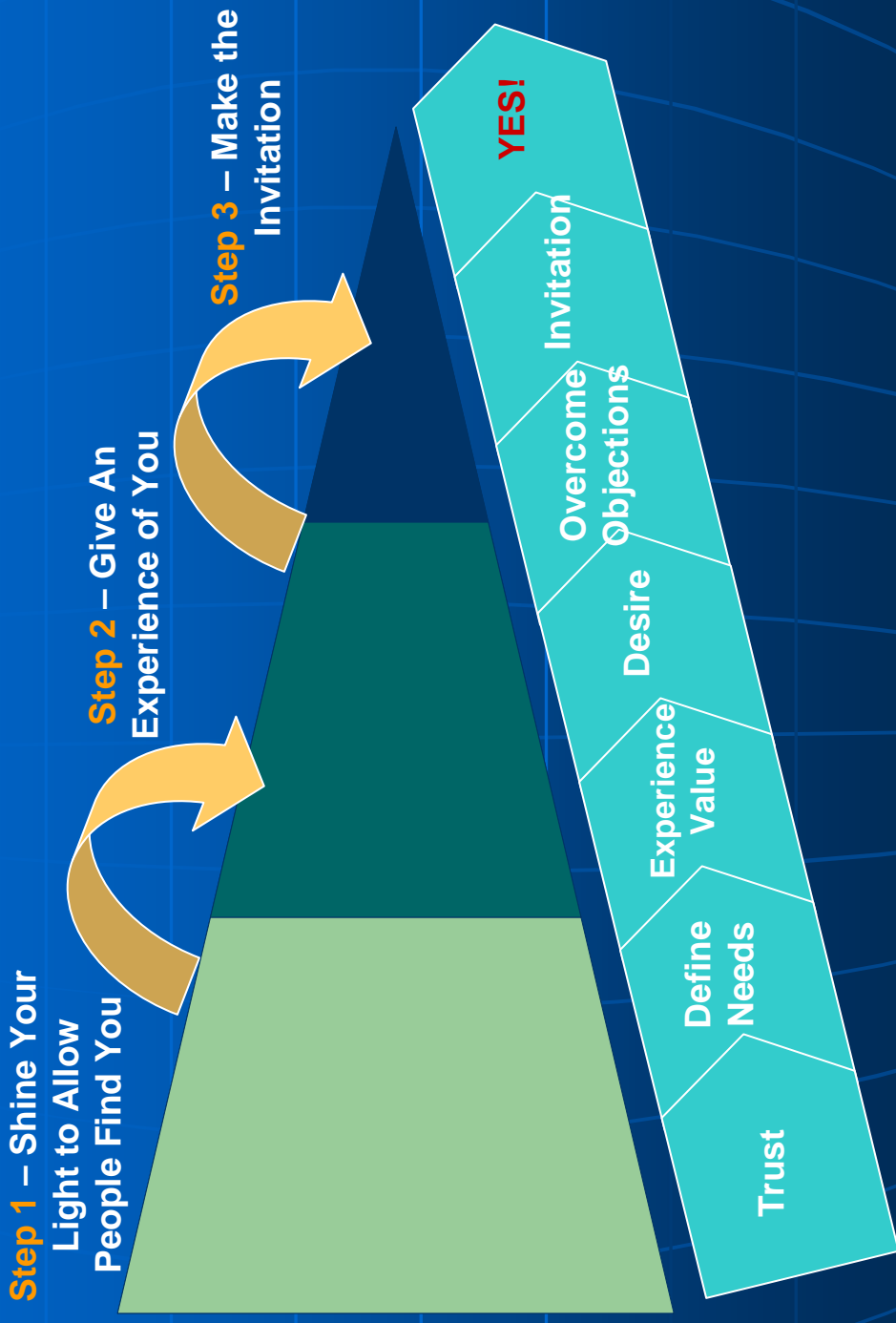
- As small business owners we often ask, “What do we have to do get more customers?”
- **That, in fact, is the wrong question.**
- What we should be asking is, “What does the client have to do in order to buy?”
- The follow-on question is, “What do we have to do to get them to do those things?”

