

# 10 MINUTE GUIDE: AUTORESPONDERS

- 1** An autoresponder is an online service for building an email list of people interested in your work, sending them newsletters, and automatically delivering emails at set times.
- 2** Building an email list is one of the most valuable things you can ever do for your fledgling business: the bigger your list the more money you can make. Start now!
- 3** Because of anti-spam laws, it's very hard to move autoresponders so start with a good one.
- 4** The best autoresponder for beginners is aweber costing only \$19 (£12) a month for up to 500 email addresses. It's professional quality and yet is easy to use.
- 5** First signup for an account at <http://introduction.aweber.com>
- 6** Then inside aweber, create a web signup form asking for just 2 things: the person's first name and their email address.
- 7** Log into your wordpress site and install aweber's widget to make it easy to use your signup form. There's a video here: <http://bit.ly/aweberwidget>.
- 8** Congratulations you now have an email list that people can sign up to even while you're asleep! Now log back into aweber and write a 'Follow Up' message to automatically send a friendly welcome message as soon as a new person signs up.
- 9** To send a newsletter to your list (which you might want to do weekly or monthly), use a 'Broadcast Message'. (Aweber's help pages contains good, simple videos for all these topics).
- 10** To encourage more people to sign up to your list, give them a free gift! Eg create a PDF with useful information (perhaps something like this 10 point list), and include a link to it in your welcome email. Then next to the signup box on your website instead of saying "Sign up for my newsletter" you can say, "Get my FREE 10 point guide to [your topic] and other useful tips – just enter your details below"

**And if all that sounds too technical for you, hire our tech expert Jason Kruger to set you up. Just email him on [jason@jasonkruger.com](mailto:jason@jasonkruger.com) to find out more.**



## Academy members around the world

*We have a Eurocentric demographic in the Academy plus a handful in the US and Canada, 4 people in and around Sydney and one in Hong Kong.*