

# Email Marketing

Your Quick Start-up Guide

WU 2.0



## **Autoresponder Quick Start-up Guide**

Welcome to the Wealthy Affiliate Autoresponder Quick Start-up Guide. In this guide you are going to learn about getting started with Email Marketing and how you can literally take your online earnings to a new level by implementing specific techniques.

Building a mailing list is on the top of many Internet Marketer's "to do" list and it should be. We get a lot of questions about building opt-in lists and how to choose a good Autoresponder that will enable you to utilize the power of Email Marketing to its fullest. If you want to monetize the traffic that your website receives, the best and most cost effective way to do this is to start building an email list from your website visitors. However, before you get started you need to know about a tool called an "Autoresponder" that will make your efforts literally effortless!

## What is an Autoresponder Anyway?

An Autoresponder is a service that allows Internet Marketers to collect the names and email addresses of their visitors. You can literally cut and paste a few lines of code from your Autoresponder and start building an opt-in email list in a matter of minutes. There are a lot of very smart programmers out there and you may be one of them. Why would you want to pay for an Autoresponder service if you could just collect the email addresses and names of your visitors on your own? Well, the answer is that Autoresponder services such as [Aweber](#) are very complex and offer value worth thousands of times more than what the service costs.

We've spent a lot of time refining our techniques for building opt-in email lists and have come to the conclusion that a good Autoresponder will be the difference between a big list, and a tiny one.

As an owner of a website you need to be creative and offer value to your visitors who sign up to your opt-in lists, and to do this, you need the functionality of a good Autoresponder. With the click of a few buttons, you can setup your mailing lists so that every subscriber gets the same series of mail outs. Or, you easily make sure that everyone that signs up to your list gets a BONUS that you've offered them. The Autoresponder service is the tool that will enable you to do this easily, and quickly.

No one wants to spend hours manually organizing their email lists. Image how long it could take hours to send out a single email to 100,000 people without the process being automated? An Autoresponder can do this in a matter of minutes, and ensure that your emails are not caught by the spam filters.

If you are one of the Internet Marketers who has signing up to an Autoresponder on your "to do" list, now is the time to get started. Yesterday would have been better, but today is always better than tomorrow. The sooner you start building your opt-in list, the sooner you'll be able to build relationships with your website

## Do These Look Familiar?

These are two examples of Email Marketing forms that we've created using the code from our Autoresponder. Pay close attention to the "Name" and "Email" fields and the button. These fields, along with the button are handled by an Autoresponder when your website visitors sign up to your email list, the Autoresponder takes care of organizing their information so that you can work with your subscribers in the future.





## Why Should You Build an Email List?

So, what if you haven't thought about signing up to an Autoresponder service? That's ok. We're going to tell you exactly why you should, and how it can benefit your Internet Marketing endeavors.

We've been Internet Marketers for a combined 9 years, and if we can define a turning point when we went from making "Good" to making "GREAT" money it we would define the moment when we signed up to [Aweber.com](http://Aweber.com) and started building our email lists.

When we started adding simple follow-up email sequences to our websites, our profits doubled. When we implemented a few more advanced, our profits sky rocketed. The point we're trying to make is that having an Autoresponder helped to take our business to the next level. We can't stress this enough. Building an email list and having an Autoresponder is not a Technique, or a Strategy that may or may not work for you. It always works and will work for you if you get started with Email Marketing.

Email marketing is one of the easiest ways to make money online, but very few people actually know this. Take our advice or the advice of our members at [Wealthy Affiliate](http://WealthyAffiliate) who are earning \$50,000+ per month and who are building email lists. They will all tell you that there is huge power within mailing lists.

If this guide can even get you to "Think" about getting started in building an opt-in list and signing up to an Autoresponder service it will have achieved our goal. We're passionate about everything that we do as Internet Marketer, and young entrepreneurs. We're also the most honest and down to earth people you will ever meet online, or elsewhere. We are telling you right now that signing up to an Autoresponder could literally change the way you make money online.

You get the point though, let's get into the guts of this guide and tell you how to get started with an Autoresponder.

## Our Recommendation

There are a lot of Autoresponders out there, but if you're looking for a very cost effective and highly functional service we highly recommend using Aweber.com. Upon signing up to the service you will realize why we make this recommendation.

### [Click Here to Get Started Now!](#)

With the click of a button and 1 minute of your time you can setup your very first email list. Upon creating the list you will have the ability to quickly grab some code and add a form or pop-up to your website. The service is absolutely flawless and it allows you to do so many different things.

aweber communications

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ce we started using EBER, we have linked our b Site to the Autoresponder tem and since we know the ow up is in place, **we have time and confidence to rle individual requests and er aspects of the business.**

- Barry Gruber

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You can literally create your first email list in a matter of minutes after your sign up with Aweber. To get started, click the "Order" button on the top-right

**Learn About the Most Reliable, Easiest, Cost Effective Tool to Capture Visitor Sign Ups, Send Unlimited Follow Ups and Newsletters Increasing Your Profits.**

**Join Thousands of Others Who've Discovered AWeber's Unlimited Autoresponders, Follow Ups, Newsletters, and Toll-Free Expert Customer Service with 8+ Years of Experience.**

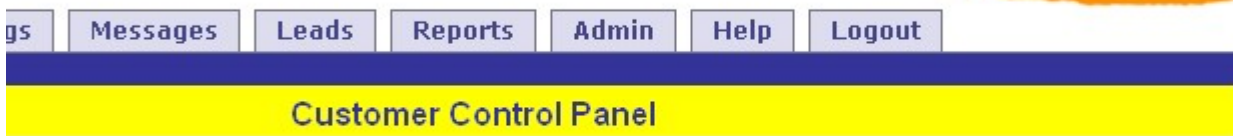
**Why Choose AWeber's Autoresponder?**

- Experts state it often takes 7 or more messages before prospective customers make a purchase.