A simple answer is a Free Giveaway plus Auto-Responder Series

Customer Decision-Making Process

- A Prospective Customer isn't going to buy from you until some version of the following occurs for them...
 - Establish Trust and Respect
 - Define their needs
 - Experience Value
 - Experience Desire
 - Overcome Objections
 - A Compelling Invitation is Made
 - The "Yes!"
 - Follow Up
- The Free Giveaway PLUS Auto-Responder Series will help a Prospect experience this process

Align Marketing Funnel with Customer Decision-Making Process



The Content of Your Auto-Responder Series

- Your Auto-Responder Series Will Do Four Things:
 1. **Summarize and re-iterate the value of the Free Giveaway** - In affect, it serves as a reminder to go back and gain the value in the Free Giveaway
 2. **Build on what you gave them in the Free Giveaway** - You can add additional resources, quotes, tips, etc. that help them expand their experience of the Free Giveaway
 3. **Share new resources and leverage your content** - If you give a free offering to your community, you may as well add it to your auto-responder series so that people who aren't yet a part of your community will be able to experience it in the future
 4. **Create Invitations** - Every email in your auto-responder series will include a "P.S." that invites a call to action of some kind

Build An Outline

- Your Outline is the summary of the first 1-2 months of auto-responders
- It includes the topics for emails sent out:
 - Day 1
 - Day 2
 - Day 3
 - Day 4
 - Day 7
 - Week 2
 - Week 3
 - Week 4
 - Week 5
 - Week 6
 - Etc.

Map It Out

- **Map It Out** - Here's an example of the Create Audio Now Auto-Responder Series
 - Day 0 – Welcome to The Incredible Create Audio Now eCourse: Twelve Steps to Landing Your First Audio Product Sale!!
 - Day 0 – Step #1 – Make a clear decision to create an audio product
 - Day 3 - Step #2 – Define your product
 - Day 6 - Step #3 – Leap into the mind of your customer
 - Day 9 - Step #4 – Map Our Your Schedule To Success
 - Day 12 - Step #5 – Prepare For Success
 - Day 15 - Step #6 – Outline Your Content
 - Day 18 - Step #7 – Fill In The Gaps
 - Day 21 - Step #8 – Prepare for High-Quality Recording
 - Day 24 - Step #9 – Create Your Online Storefront
 - Day 27 - Step #10 – Create Effective Web Copy
 - Day 30 - Step #11 – Marketing For Surefire Success
 - Day 33 - Step #12 – Celebrate Your Success!!
 - Day 35 – Step #13 – What's Next?

Create A Format

- What every edition of your auto-responder series needs:
 - Subject:
 - [RecurringName] Issue #1 – The Name of Step #1
 - Header:
 - Name of the auto-responder series
 - Author with quick contact information (website)
 - Spacer with Subject of the email
 - eMail Body:
 - Salutation
 - Brief transition from last edition – 1-3 sentences
 - “The Guts” (or a link) –
 - An exercise or instructions (or a link) – a paragraph or bullets
 - Friendly Closing
 - The P.S.
 - The invitation or offer for the “next step” in the customers decision-making or purchasing process
 - If you need help with (whatever the topic of the program is), support is available. Just...(complimentary session, eBook, Home Study, or other product or service)...

Fill In the Gaps

- Go ahead now and create the content of each email in your auto-responder series.
- Keys:
 - Keep it short, simple and easy to digest
 - Don't overwork yourself
 - Have fun!

Create Auto-Responder Content

- Your Auto-Responder Content can be delivered in a variety of formats that best fits your audience and your brand
 - Email messages with the content contained within the email body
 - An email with a link, which points to a web page that provides the experience and content
 - Audio postcards delivered via email with a recorded message from you

Create Auto-Responder Content

- Which format is best for you?
 - Email messages with the lesson content contained within the email body
 - By far the easiest to implement
 - You can systematize at low- or no-cost
 - An email with a link, which points to a web page that provides the eCourse experience
 - Only recommended if you have a way to generate web pages yourself
 - This is often a great “Phase 2” improvement
 - Audio postcards delivered via email with a recorded message from you
 - Fairly easy to implement
 - Leverages **AudioGenerator** technology (or similar), which incurs a monthly cost of \$29.95 per month
 - Requires you learn how to use it

Create Auto-Responder Content

- Here's an example the basic Email with content included directly:

From: Michael Ehlerl & Coco Fossland [info@blipstudios.com] Sent: Sat 1/14/2006 4:41 PM
To: Coco Fossland
CC:
Subject: The Incredible Create Audio Now Academy, Twelve Steps to Landing Your First Audio Product Sale!!

[The Incredible Create Audio Now Academy, Twelve Steps to Landing Your First Audio Product Sale!!
By Coco Fossland and Michael Ehlerl Co-Creators of The Incredible Create Audio Now Program www.createadudionow.com

Step #1 - Make a clear decision to create an audio product

Coco, the journey to creating an audio product begins with proclaiming your decision to create an audio product! While it might sound obvious, without your absolute commitment, focus, and passion, your audio product will have a hard time making it off the ground.

This is why in the Incredible Create Audio Now Academy, we always begin with the important step of making a clear, powerful choice to bring an audio product into the world.

To make your decision, follow the written exercise below.

WRITTEN EXERCISE:

1. Name five reasons you would like to create an audio product.
2. What subject(s) would you like to explore in an audio product format. List 5 possible subjects.

