

"3 Autoresponder Secrets To Exploding Sales To Your Opt-in List!"

By Keith L. Jones of [Internet Business Toolkit](#)

How you use your autoresponder will determine whether you succeed or fail with your Internet Business!

Look, I'm not messing about here - that wouldn't do you any good now, would it!

I like to shoot from the hip and today's article is no different.

Use your autoresponder wisely and it will generate tons and tons of sales. Mess up and you'll lose both sales and clients.

Want to know the 3 secrets to Success? Then read on...

There's no doubt that having a highly targeted opt-in list is crucial if you're to succeed on the Internet.

It's undoubtedly the number one thing to work on with your Internet Business.

However, having a great list is only the beginning!

Once you have your list of eager and enthusiastic subscribers, how are you going to keep them happy?

One thing for sure, if you upset them it only takes a click for them to unsubscribe from your list.

So, it's important to keep them happy and keep them wanting to buy from you!

OK, list building is crucial. We've already established that!

Keeping people happy is also essential. We've also established that!

But how exactly do you keep your list happy?

Here are my three secrets to opt-in list success:

- **Keep your autoresponder messages fresh and up to date.** Get yourself about one month ahead of your subscribers. That is, you need to have messages added to your autoresponder to cover the next 30

days. Each week, add new messages to cover a whole week. That way, you won't feel rushed and you can take a vacation and still have your autoresponder work for you.

- **Make your message title stand out from the crowd.** There are many techniques - capitalise the first letter of each word, include the clients first name, use white space, use long headings so they get shortened and have ... added to the end. Use your initiative. Join my list - there's a link at the bottom of this article - and see what I do!
- **Don't overdo it!** I've signed up to lists that bombarded me with 2, 3 or more emails every day. You can bet it didn't take me long to unsubscribe! Send emails 3 or 4 times a week. Occasionally send more for a short period, especially when people first subscribe... but never more than one email a day, unless there are exceptions

There are lots more things to think about when it comes to building and maintaining your list, but do these three things and your autoresponder will become your most successful employee!

To your continued success!



Key Resources

[List and Traffic - Jimmy D Brown](#)

[How To Build and PROFIT From Your Own Lists - Mark Hendricks](#)

Click on the links above for more information.

Keith Jones, author of How To Build An Internet Business, is an Internet Marketing Entrepreneur and Life Improvement Coach.

Look out for more articles coming very soon. If you want more information about building your list and other Internet Marketing tactics, visit <http://www.internet-business-toolkit.com> where you can download tons of free information.