Title:
Do Your Autoresponders Drive Your Customers Crazy?

Word Count:
911

Summary:
Writing chained auto-responder messages to sell a product is a good idea in principle, but in

A chained auto-responder is a sequence of emails that gets delivered automatically when someor

It is used in marketing to deliver mini-advertisements, teaser courses, demo extracts, testime

Keywords:
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Article Body:
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There are three main problems with chained auto-responders. Avoid these, TEST your linked aute

Problem No. 1 - No Content Beyond Selling

This is THE most VIOLENTLY annoying class of chained autoresponders - message after message fr

What marketers who don't THINK seem to forget is that folk who own and manage PCs and email ar

They can read and write, you know, and they are not IDIOTS.

After two or three repeats, they will immediately delete such messages from their inbox and pr

That's not what the marketeer had in mind, I should wager ...

Problem No. 2 - Too Little Content

I remember one "mini course" which contained nothing but teasers and virtually no useful infor

Once again, look, marketeers!

If you want people to "try" the product, you need to give them at least a little taste of it.

Don't hold the glass with the sample wine under their nose, and when they reach out, oops, tha

This is just ANNOYING, it's even dishonourable and an angry person does not make a good custom

Problem No. 3 - Too Much, Way Too Much ...

I subscribed to another auto-responder teaser mini course just a few days ago, and here, the f

In their desire to have it be known how marvellously content packed the main item was, they cr

Gee.

Now I don't know about the rest of the planet, but I'm actually quite a busy person and I get

I try and cut down the time I spent on dealing with email because it does get out of hand, and

I took just *one look* at the plethora of writing and went, "Oh god, I don't have time for tha

Have you ever left a non-priority email for later ...?

Yeah, you know what I mean.

But then, the very next day, the 2nd instalment arrived. I opened it and damn me, there's anot

I hastily closed it, feeling guilty and moved on.

But then, No. 3 arrived - another book length instalment. I just couldn't handle it anymore.

I deleted the lot.

Now that's a terrible shame because there may have been valuable information I never got, and

So, here are my suggestion for chained auto-responders copy.

1. Head it with, "Busy? Save me! I contain important information!" or words to that effect.

2. Keep it SHORT. Pick out ONE USEFUL thing and just - tell me THAT. So I can glance at it and

3. Keep it TOTALLY FOCUSSED on the product you are selling. I'm on autoresponders where you wo

4. Give people a chance to keep up. Space your messages three days, don't inundate us. Or bett

My last tip on chained autoresponders is as follows.

Subscribe yourself to OTHER PEOPLE'S efforts.

Don't look at them as a marketeer would, but as though you were a human being in front of thei

You can learn what pleases and what works, and what doesn't.

Mark out to yourself what you like and use this in your own efforts, and avoid what really tur

Lastly, keep working at your chained autoresponder copy until you have something that really w

They are a great resource - if handle them right.