## FREE Technique To Help You Get Started

Here's a tip that we have used that literally doubled sales on many of our websites and it can be added to your website in literally a few minutes once you've signed up with [Aweber](#).

Step 1: Create an email list for your website by clicking on the "Create & Manage" link within Aweber.



Then:



### Manage Lists:

Choose one of the highlighted packages below that can have new lists added. A new list will be set up for you within th all of your packages are full, then no new lists can be added.

### Packages:

Pkg #	Package Name or List Name	Actions	Included Lists
290842	Unlimited Autoresponders	<a href="#">Create New List</a>	Unlimited

## FREE Technique To Help You Get Started: Step 2

Once you have created your first mailing list, you want to create some follow-up messages that your subscribers will be sent automatically when they sign up to your mailing list:

### Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 3 messages. Click line of the message you wish to edit or "Create message" to add another follow up message.

Actions:

Mesg	Interval	Type	# Att.	Modified	Click Tracking	Subject	Spam?	Test
1	0	Text/HTML	0	12/05/06	On	<a href="#">Your First Follow Up Message</a>	0.2	<a href="#">Test</a>
2	4	HTML	0	12/05/06	Off	<a href="#">Your Second Follow Up Message</a>	2.6	<a href="#">Test</a>
3	4	HTML	0	12/05/06	Off	<a href="#">Your Third Follow Up message</a>	2.6	<a href="#">Test</a>
						<a href="#">Create message 4</a>		

### Step 3:

Create 3 follow-up messages like in the screenshot above so that everyone who signs up to your email list will get the messages in the sequence that you define. Make sure to include your website address within each follow-up email that you create. That will give your visitors a direct link back to your website where they can purchase, or get more information about a product. By implementing this technique you can easily double your sales.





## Why This Technique Works

This technique works very well because it allows you to contact your subscribers with pre-written emails telling them about your website or about products that you are promoting.

## How Much Can a List Be Worth to You?

Creating an opt-in email list can be worth literally thousands of dollars a year to you, and as time passes your list becomes more valuable. The power of a mailing list lies in the fact that you can contact your subscribers over and over again, building relationships. Using an Autoresponder can automate this process so that you don't need to spend hours sending out messages to your list.

If you can create a good relationship with your list, a single mail out will pay you up to \$1.00 for every subscriber who opens your emails.

Let's suppose you can get 30 of your website visitors to subscribe to your email list everyday. This amounts to well over 10,000 email addresses each year. With a list with 10,000 subscribers, if you can get 50% of these people to open your email each time you use your Autoresponder to send them a message, you can earn up to \$5000.00 for a single email!

Aweber allows you to create automated follow-up messages like we talked about previously, but you can also send broadcast messages to your list anytime you want! Broadcast messages can include promotional content or links to your affiliate websites where you earn your commissions. A good list will yield \$1 per email read, and by getting only 30 subscribers a day, after a year, you could be raking in \$5000.00 in sales per email!

Can you see the potential?



## So, How Does This All Sound To You?

Opt-in email marketing is being used by EVERY top Internet Marketer and is earning them thousands of dollars every day. The technique that we've just told you about is great, but there are many techniques that you can use to hit the Hot Buttons of your visitors and get them to purchase at very high rates. How would you like to make a sale every 10 clicks? These are the kinds of conversions you can expect if you have a good list.

The question though, is how do you get a Good list? How do you build positive relationships with your visitors and take your profits to the next level

This guide is the most complete email marketing program available and has helped members of our WealthyAffiliate.com community double and in many cases triple sales on their websites. Email marketing is NOT rocket science, and it won't cost you more than a few dollars a month to implement into all of your websites.

**To get started you will need an account with Aweber**

**[Click Here to Signup](#)**

We want you to earn money online and email marketing is a great way to take your Internet Marketing profits to the next level. If you are looking for a step-by-step guide that will teach you exactly how we earn thousands of dollars a day online using email marketing techniques, visit: [www.insidethelist.com](http://www.insidethelist.com).

On another note, if you are wanting to work with us (Kyle & Carson) you can join our exclusive Wealthy Affiliate program. You can learn how our members are fast becoming the best Internet Marketers on the net. [www.wealthyaffiliate.com](http://www.wealthyaffiliate.com)



## A Note From Kyle & Carson

If there is a single thing that you have learned from this guide, let it be that that email marketing is the “Next Big Thing” in the world of Internet Marketing. Although thousands of top Marketers are using email marketing techniques, there are literally hundreds of thousands of people who are not. Are one of them?

As long as you are aware of the potential of implementing email marketing techniques, we’ve done our job. Hopefully you will look back one day on this guide and say to yourself “Oh Yeah, Kyle & Carson told you about this”.

To Your Profits,

Kyle & Carson

The Wealthy Affiliates

[www.wealthyaffiliate.com](http://www.wealthyaffiliate.com)