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**AutoResponder**  
**Secret Courses**  
How to Put Your Business



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The mouse pointer will change shape. When it changes shape, press and hold down your left mouse button, and drag to your right. This opens the Bookmark area.

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## About the Authors

### **Patty Baldwin and Teresa King**

**Patty Baldwin** brings an extensive background in sales and marketing to the Internet Community. She spent 15 years in the Better Business Bureau System, serving as Vice President with her local charter as well as serving at the national level. Her sales and management expertise led her to accepting the challenge of advertising director for a small, start-up community newspaper. In six months the paper increased revenue by over 400%.

Patty currently operates several successful online businesses but her passion is sales copy writing. In her words, "My experience serves as a testimonial to anyone who chooses to make the transition from the standard corporate world to working at home. The Internet has dramatically changed the way we do business and companies ignoring this paradigm shift will simply be left behind and many will go out of business."

**Teresa King** brings the background of the jack of all trades, from waitressing, ballroom dance instructor, secretarial, real estate salesperson, escrow secretary

and freelance writing. She is the mother of three sons and grandmother of two tiny ones at this writing.

Teresa has made her online presence with a bang. Her goal was to be able to work for herself and not have any "grumpy" bosses. After struggling and learning every aspect of online business, she began helping others.

In 1999 she realized that there were many people who needed guidance and solutions to their efforts in online marketing and began sharing her knowledge through forums, help ebooks and membership sites. She currently juggles several websites and is the author of many eBooks on the net consisting of marketing ebooks and historical romances.

**Ezine Marketing Made Easy**

**Profit on the Net for Beginners**

**What Did Mama Forget to Teach You**

**Gas up to Lose Fat**

**Havenwood**

**Plantation Morning Glory**

**White Oaks**

and now. "**AutoResponder Secret Courses**" with  
Patty Baldwin.

Teresa states, "This is truly my first co-authored work, and I must say I admire Patty Baldwin. Whatever book Patty decides to write in the future, I will endorse it!

I have found working with her very refreshing. She is motivating and very knowledgeable in how the business world works."

## What are Autoresponders?

Autoresponders are an automated email system that you set up on your website.

When your visitor stops into your site and surfs around, he/she may not purchase from you, in fact.....they might just walk out.

Hey, you spent time and effort to get that potential customer to your site. Don't let them leave without offering them something that will get them to leave their email with you!

**That is what an autoresponder can do.** Once you set it up and offer your visitor a free report on the subject they are interested in, (after all, they came to your site, so the interest is already there) you set it up so they can get that free course sent to them by mail, and **you never have to lift a finger!**

Imagine having a sales rep that works for you 24 hours a day, 7 days a week, all over the world!

In Network Marketing, Affiliate Programs, Direct Sales or any Sales position, a follow up system is one of the most crucial tools to insure your success!

Imagine having a system in place that distributes your sales message to interested parties then follows up and



provides you with the email address of the person requesting information.

An Automated Delivery System will immediately deliver powerful messages to your prospects. Messages designed to build your credibility and establish rapport with your prospects, leading them to purchase from you!

**What if you could devote more time to actually marketing your business?**

Well, now you can do just that with the amazing power of autoresponders!

This ebook will teach you, where to get an autoresponder, how to write and design one, PLUS it comes with 7 generic courses for you to edit and use anyway that you please.

These courses come with a beautiful report cover graphic that will make it easier for your prospect to decide to give you his email.

## **How and Why They Work**

Autoresponders can be viewed as a form of auto-suggestion. Much has been written about Neuro-linguistic Programming and Auto Suggestion as therapies. The practice of "subliminal advertising" is very controversial among some circles of academia.

Whatever your personal viewpoint might be, there is no doubt whatsoever that repetitive action results in a resultant reaction.

Subliminal suggestion is used every day. You invite it into your home with the turn of a dial or push of a button and 'voila there is your electronic friend, the television.

Quick. . .what do you think of when you see the words, "Just Do It?" How about "Golden Arches?" Geico Insurance have branded themselves very well with the "gecko."

The word "Yahoo" will forevermore be associated with the Internet as opposed to a word signifying joy and excitement. And, if you are old enough you'll remember Mr. Whiffle telling you "not to squeeze the\_\_\_\_\_."  
(Charmin)

"Got Milk?" "Where's the Beef?" or "Reach out and Touch Someone!"

This is where the use of autoresponders can bring you in to the same powerful arena of advertising that the "Big Boys" use.

Your message delivered consistently and persistently over a period of time will give you the same results as Coca-Cola!

But, it can't be exactly the same message every time. You'll "turn off" and "tune out" your prospects before they ever become customers. Persistent, consistent follow-up with fresh, new and compelling messages about your product or service and the benefits is what you need to reach for.

Notice that we said "benefits" not features. Features are okay and should be listed, but benefits are what sells the product.

When you follow up with your prospective customer and continue to use your name/your product, the message gets across. Most people do not buy right away unless they were sent by word of mouth, those are the rare exceptions. A stranger has come to your site, you need to make them feel comfortable with you,

and the more they see your product and your name, the more comfortable they will feel.

Did you know a decent website, with decent sales copy usually gets about 4 sales out of a hundred visits?

Think about it. You are advertising to get those visits, you are spending time and money. Offering a free autoresponder course can convert many of those that surf in, take a peek and then surf out. Capture them!

You can spend hundreds and hundreds of dollars on a computer, a web site and excellent copy. But, if you don't follow up with the visitor, you are throwing good money away.

And that, our friend, is where the "mega million dollar" advertising agencies have the Big Boys right where they want them. Auto-suggestion. Repetitive messages delivered again and again until it is almost an unconscious activity to make the purchase.

Furthermore, the best part of all is that it's all done by the latest technology. Your automated sales rep works 24 hours a day, 7 days a week. Doesn't take a break, never calls in sick and works for pennies.