Create Auto-Responder Content

- Here's an example the "email with a link" format:

Sent: Sun 1/15/2006 6:10 PM

From: Coco Fossland [coco@worldchangingbusiness.com]
To: coco@cocofossland.com
Cc:
Subject: Welcome! The Heart-Centered Client Attraction System

The Heart-Centered Client Attraction eKit, Six Simple Questions To Craft A 30-Day Client Attraction System That Magnetizes Ideal Customers... Right To Your Door!!

By Coco Fossland, Creator of The World-Changing Business System www.worldchangingbusiness.com

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Dear Coco,

It is my distinct pleasure to connect with through the FREE 30 Day Heart Centered Client Attraction eKit. Since you were someone attracted to this program, chances are, you are already a person who makes a positive contribution to others' lives all the time. I'd like to begin by honoring you and thanking you for the person you are and the contributions you already make.

My intention through this program is to support you in building a steady stream of clients in a way that feels authentic for you.

The Heart-Centered Client Attraction eKit will be delivered to you over the next 30 days in bite-sized packages.

Today's module, the first module, is dedicated to "Laying The Framework Of Heart-Centered Success" by identifying where you are today, setting 3-month goals.

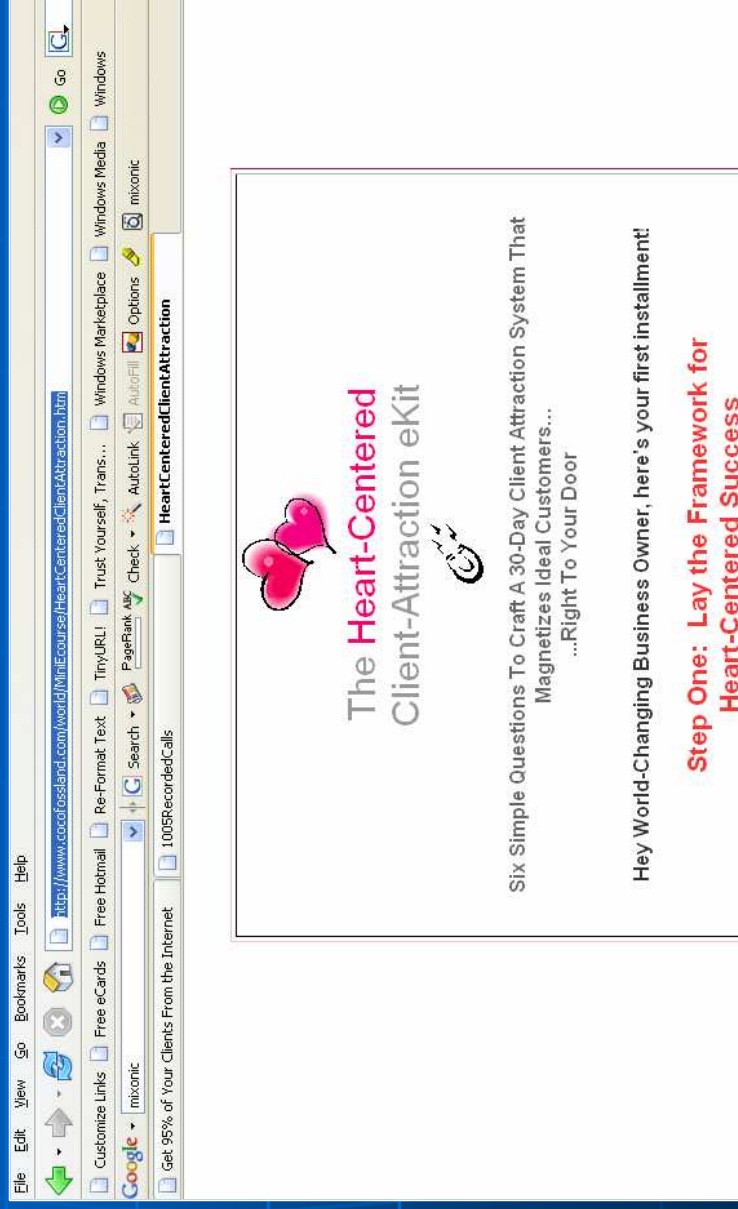
To obtain the first module, click on or paste the following link into your web browser:
<http://www.cocofossland.com/world/MiniEcourse/HeartCenteredClientAttraction.htm>

The Heart-Centered Client Attraction Program is part of the World-Changing Business Program, which is dedicated to supporting business owners in making a positive contribution to the world.

