

MONEY ONLINE BLUEPRINT

What You Need To Know About
The Autoresponder

The Ultimate Blog Training Package
How To Quickly Make A Full Time Income Blogging

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Introduction

An autoresponder is an online service that you subscribe to that enables you to build an email list and send emails to the subscribers that opt into your list. They will be opting into your email list from several different places, including: -

- Various locations on your Niche site / Blog
- On your landing page that you set up

You will be driving traffic from Pinterest and Google to your site. By having opt in forms on your site means that you will be getting subscribers added regularly that you can send a pre-set series of email messages so that you drive that traffic back to your site.

You will also be driving traffic from Facebook and Pinterest to your landing page to get people to want your lead magnet and opt into your email list.

What An Email List Can Do For You

An email list is an essential part of a successful marketing business. The fact that you are building a Niche Site / Blog, means that you are creating a marketing business, and you are marketing your site. To have an email list means that you will need to have an autoresponder.

It is possible to be successful carrying out all the aspects of the business and leave out the opt in forms, lead magnet and autoresponder side of the business. If you do decide to leave that part of the business out though, you will be hindering your opportunity to achieve the highest level of income.

By having an email list / Autoresponder, means that you will be able to do and achieve the following to enhance the traffic and income of your site: -

- Tell your subscribers about other posts on your site. By adding a link to posts will mean that you will increase the amount of traffic you get to your site. This will increase the income and the value of your site
- Tell your subscribers when you have a new product for sale
- Tell your subscribers about any affiliate product that you think will be of interest
- Keep your subscribers engaged with you to build relationship. Subscribers will likely buy from you if they have a relationship with you
- You can email your list when ever you create a new post. This will increase traffic and potential income. In addition to that, the traffic will help trigger rank increase in Google because you will have high quality signals coming to your site. You can also ask your subscribers to click on the social “like / share” buttons on your site which can help increase more traffic

Which Autoresponder

Unfortunately, not all autoresponders are equal.

Autoresponders can range from great to awful. A great autoresponder will have excellent deliverability and will also be simple to use. An awful autoresponder will typically have a poor deliverability, which means that the emails may or may not get delivered or they may end up in the junk folder for example.

With an autoresponder service, you should NOT buy on price, but rather, reputation. The best autoresponder available is

Aweber. It has been and probably always be the industry leader. They offer the following: -

- Free plan available
- Competitive pricing for Pro users
- Best deliverability in the industry
- Simple to use

The next module is all about the autoresponder. I have placed this introduction in this module because you will need to start to think about your lead magnet, email list and autoresponder.

The next module is based around Aweber and shows you how to use and set everything up. If you choose to use a different autoresponder, the principle is the same, but the set up will be different.

Here is the link to Aweber so you can get a FREE account for up to 500 subscribers: -

[Click To Get Your Free Aweber Account](#)

Conclusion

Sign up for your free Aweber account now. It is simple and fast to do, and then you will have that in place ready for the next module.