Internet marketing is great fun and profitable, but you rarely have an opportunity for interaction. This is why repeated follow up is so powerful. When your prospects

hear from you again and again in a non-threatening manner you become credible, trustworthy and you can also give a healthy dose of motivation.

Many marketers will tell you that your prospects must hear from you numerous times before they actually buy. In fact, here are some statistics about the importance of following up from the Association of Professional Salesmen and the National Sales Executive Association:

2% of sales are made on the 1st contact

3% of sales are made on the 2nd contact

5% of sales are made on the 3rd contact

10% of sales are made on the 4th contact

80% of sales are made on the 5th-12th contact

Without an automated autoresponder, you are dropping the ball.

You can spend hours, days and months designing the perfect website.

You can spend hundreds and even thousands of dollars on your ad campaign.

But, if you don't do your follow up, kiss it all good-bye!

If you want to change the environment of the Internet and set yourself apart from others, it's really very simple.

Be warm, make yourself available and by all means follow up! It's absolutely crucial in the world of e-commerce because you will usually never meet your prospects face to face. Keep your name in front of people so they will not forget you.

Brand yourself online with your Automated Delivery System!

## How and When to Use Them

The application of autoresponder usage depends on what result you are looking for.

Let's look at a few situations.

1. A prospect visits your site and makes a purchase. This one is the ultimate "no brainer". You send a thank you letter with download instructions via your autoresponder. You follow up at regular intervals to insure customer satisfaction and to slip in a message about another product.
2. A prospect visits your site and does not make a purchase. You, however, are a consummate professional and have strategically placed a "free offer" that catches their eye. Of course, to gain access to the free offer, one must request it via your autoresponder. The prospect is now "in the loop" and you can lead him/her gently through a series of well-crafted, gentle nudges to an ultimate purchase.
3. Use autoresponders to deliver training material. A sequential training package can be sent one step at a time rather than dumping an overload

of information on someone who is already  
confused. The right information at the right time.

These are just a few of the uses for autoresponders.

We are sure you can come up with many more.



## **How to Write Autoresponder Messages**

Writing an autoresponder message is an art! When you decide to write any kind of autoresponse, be it one message or ten, you must be professional. Your goal is to make a personal contact with the potential client or sell something that is set up for automatic sales on your site, that your new prospect cannot resist.

And it was all because you took the time to set up an automatic follow up system!

When you write, it is much like writing an article. Talk to the person as if they were right in the room with you. Talk with them, not to, or at them.

Make your words and sentence structure easy to understand. This is not the time to show off your college degree. You do not want your customer to trip over unfamiliar words, until he/she gets overwhelmed and OPTS OUT of your autoresponder course.

Remember, your course is going to be teaching things for the most part. The person reading is learning a new subject; there is just not any sense in adding "college" words to that learning lesson. They will already be seeing unfamiliar words and terminology.

This does not mean talk in "baby talk" and insult their intelligence. It just means if you are using words of a higher level such as the word "reiterate, use "repeat."

However, if your course is to all College Professors, then you will need to adjust the above statement accordingly, but even College Professors are happy with plain easy English.

Keep your paragraphs short so that you are not talking line, after line, after line, without a break. Talk with your person, and the next day, when they get their next autoresponder from you, encourage them and teach them what you promised from the day before, then entice them with what will be coming up for the next day.

Keep your course positive and use some action words. Give them something to do such as: go see this, click on the following link, or check out this new product.

Make it easy, clear and concise. Get them used to going where you suggest they go. (Use discretion, your responder course should not be all links and little content)

**Here is a great write up by Patty Baldwin for you to read and learn more:**

## **The 7 Essentials for Writing Autoresponder Followups**

There is a science to writing good autoresponder messages.

Just as we discussed before, the messages sent will be dependent upon the application.

The possibilities are endless. You can create different messages to be sent as the "immediate" response, then follow up with the same message for the remainder of your autoresponders.

For example:

Your ultimate goal is to sell an ebook called "10 Ways to Build Your Own Zoo."

1) You offer a free report on a related subject, let's say Elephants.

Your first message would be a thank you for requesting our free report on Elephants. You use a signature file to mention "10 Ways To Build Your Own Zoo."

or

You have placed an ezine ad about getting information on zoo maintenance and they send for that. This would be a different first message.

2) Your next message might be to say.... "We hope you are finding this report helpful. You can find additional pertinent information at our website."

<http://www.buildazoo.com>.

In the meantime, here is a report on zebras that you might find useful.

3) Your next message might be acknowledging something in the previous report i.e., isn't it interesting how zebras come to have stripes.

The point is that your first message could be worded differently depending on the application. Then, your follow up messages could be used for either application.

**Here is a basic formula to follow:**

**Message One** - Acknowledge the reason for responding and subtly introduce primary product usually via signature.

**Message Two** - Ask if the information was helpful. Give additional details. Offer another "freebie."

**Message Three** - Provide some of the features and benefits to owning your primary product. Important: always give a feature and in the next sentence present the benefit. Here is an example:

**FEATURE:** "10 Ways to Build Your Own Zoo" includes a list of funding sources.

**BENEFIT:** Eliminates frustration and speeds up your funding process.

In this example we have provided one feature and two benefits. The primary key to listing features and benefits is that features are "what the product has or is" and benefits are "what the feature will do for the buyer." We have told the reader what this feature is then followed up with how it will impact on them emotionally.

When you list a feature, always, always, always follow up in the next sentence with a benefit. All the features

in the world mean nothing if the buyer isn't able to relate the benefits to his/her situation.

**Message Four** - Give some reasons why your prospect should believe you. Include any form of credibility. For instance, John Doe has been a zoo keeper for 25 years at the Metropolitan Zoo and he is sharing his many years of experience.

