



AUTOMATION DOMINATION

how and why you need to implement automation in your business

AUTORESPONDER SETUP GUIDE



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AUTORESPONDER SECRETS

When setting up your autoresponder you need to make sure that you are including several elements to make your business automation as effective as possible.

You want to make sure that you are not leaving anything to chance, and that your customers and prospects feel good about the auto response that they are getting.

Simply stating that you got their message and you will be intouch is now outdated and not functional in the fast-paced world. You need to be proactive

Let's take a look at that you should include...



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B E D O R E



THANK YOU

Firstly, you do want to thank them for contacting you, because without them, you wouldn't have a business.

Let them know that you value the time they spent sending you the email and you, or your team will get back to them as soon as possible.

Let them know if it is urgent, they can send the message again and add urgency to the heading, and their email will be answered at our determination of the urgency.



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FAQs

Next, you want to provide a few answers to frequently asked questions.

This allows for your customers and prospects to get immediate answers if they are writing in about these topics. Update this list often so that it is current.

Make sure that you let them know that their email will still be answered, even if their question is answered in the FAQ section.

Let them know that if their question is not listed, that someone will be in touch shortly.



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B E D O R E



EXPECTATIONS

This step is super important.

You want to set expectations on when people can expect you to answer them.

List your business hours, the average response time, and who will be returning the email.

You want to make sure people know the turnaround time, and if you have a team working for you, that they will be the ones answering the emails in this inbox.

If it is your personal email, then you can state that you will get back to them and not your team.



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B E D O R E



CONNECTIONS

Sometimes people send emails because they want to be able to connect with you on a more personal and 1:1 level, so I would add a section to your autoresponder that lists the various ways they can follow you.

Link to your Facebook Page, Instagram, Snapchat, Twitter, and any communities that you run where people can get instant access to you and your content.

Also provide a link to an opt in, should they want to hear more from you.



CONTACTS

Lastly, if you are working with a task specific team, and this autoresponder is going on a general inbox, you will want to let people know who they can email for faster service.

Example: If you are looking to get Infusionsoft for your business you can contact courtney@courtneybedore.com and my assistant can set up a call for us to go over your business needs.

This gives clear expectations on who will contact the person back, and why they should be emailing them. You can have a whole list of them if needed for your business.



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AUTORESPONDER SECRETS

I hope that you will be able to take these tips and apply them to your own business to get the first step in business automation working for you.

If you have any other questions regarding business automation, please email me courtney@courtneybedore.com and I will be happy to help.



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FORMAT OVERVIEW

Thank you - Thank the customer or prospect for taking the time and sending the email.

FAQ's - A section including all of the frequently asked questions, so that the customer or prospect feels supported and instantly gets their questions answered.

Expectations - Give a clear timeline of when they can expect to hear back from you or your team. List your work hours and availability as well.

Connections - List the various ways that they can get in touch with you, or follow you.

Contacts - List your team members and the roles and tasks that they are responsible for, and state that if they request requires quicker action than it's best to email these people based upon which category they fall into.



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Courtney Bedore

:: automation strategist ::

If you have any further questions about automation or autoresponders that I have not answered in this training, please reach out.

I can be reached by email at courtney@courtneybedore.com

If you are interested in getting Infusionsoft for your business you can book a call here: <http://meetme.so/want-automation>



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