Respectfully,
Coco Fossland

Create Auto-Responder Content

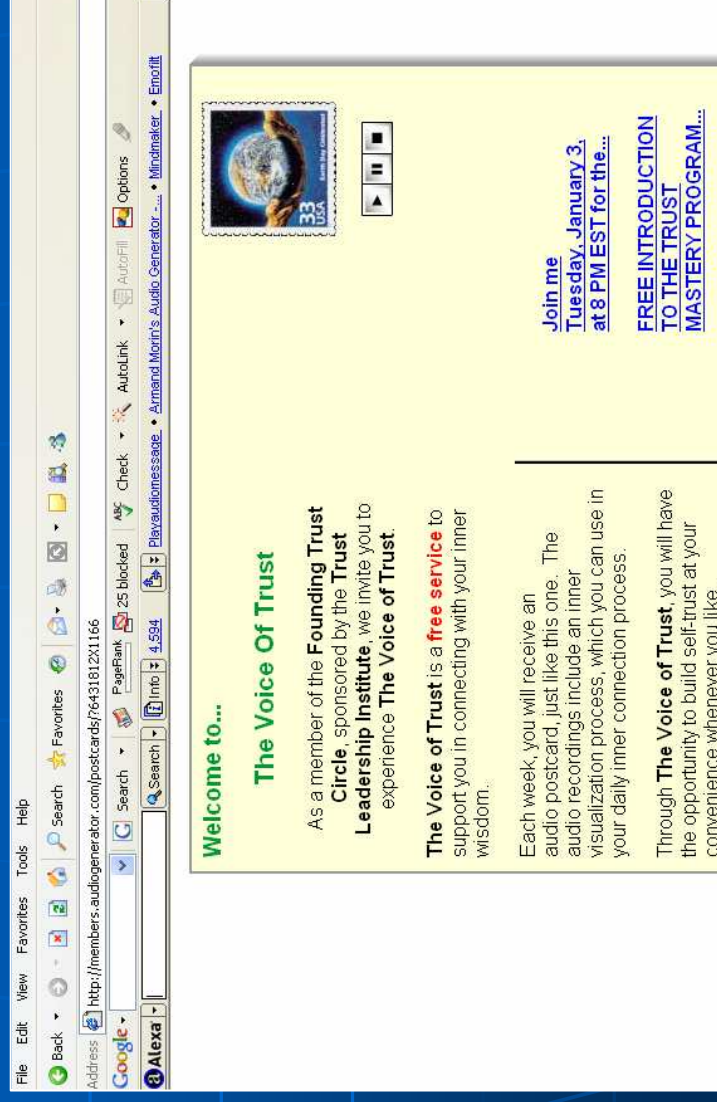
- Here's an example the "email with a link" format: <http://tinyurl.com/cmmut>



Create Auto-Responder Content

- Here's an example the "Audio Postcard" format:

<http://members.audiogenerator.com/postcards/?6431812X1166>



The screenshot shows a web browser window with the address bar containing the URL <http://members.audiogenerator.com/postcards/?6431812X1166>. The browser's toolbar includes buttons for Back, Forward, Search, Favorites, and Print. The main content area features a yellow background with the following text:

Welcome to...

The Voice Of Trust

As a member of the **Founding Trust Circle**, sponsored by the **Trust Leadership Institute**, we invite you to experience **The Voice of Trust**.

The Voice of Trust is a **free service** to support you in connecting with your inner wisdom.

Each week, you will receive an audio postcard, just like this one. The audio recordings include an inner visualization process, which you can use in your daily inner connection process.

Through **The Voice of Trust**, you will have the opportunity to build self-trust at your convenience whenever you like.

Join me
Tuesday, January 3,
at 8 PM EST for the...

**FREE INTRODUCTION
TO THE TRUST
MASTERY PROGRAM...**

The audio postcard itself is a 33-cent USA stamp featuring a globe and the text "The Voice of Trust". Below the stamp is a play button icon.

[worldchangingbusiness™](http://worldchangingbusiness.com)

Create Auto-Responder Content

- **Factors to consider when deciding on your format and layout**
 - Your Auto-Responder Outline – All the information you want to provide
 - Your customer’s buying process
 - Length of sales cycle
 - Price of the product or service you are selling
 - The level of value or completeness you intend to provide
 - Objections to buying
 - “Image sensory” expectations by your particular audience
 - Packaging
 - Features and functions
 - Quality
 - Look and feel
- They product or service you are selling
 - The features and benefits you want to emphasize
 - What is special, unique, and fabulous?
- Your timeline, goals, and budget
- Making it memorable!
 - Remarkable
 - Emotionally moving

Create Auto-Responder Content

- Based on those factors, decide the following:
 - The duration of your auto-responder series (30 days, 60 days, 90 days, 6 months, 12 months)
 - How many messages in your series (approximately)
 - The format: basic emails, emails with links to web pages, or emails with links to audio postcards
 - How can you make it memorable?
 - Remarkable
 - Emotionally moving
 - Unique