**Message Five** - Provide testimonials. Nothing is more powerful than hearing a story from a satisfied customer. If you don't have any stories to share, try giving away a limited number of the product in exchange for a review. You are bound to come up with two or three that can be used.

**Message Six** - Here is where you can shine. Build a picture in your readers mind by listing a few of the features that literally blow away your competition. Here is an example: Before you select a book on building your own zoo, make certain that the provider meets the following criteria: Does he/she have experience in Zoo maintenance? What are their credentials in the exotic animal arena? List as many criteria as possible to use for a comparison to your product and build your value by comparison.

**Message Seven** - Briefly summarize all of the previous information, expand on the bonuses you provide and ask for the order.

Remember that each autoresponder message should carry the ordering information. This can best be done with a P.S. and worded something like this:

P.S. Don't want to wait? Ready to order now? One click will get you there:

<http://www.yoursite.com/order.html>

## **Where to Get Autoresponders**

Autoresponders are on the net. There are a lot of choices of what you would like from an autoresponder so that you can choose the right one. This eBook does not represent any autoresponder company or any writers of scripts, however we shall recommend several of them for you from our own personal experiences and from those that have been happy with the services they have received from their automated services and have told us so.

There are two kinds of Responders; Ones that are hosted remotely, i.e. on someone else's server, not yours. Or one that is hosted on your own server.

**Remotely Hosted Free Ones** - Most free ones have some limitations and most do put an advertisement in your message that you send out to your customer. This is not the preferred way to go, however, if the budget is tight, it is far better to have a free one, than not having one at all.

**Remotely Hosted Paid for Ones** - These Responders, you pay monthly for. They can range from around \$12.95 to about \$40.00 per month.

**Ones that can be operated off your own server.**

These are scripts. They will either be cgi scripts or php



scripts. These you can install yourself, when you know how, or hire someone to install your script for you. Usually, you will pay for your script around 60 to 100 dollars. The only monthly payment you would be paying would be your normal hosting fees.

Installation could run from \$50.00 to \$100.00. Before buying a script, do check the system requirements and then inquire of your server, if that script would work on their server.

Please see the [Appendix for Recommendations for Scripts](#).

## How to Design Your Autoresponder

Designing your Auto Responder Course is as simple as setting up an easy template to follow.

What you need to do is decide that 60 to 62 characters per line are adequate. If you put too many more than that you will run into some ugly emails to some people.

An easy guideline as you are writing is counting 60 to 62 characters and putting them in asterisks or lines to follow:

\*\*\*\*\*

The above line is 62 characters. You can easily use it as a guideline as you type. Then as you near the end, use the return or enter on your keyboard as you come near the end of the line. This will make sure that you are writing within the perimeters of the email that you are sending.

In the old days typists had to use the carriage return on their typewriter. Many of the older typists do it automatically and are uncomfortable when it is not needed. Younger typists let the keyboard do the work. In writing an email, your best bet is to hit that return at the end of the line.

**It is best to use an autoresponder that is personalized.**

People will always take a second peek at an email that mentions their name. And sometimes people do forget that they signed up for your autoresponder. The net is vast with things to do, places to go and things to sign up for. It can be very easy to forget that you signed up for something.

So, with that in mind, remind them at the beginning of the course and at the beginning of each day of the course.

Another thing is to **keep your subject line the same** within reason. **John Widgets Personal Training Course Day 1** and then **John Widgets Personal Training Course Day 2**

This makes the title familiar.

At the end of the course, remind them that they will be getting another email, and tell them when.

Then ALWAYS leave them a way to opt out of your course at the end of each and everyone of your correspondences to them.

## How to Set-up Your Autoresponder

Autoresponder messages are actually just email messages that you set up to deliver sequentially over a period of time.

It's important to have a well designed layout, or else your message may never be read.

It is best to write your message in a plain text format like notepad. This way you eliminate the potential of unwanted code appearing in your message making it look garbled.

When using the text editor make certain that your spacing is set for no more than 60 to 62 characters. AND, most importantly be sure that you have a hard return at the end of each line. This will prevent having a line disappear into the right margin and never seeming to end. For more on this subject see [how to design your course](#)

Remember, your message has to be read in order to provide any benefit. We bet that when you receive an email that is all ugly and messed up without any line breaks that you will not read it!

**Why?** Because you won't take the time to scroll to the right endlessly to read the message.

The author has told you that he/she doesn't care enough about you, the prospect, to craft a decent presentation of their product.

When you set up your autoresponders for delivery, it is important to set your time delays accurately. How these are set will largely depend on which autoresponder service you use (they are not all created equal). For purposes of this demonstration we'll assume that you are using a "smart" autoresponder.

Usually your first message is set to deliver immediately. If you are giving away a free report or order fulfillment instructions, you don't want your prospect or customer to wait.

Your next message will usually be set at a one day or 24 hour delay. When setting the delay time for your messages, understand that the delay time is based on when the immediate message was sent. That's your base start time and each message will go out in sequence beginning from that time.

Let's make sure you understand this process and say that your immediate delivery message is ordered up on Sunday. If you have your responder set at a one day or 24 hour delay, the second message will be delivered on Monday, the third on Tuesday, the fourth on

Wednesday, etc. In other words the delays are set based upon when the first immediate message was delivered, one day from Sunday, two days from Sunday and so on.

Once you log in to either your own autoresponder, free one or paid for one, you are going to find a few things to learn.

To set up your auto responder you will arrive at some boxes. Each one is different, though they are basically the same. Some responders have an upload area, and others have a copy and paste into a larger boxed area. It just depends on what responder you have chosen to use. See [Appendix](#) for our List of Autoresponders

The boxes will have:

### **Subject Line of your Responder**

In that Box, you name the subject line. It is smart to use the same company/personal name throughout the course.

Then it will have a place to either copy and paste your text in or upload your txt file from your browser.

