

# MONEY ONLINE BLUEPRINT

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Essential Information About  
The Autoresponder

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

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# THE AUTORESPONDER

The autoresponder is the most powerful income generating machine when used correctly. It is your means to be able to store email addresses of the people that have requested to be on your email list and to send them emails as and when you want.

With an autoresponder, you can set up a sequence or a campaign of emails and set each to be sent at a specific time after the subscriber opted in to your list.

The automation of your sequence means that you can line up a series of emails that will help your subscribers get to know you and where you can pitch your product or service at the time when they are most likely to buy. They are most likely to buy from you when they have had a chance to get to know you.

Later in this module, you will find a couple of PDF's that you can download that will show you some specifics to do with your initial email sequence.

This document details essential information you should know about the autoresponder and email list management.

# AUTORESPONDER LIST CLEANING

## Remove Bad Email Addresses

When people opt in to your list on your site or funnel opt form, they will enter a real or fake email address. A lot of autoresponders allow you to set your settings for either single or double opt in. This means that if you set your autoresponder to single opt in, anyone can enter any email address and immediately get access to your lead magnet product. There are good reasons for setting your autoresponder to single opt in, but it will mean that you will have a much higher amount of bad emails.

If you are using the Builderall platform as your autoresponder, you won't have the problem with single opt in because they don't allow it. They only let you set for double opt in which means that the subscriber has to enter their email address and then go to their email address to confirm that they want to opt in. Once they have confirmed by clicking on the confirm link in the email, they get taken to the funnel where they can purchase or not purchase and simply get the lead magnet you promised.

If you are not using Builderall, you will need to regularly check your subscribers email addresses for the following: -

- Spelling addresses ([steve123@mgail.com](mailto:steve123@mgail.com))
- Obvious fake addresses ([spam@gmail.com](mailto:spam@gmail.com))
- Missing characters ([simon'yahoo.com](mailto:simon'yahoo.com))

It is better to remove addresses that are bad / wrong than to ignore them. Those emails won't be delivered and the more emails that are attempted to be delivered that can't be will damage your reputation. A bad reputation may result in your email address as a sender not being permitted to be received by some email receivers on the basis of reputation. As a result, your delivery rate will drop which will affect your potential profits

## **Managing Complaints**

Complaints from people that receive your emails are inevitable. Sooner or later you will get a complaint. Subscribers can forget who you are, especially if you don't email very often. This is the number 1 reason for complaints, because they forget who you are because you don't regularly mail out and they think you are a spammer when you do mail. You should be mailing at least once per week or at the very most, once every 2 weeks.

Another reason for complaints is because either people complain instead of unsubscribing, or they unsubscribe and complain.

Other people may be troublemakers and are regular complainers.

When ever you see any complaints in your inbox, you should remove that or those individuals from your list. They may well have unsubscribed, but if they haven't, remove them.

## **Managing Soft & Hard Email Bounces**

Emails may bounce for a number of reasons. There are hard and soft bounces. Either way, a bounce is when an email fails to deliver. A hard bounce is when the email address will never receive an email. Different autoresponders flag hard and soft bounce differently, but a "hard" or "permanent" bounce address needs to be removed from your list.

A "soft" or "temporary" bounce may be due to an email server being down, or the email inbox is full for example. You should keep an eye on temporary bounce. If it bounces once with a soft / temporary bounce, just leave it. If it bounces a 2<sup>nd</sup> time, remove the email address.

ISP's monitor your bounce rate. If your bounce is not the standard it should be, it can affect your future deliverability.

## Removing Inactive Subscribers

An inactive subscriber is one that never opens your emails. They may have opened them initially, but if they have not opened the last 5 emails or if you only mail out once per week, if they haven't opened any emails after 1 month, you should remove them from your list, or preferably, try to reengage them in a reengagement campaign.

A reengagement campaign is where you add subscribers to a campaign you set up to try to get them interested again. It is a separate set of emails that the subscriber receives. It may be an email with an offer like this: -

### **My Gift To You - No Cost!**

The campaign can be 1 or more emails. The idea is to get them opening your emails. When they bite and open your emails, let them complete your reengagement campaign and then add them to your offer sequence, or keep them on your list.

If the subscriber doesn't open your reengagement emails, remove them from your list. If you send out emails and those emails don't get opened, it damages your quality score of your email address. A damaged quality score will reduce your deliverability score and your profits and success will be affected.

## CONCLUSION

If you manage your autoresponder email list, you will improve the standing of your email address amongst the ISP's. It is very important that you keep this up. If you do, you will increase your success rate and your profits.

All the Best

*Chris Cantell*