

Autoresponders and Content Delivery

All of your content will be delivered by way of an auto responder. This is a web based application that collects and is able to segment all the new people coming onto your list.



MailChimp is free for your first 500 subscribers

You should not do the launch or begin the content carousel or begin the content carousel without an auto responder.

There are a few of them that are free.

I have often recommended MailChimp because as long as you have 500 people or less on your list, it's free. But if you want all the features and want to grow your list, then you'll pay ten dollars a month.



AWeber may have the best deliverability

For another \$10 a month you can get AWeber.

Some say they have the best deliverability in the business. I used them for a long time and can recommend them highly. Even if your list grows into the tens of thousands AWeber can grow with you.

Your autoresponder is all about managing when people see what they see, based on automation or manual control. If automation, it's based the date they opted in. If manual control, then it's based on the dates you release the content.

And remember we talked about the opt in form? Both AWeber and MailChimp allow you to create opt-in forms that a program like lead pages can turn into a two-step opt in form.

And I think that's critical to collecting as many names as you can from the people who visit the landing page.

So here's what you'll do in your autoresponder.

First you will set up a list of people who opt in to receive your lead magnet. Those are the people who will be watching your launch videos.

Then you will write a series of emails that you will release on the timetable we talked about previous video.

Then you will set up one more list of buyers. The reason for this list is that you don't want sales emails going to people who have already bought.

Next you will create an opt in form for your lead magnet. Some people say not to ask for a name. Don't listen to them. Ask for a name and an email address. That way you can write to them in a more personal way for the rest of the time they're on your list.

When you've finished the opt-in form, your autoresponder will give you a little bit of code. You can put that code on your website, but a better idea is to use a solution like LeadPages or OptimizePress and set up your lead magnet on one of those pages.

Either of those will be able to take the code from your autoresponder and instantly create a nifty looking opt in box.

The next piece is give people some way of buying. The fastest way to do this at no cost to yourself is to simply use PayPal. Inside PayPal you can set up the products, the pricing, and get a button that you paste onto your sales page.

And that's all there is to it. You're now ready to launch.