To upload from your browser, put your written out course separated for each different mail out with a name to that file, such as day1, day2. When you

browse for your txt file, find the folder name you have on your computer then the file name.

Highlight the file name then click UPLOAD...

Once you have set up your autoresponder, your next step is to set up the sign up form on your website

Almost any autoresponder that you sign up for will have a form that you can copy and paste into your website. It is basically something that looks like this:

The **red** in the code is where you would have to change just a few things.

```
<center><table BORDER=0 CELLSPACING=0  
CELLPADDING=0 WIDTH="400" >
```

```
<tr>
```

```
<td WIDTH="246">
```

```
<center><form method="POST"
```

```
action="http:theurlloftheaction.xxx/cgi-
```

```
bin/something.cgi"><input type="hidden"
```

```
name="recipient"
```

```
value="returnaddressYOURS"><input
```

```
type="hidden" name="required"
```

```
value="realname,email"><input type="hidden"
```

```
name="redirect"
```

```
value="http://www.somethingsite.xxx/thanks.html"><inp
```

```

ut type="hidden"
    name="subject" value="Auto-Responder
Subscriber!"></center>

<center><table BORDER=0 CELLSPACING=0
CELLPADDING=2 WIDTH="100%" >
<tr>
<td WIDTH="21%">
<div align=right><font face="Arial">Name</font></div>
</td>
<td WIDTH="79%"><input type="text"
name="realname" size="18"></td>
</tr>
<tr>
<td WIDTH="21%">
<div align=right><font face="Arial">Email</font></div>
</td>
<td WIDTH="79%"><input type="text" name="email"
size="18"></td>
</tr>
<tr>
<td COLSPAN="2" WIDTH="100%">
<center><input type="submit"
value="Send Information"
name="Information"></center>

```



</td>

</tr>

</table></center>

<center></form></center>

</td>

</tr>

</table></center>

This is what that code looks like on a web page.

The forms below do not work. They are just an example.

Name	<input type="text"/>
Email	<input type="text"/>
<input type="button" value="Send Information"/>	

However, that isn't very pretty is it? So with a little html knowledge you can change it to look better.

Name	<input type="text"/>
Email	<input type="text"/>
<input type="button" value="Send Information"/>	
<p>Sign up for our email course, 5 Simple Steps to Lose Weight to Your Advantage! Your email will not be abused!</p>	

Well, not too bad, however we need a picture. Here is a graphic from one of the autoresponder courses

available to you in this book. SEE the Power of how a picture really is worth a thousand words!

This Form is not set up to work, it is just an example

Sign up for our Free Auto Responder Course Today and Learn how to expand yourself to

*5 Simple Ways to Use*

Place Your Name on the Next Free Email Course

NAME

EMAIL

Send Information

Your email will not be abused; you can opt-out anytime during the course.

Autoreponder sites want your business. That is why most of them have an easy sign up, and easy tutorials to help you with your online success. So, don't let learning something new and different stop you from taking that necessary step.

# What the Heck is Crontab?

## Quick Overview

Crontab is a timer of events program that runs in UNIX SHELL.

It is like setting an alarm clock, or your oven to turn on at a certain time, or even your lights to come on when you are not home.

Crontab is used for setting up for when you want a certain action to happen.

This ebook is on autoresponders. Let's say you have decided to choose a seven day course. You want your reader to get one autoresponder at the same time each day. By using crontab you can make that happen.

**Please note:** When you are using a **remote hosting company** for your autoresponder you don't need to worry about the crontab, as it is already set up for you. All you would need to do is log into your account and put what day you want to send out your next autoresponder message.

[Check Here for Recommended Remote Hosts](#)

However, if you have purchased an autoresponder script that you want to run on your own server, you will need to set up your crontab file.

Your script instructions will have how to do that.

**Cron Tabs for Autoresponders have:**

MINUTES HOUR DAYOFMONTH MONTHOFYEAR  
DAYOFWEEK

Each one has a value represented by a number or by a wildcard (\*) an asterisk.

These are guidelines:

A minute field must insert a number between 0 and 59  
- 0 represents no minutes.

For the hour it must be less than the number 24 (24  
being 24 hours in a day) 0 represents midnight and 12  
means noon.

If you want your autoresponder to go out at 8 o'clock in  
the morning, you would set it at 08.

For the Month you must never exceed the days in that  
month.

1-31

MONTH of YEAR - (1-12)

DAY of WEEK.... (0-6) 0 represents Sunday.

Wildcards are asterisks (these are used when you  
don't care to precisely set a scheduled message. Such  
as: maybe you want it to go out 2 days after the first  
day, but you really don't care if that day is Wed, or

Friday or whatever day. You would use an `to` to show the value for that command.)

An example:

```
15 1 * * * perl /www/directory/cgi-bin/folder/file.cgi
```

The 15 above shows 15 minutes

The 1 shows 1 hour

The \* \* \* show wildcards.

Basically this statement says...Send email out every day at 1:15 a.m. We don't care what day of the month or what month of the year, or even what day of the week it is. We have put in the asterisk as a wildcard for those choices.

So, once your crontab is established; you load it to your server ASCII along with the rest of script. Then set permissions.

PLEASE NOTE: This is not a tutorial on how to install .cgi or php scripts)

Some hosts have a crontab feature in their control panels. Some hosts will crontab your cronfile when you ask and then tell them which file it is that you want the crontab.

And, others won't lift a finger, and you will need to access shell/telnet. In telnet you need to login, then type in `cd /path/to/crontab/directory`

then type in `crontab YOURFILENAME`

If you want to remove your crontab, you would type in `crontab -r`

**Please note:** We are not teaching telnet/shell in this ebook. That is a long and extensive teaching where there are many books that you can find on the subject. Get your host to help you if at all possible, or the company that has sold you the autoresponder script.

## Autoresponder Secret Courses

Here are the Secret Courses.

We included a file in the zipfile which contained this ebook, called autosecretcourses.zip.

~It has all the files you will need for the secret courses. Each page tells you what to do, the courses in the file are almost exactly the same as the courses you will see in the book, they are very close. We encourage you to change and put in your own links and any other thing you can think about with these courses. They are generic and can be adapted to your site.

[AUTO Course 1](#) - How to Improve your Ad Campaign in 5 Easy Lessons

[AUTO Course 2](#) - 7 Easy Steps to Building Your Own Opt-in Newsletter

[AUTO Course 3](#) - Three Lessons to a Healthier and Happier Life

[AUTO Course 4](#) - How to use Your Computer in 3 Easy Lessons

[AUTO Course 5](#) - 5 Simple Ways to Use eBranding to Your Advantage

[AUTO Course 6](#) - 7 Days to Starting any Online Business



[AUTO Course 7](#) - 5 Days to Launching a Successful  
MLM Business!



**Unzip your main file and find the zipped file called "campaign"**

**Open the txt file called campaign1.txt - This is day one, of the course. Change what you like, add what you like.**

Remember, find areas to lead them back to your site or to download an ebook that has something to do with your business! The idea is to keep your prospect seeing your offers and your name.

Once you have edited your campaign1.txt save it to a folder then open up the next one, campaign2.txt

Day 1 of 5

Hi <name>!

Thanks for signing up for our free email course on:

How to Improve Your Ad Campaign in 5 Easy Lessons!

The subject for our first day is:

Preparing your site to start your advertising campaign.

You don't want to spend any time or money on advertising

until your website is rearing to go.

Here is a list for you to review:

Loading Time - Make sure your page loads within 12 seconds on an average computer

Meta Tags - Are very important for when you submit to search engines.

Quick rules for meta tags are:

Your Title Should have at least three Key Words in it.

Your Description Should have two of the Key Words from your Title and one Extra One

Your Key words should have all 4 of the above keywords,

and two key words from your first two paragraphs in your sales copy, and on down the line to other key words that are in your sales copy.

Bells and Whistles - Sometimes when you first get your site set up you just love animated graphics.

Animation

keeps your readers from concentrating on what you want

to tell them. The Pros just don't use them. So don't do it!

Images - Make sure your images are maximized for faster

loading and that you use your ALT Tags. Images sell

products. If you are selling an ebook, just remember, the

extra dollars for a great image are worth it.

Spelling and Grammar.... You must spell check and read your sales copy out loud so you can feel it roll off your tongue.

Easy Order - Make it Easy for your customers to order.

Action Words - Use words like Join up Now, Order now.

Snag this free book for immediate download.

Sign up for our Hot Newsletter and Receive two

Exciting

eBooks Immediately.

Your sales page should be leading your visitor by the hand to read your content and then to act on your sales copy. Make it easy for your visitor to sign up for things and to get to an easy order form.

\*\*\*\*\*

Headliner - Grab your Visitors attention, so that they will keep on reading. then grab their attention again. One great way to do this, is pull them into what you are saying

by asking them a question, then answering it.

Words to use in your Sales Copy. Remember that what you are selling your prospective customer is something

that benefits them. Words like YOU are very important...

highlight them, or put them in italics.

Make a bullet list of the features and benefits that your product will give your customer. A feature is something that the product does or has. A benefit is what it will do for the customer. When using a bullet list make sure you alternate between features and benefits.

Find a cool bonus to throw in to add spice to your product,  
not overshadow it.

Testimonials - Testimonials are a must have. Get them!

Once this is ready you will be prepared for tomorrow's lesson on Writing your Advertisement.

Your Name

Your Website Url

Your email

To Unsubscribe click here

.

\*\*\*\*\*

Day 2 of 5

Hi <name>

Great! We are glad to see you are ready to learn some essential things about writing Advertisements and Capturing your Readers Attention.

Many people write the wrong kind of Advertisements. What they are not understanding is that an Advertisement is not the sales copy. The advertisement is Ad Copy to get Your Prospective Purchaser to ACT on your advertisement, by clicking, or phoning, or signing up for a something, or downloading something. Whatever it is that you want them to do, that AD must make them ACT because you have grabbed their interest.

Use words like How to - People love "How To"

\*How to Improve your Ad Campaign in 5 Easy Lessons!

or

\*How to Turn a Substantial Profit on a Low Budget

Use words that cause action!

\*New - Free Report on Top Money Secrets

"new" causes action.. people like NEW things

"Secret" causes action.. People love secrets

"Free" causes action. Free is still the Number one Seller on the net -)

AND USE questions:

\*Are You Tired of Debt? The Solution is just a Click away.

\*Do you think you will always be Fat?

\*Have You Given Up Hope on Owning Your own Home?

<This would be a great place to insert links to anything that fits your business>

Use Popular Names...

Do you want to Know what Donald Trump said about Net Marketing?

Once you have decided what your headliner will be, your next step is to write some Ads to go with them such as:

\*How to Improve your Ad Campaign in 5 Easy Lessons!

This Free email course is just a click away. We take you

through easy eye opening steps to help you make your promotions better. Get Started Now - Click Here!



<THIS WOULD BE A great place to offer them the  
eBranding Course in this Book>

or,

\*Are You Tired of Debt? The Solution is just a Click  
away.

<Another great place to put a link in to something that  
fits your business!>

Oh, those bills, how will you ever get them paid down,  
is there an end to this? Is bankruptcy the answer?  
What can you do now to ease the pain? New  
information on stretching your dollar on a poor  
man's budget. Click Here, and let us help you.

Stay Tuned for Day 3 of this free Course...  
we are going to talk about where you should be  
advertising:

Your Name

Your Website Url

Your email

To Unsubscribe click here.

\*\*\*\*\*

Day 3 of 5

Hello <name>

This is day three of your five day course.

We hope that this report has helped you in your business. Are you ready to learn more?

We thought so!

Now that your site is ready, and you have managed to write a Killer Headline and/or ad copy, it is time to learn where to advertise.

Advertising requires finding your target market. (Remember, very few items are of interest to all people)

First you need to submit your site to search engines. Especially google.com. One Easy place to start submitting

is [www.addme.com](http://www.addme.com)

There are three ways to use search engines:

Free - submit by hand or use places that allow you to submit to several at a time for free.

Paid For - Yahoo.com lets you have a spot for like \$199.00, however, it is controversial on whether or not it is a good investment.

and Pay Per Click - Pay Per Click Search engines are the way many top marketers go. They pay per click at a price that is bid. [www.overture.com](http://www.overture.com) is the most popular one. You may want to stop by [www.searchenginewatch.com](http://www.searchenginewatch.com) and learn a lot.

Before spending a lot of money on advertising, you need to spend a little bit here and there, before really putting out any high priced money. (We will talk about why tomorrow)

Next you need to consider ezine Advertising. It is the second, if not the most important place to advertise.

There are five ways to advertise in Ezines.

- 1.) Exchange ads with other ezine owners.
- 2.) Get free advertising with ezines that have it.
- 3.) Purchase either an Ad or a Solo Ad with a large ezine.
- 4.) Write Hot Articles that Ezine Publishers Publish
- 5.) Start your own Ezine!

On the net, you will find other ways to advertise, ffa pages, safelists, banner rotation Ads, paid for places that promise you visits, and click throughs, where you earn

credits for viewing other people sites, and exit programs.

And, don't forget press releases. Press releases can get you free publicity.

Hints\*\* In launching free advertisements, get an email at yahoo.com or hotmail.com and use those addresses

to

advertise or your personal email box will be absolutely flooded with thank you letters from sites that have ffa pages and allow you to use them.

Stay Tuned for Day 4 of this free Course...

we are going to talk about tracking and testing your advertisements!

Your Name

Your Website Url

Your email

To Unsubscribe click here.

\*\*\*\*\*

Day 4 of 5

Hello <name>

We can see you are very serious about your business and its promotion. Tracking and Testing

Advertisements

takes time and patience. However, it is time and patience

that pays off in a big way!

Yesterday we talked about where to advertise. And how one should start out with smaller money ads.

Today, we need to talk about two subjects... Tracking your advertisements and Testing Your Advertising.

As we mentioned yesterday, before spending a lot, you need to spend a little on different Ad campaigns.

When you place an ad in any given way...you need to track how many hits it produced and if the salescopy produced any sales.

Tracking ads is not hard, however it does take time.

You need to set up each ad campaign with an ad tracker

program so that you know where the clicks came from.

This is so you can compare different ways of advertising

and find out which are giving you better results.

Then you need to test different pages. Let's say as an example that you make two web pages selling the same

product. One website has hyped up sales copy while the other is more quiet and subtle. YOU need to know what is working the best.

Advertising is a lot of test, test and more tests until you get it as close to perfect as you can.

Stay Tuned for Day 5 of this free Course...  
we are going to talk about Launching Your  
Advertisements after testing.

Your Name

Your Website Url

Your email

To Unsubscribe click here.

\*\*\*\*\*

Day 5 of 5

Launching Your Advertisements with the knowledge  
that you now know that your sales page works, and  
everything is ready for your buyers.

You have tested and tested, paying out small amounts  
of money here and there and doing free ad campaigns.  
Now it is time to go full steam ahead.

Start with a pay-per-click search engine, such as  
[www.overture.com](http://www.overture.com). Search their hits for keywords  
feature at:

<http://inventory.overture.com/d/searchinventory/suggestion/>

Then go ahead and set up your account.

Next choose ezines that have 1,000 to 3,000 subscribers

And 3-5,000 subscribers....

After those have launched, go for a bigger Ezine. Once you have completed your testing, you know what the formula is for your product. Just apply the principles that you have learned.

This concludes our series on How To Improve Your Ad Campaign in 5 Easy Lessons. We hope you have found the information helpful. If we can be of any further assistance, please let us know.

Your Name

Your Website Url

Your email

To Unsubscribe [click here](#)



## 7 Easy Steps to Building Your Own Newsletter

This is a generic course for anyone teaching marketing on the net, business opportunity, or even helping your downlines. **Newsletters are very important** to your business. If you don't have one, read this course, and get yourself one!

This course can be changed or any part of it for a course that you would like to use. We have highlighted places that are recommended for changing.

The first thing you need to do is make sure you have found an autoresponder that fits your needs. If you do not have one,

[find our autoresponder recommendations here](#) .

Read the instructions on how to personalize your Responder. You will need that to know how to change the Hi <name> area in these courses. Each Responder is different.



So, open your folder that has the autocourses in it.

The courses on this web page are very close to the one you are going to open, we are strongly encouraging you to add things to make these Autoresponder Courses to reflect what you are doing on the net.

**Unzip your main file and find the zipped file called "optin"**

**Open the txt file called optin1.txt - This is day one, of the course. Change what you like, add what you like.**

Remember, find areas to lead them back to your site or to download an ebook that has something to do with your business! The idea is to keep your prospect seeing your offers and your name.

Once you have edited your optin1.txt save it to a folder then open up the next one, optin2.txt and so on and so forth.

7 Easy Steps to Building Your Own Opt-in Newsletter

Hello <name>

Welcome to the First Day of your 7 Day course:

What is the advantage of having a newsletter and just how hard is it?

Having a newsletter establishes your presence on the net.

There is nothing more valuable to your business than having

an established ezine that goes out each and every week like

clockwork. People sign up for them, and if you do a great

job, they even wait expectantly for your next one.

Many people think that there is no way that they can do a newsletter each week. For some it is commitment, and for

others it is the feeling that they can't do it because they can't write. And for others, it is both the above reasons.

There are many places on the net where you can get articles

for your ezine. The authors allow you to use their articles

provided you keep their resource box at the end of the article,

saying who they are and where their website is.

It is a very fair exchange. You get great content for your readers and you don't have to do a lot of work to get

that  
content.

And, last but not least, you can make money with your  
ezine  
after it grows some.

Tomorrow, you will learn about planning your  
newsletter's  
appearance.

Your Name

Your eMail

Your URL

Your Opt out Option

Day 2 - planning your newsletters appearance

Hello <name>

Great, you have chosen what to use to write your ezine,  
let's talk about the appearance of your Ezine.

Presentation can be crucial to the preparation of your  
ezine. While some webmasters are using html to  
send out their ezines, the standard is still measured  
in text format.

Many of your potential viewers may not be able to  
view email in html. So we recommend you use a  
text format.

This does limit, somewhat, the look and feel of the publication. Make certain that you are using a table of contents at the beginning of your ezine.

Use proper spacing between your subject so that it is obvious to the viewer that each topic is defined.

If you are using a text editor such as notepad, it is imperative that you make sure that "word wrap" is disabled and that you use a "hard return" at the end of each line.

If you don't do this, your ezine will continue endlessly through the right margin and ultimately won't be read by the viewer.

Stay tuned for tomorrow when we discuss Naming Your Ezine and Planning Content.

<THIS WOULD BE A GREAT PLACE to put your own ezine in as an example, or to recommend one that you subscribe to that you admire>

Your Name

Your eMail

Your URL

Day 3 - Naming your ezine...and planning your content

Choosing a name for you ezine can be as easy as you using your company name or your first name and call

it your Ezine. However, many people like to choose catchy titles that one can add a zing to their zine.

Names such as:

The Internet Awesome News Report

Marketing Alert Weekly NewsLetter

The Crusader's Tips, Tricks and News -

Your Marketing Arsenal Weekly Report

Some Marketer's such as Teresa King, believe it is important to Brand your name on your Ezine:

Hers is called:

Teresa King's Tips for Top Ezine

After it is chosen you need to choose what kind of content

to offer your readers.

You need to have content that makes your readers stay with

you. Great articles on what they are interested in, maybe

a weekly free tip or gift. A weekly quote, and any news on the latest internet viruses, or if your newsletter is on health, new ways to exercise, tips to lose weight.

Health

News.

If your newsletter is light and airy, you might even enjoy putting a weekly quip or joke in. That is the beauty of having a newsletter, it is yours, and no one else's.

Your Name

Your eMail

Your URL

Your opt out

DAY 4

Day 4 - Getting the right newsletter software

Hello <name>

Welcome back. Okay, you've planned your content, you understand the importance of appearance and layout.

When you are in the beginning stages of publishing your newsletter, it's a relatively simple process to mail it with your own email program.

However, you will soon discover that as your list of subscribers grows, so will the effort to send out the ezine.

If you have a good autoresponder service or software this is an excellent method to use for delivering your ezine. There are many different suppliers of free or

paid service. Here are a few that we have used and can recommend:

<IF YOU HAVE YOUR OWN MAILING PROGRAM  
INSERT IT HERE>

uMailer is a delightful, easy to install script that lets you add your mailing in on your browser, personalized and it is free:

<http://www.hostswan.com/cgi>

Optin Lightning is another software that can make your mailing simple and easy. It is javascript and usually needs to be professionally installed:

<http://allbizwealth.com/lightning/>

<SEE [APPENDIX](#) FOR OTHER OPTIONS>

Your Name

Your eMail

Your URL

Your opt out option

Day 5 - Finding articles for your ezine

Hello <name>

Welcome back.

Finding articles for your ezine is a simple task. First, you might want to place a notice

in your ezine that you welcome articles that are interesting informative and in good taste.

Another method would be to join one of the article submission services that are available.

These are services where authors send their articles to be used free of charge by webmasters.

Here are a couple that you might choose to subscribe to:

<http://www.the-best-list-site-in-the-world.com>

<http://www.marketing-seek.com/index.shtml>

Tomorrow we'll take a look at Finding Readers For Your Ezine.

Your Name

Your eMail

Your URL

Your Opt Out

Day 6 - Finding readers for your ezine

Finding readers for your ezine can be done by first putting an easy subscribe box on your website.

Some people put a pop up box, too. Either as someone stops into visit their website or as they exit.

Since the Internet is chockfull of ezines, you must make yours different and enticing. Don't think because



there are so many, that yours won't be useful. There are a lot of ezines on the net, but there there are not a large amount of high quality newsletters. There is a difference!

One way to entice your readers to sign up is to offer a free gift. There are many free ebooks on the net, with a shining book cover, that will make people want to download the book. In return for the book, they subscribe to your newsletter.

Your Name

Your eMail

Your URL

Day 7 - How to make money with your ezine

Ezine's can make you money in four ways.

The first way is in the branding of your name on the net and establishing your net presence as an established business on the net, with a weekly ezine. This gives people

a sense of security when purchasing from you.

The second way is in trading ads with other ezine owners.

Many ezine owners are willing to trade an advertisement for you in their ezine in exchange for an ad

The third way is:

Once you have built your subscriber base, you can start charging for putting ads in. The standard rule of thumb, at this writing, is \$10.00 per 1,000.00 readers. So, once you have 5,000 readers, you can easily charge 50.00 for an advertisement in your ezine. At four issues per month that is 200.00.. If you sell 4 Ads per issue (you don't want more than that)

That would be 200.00 per week, per issue.

(Then there are solo ads. Solo ads can easily pull in 99.00 per Advertisement) one of those a week, along with your other ads, you can see the income potential.

The fourth way to make money with your ezine is, it is your ezine. Anytime, you get a new product to talk about or affiliate with something that is cool and neat and a potential

money

maker for you, smack that advertisement in, woven in

with

your talk or your own article, and watch your income  
rise.

We hope you have enjoyed this series, 7 Easy Steps to  
Building Your Own Opt-in Newsletter

Your Name

Your eMail

Your URL

Your Opt-Out



## **Three Lessons for a Happier Healthier Life**

This is a generic course for anyone promoting healthy products, exercise programs, or even a business opportunity in health.

This course can be changed or any part of it for a course that you would like to use. We have highlighted places that are recommended for changing.

The first thing you need to do is make sure you have found an autoresponder that fits your needs. If you do not have one,

[find our autoresponder recommendations here](#) .

Read the instructions on how to personalize your Responder. You will need that to know how to change the Hi <name> area in these courses. Each Responder is different.

So, open your folder that has the autocourses in it.

**Unzip your main file and find the zipped file called "healthier"**

**Open the txt file called healthier1.txt - This is day one, of the course. Change what you like, add what you like.** Remember, find areas to lead them back to your site or to download an ebook that has something to do with your business! The idea is to keep your prospect seeing your offers and your name.

Once you have edited your healthier1.txt save it to a folder then open up the next one, healthier2.txt

### **Three Lessons on Living a Healthier and Happier Life**

Welcome to Living a Healthier and Happier Life

<This is where you use the autoresponder of your choice send to name function>

Some use <fname> some use <name> some use %name% you will find out once you have chosen your autoresponder.

Basically, when you use a responder, <this name inside the carats, will be replaced by the name of the person who has signed up >

**Hi <name>!**

Welcome to Living a Healthier and Happier Life

We hope you will enjoy our course.

This is Day one of Three Days:

In the beginning man worked hard to survive.  
He had many things to do. Hunting, keeping warm,  
finding  
berries, and taking care of his family. He did not have  
time to worry about being fat, as there wasn't an issue  
of fat. It was survival of the fittest, those that were not  
fit, perished, or had someone to watch over them.  
Man's goal was survival.

Women labored hard, and many died in childbirth.  
There  
were many deaths of their infants, so women kept  
reproducing  
to keep the family surviving. They scrubbed, cooked,  
gathered food and wood and tended after the children.  
They did not  
have time to worry about things that made them happy  
or not  
happy. Their goal was survival.

Well, times have changed, people don't work physically  
as hard  
as their ancestors did, they lose less children and the  
dying  
in labor has been brought down to a small percentage.  
Emergency

hospitals with ambulances and new technology has saved the lives of countless people.

Most families plan on 1 to 3 children and now to keep up with the economy (or the Jones') there are usually two working parents for those children. Men are learning skills that were unheard of for men 50 years ago. They are doing household chores, changing diapers, picking kids up at daycare, and doing a whole lot more bonding with their children in the child's infant stages. In the bustle of an age of living and learning at a light speed compared to their ancestors, people start worrying about their health. With the information highway thick with one company after another along with the vast info commercials, it is hard to decide what vitamins you need, what foods should you eat, and how

much exercise you need. And, even what ratio of fats, carbohydrates, and proteins should you feed your body and your family's bodies. It takes a lot of reading and trying to figure it all out.

Tomorrow, we will talk about the ingredients for living healthy and happier lives.

Thank you for being our Reader!

Sincerely,

**YOUR NAME**

**YOUR TITLE**

**YOUR opt out instructions. (Each Responder has a link to add where your reader can remove themselves. They are not your prisoner, let them opt out of this course when they want to!)**

Day two of the Three Day Course.

Hi <name>

Wonderful, you are still reading. That shows that you care for your health and that of your friends and family.



Living a Healthier life is rather simple. It is the matter of knowing some essential ingredients to happiness.

Statistics tell you the following:

Those that are married are far happier than those that are not.

Those that have some kind of faith or religion are happier

Those that go to bed at night and sleep an average of 8 hours

Those that have friends and family

Those that are mentally and physically healthy.

Those that have a regular schedule to live by.

Sure, having extra money makes people happier too.

However,

the above ingredients are the true essence of happiness.

Money just adds extra.. Having money and not the above can end up feeling pretty empty.

Knowing how and what to eat, can make a huge difference in

how you feel. Improper eating habits can cause

depression,  
overweight, illness and an overall lethargy.

Sure, when you are young you can throw junk into your  
body, it  
is growing and it is generally a busy body, provided it  
has  
some nutrition along with the junk. But after awhile  
your body just can't handle it anymore. Those years of  
bad eating  
add up. Soon, the arteries get clogged, the cholesterol  
goes up,  
nights without sleep and partying add up... and soon  
you wake  
up and you wonder what the heck happened to your  
energy and your  
youth.

Being young is great, but youth is only for like a 4th of  
your life.

The rest of it is plain aging, and fighting that downhill  
battle.

An older person who has taken care of themselves over  
the years,  
wakes up just as bouncy as a young person. They are  
excited to

see the new day, and are alert to the world and full of pep.

Being old does not mean you have to be sick.

Don't forget to wake up in the morning and think positive

thoughts. People who live in families who compliment each

other live happier lives. Find something positive and reinforcing to say to your loved ones every single day.

Tomorrow we will discuss the proper nutrition and how you

can start adding health and exercise back into your life.

Thank you for being our Reader!

Sincerely,

YOUR NAME

YOUR TITLE

YOUR opt out instructions.

\*\*\*\*\*

Day Three of Three Days.

Welcome <name>,

This is the last day of our email course of Living Healthier and Happier.

Today, we are going to talk about your eating and exercising habits. You can do this. Do not try to change everything at once, unless you are just one of those rare individuals that can do that.

We start with our diet. Diet does not mean just losing weight.

Diet means the food you put in your daily eating habits.

A rule of thumb for eating habits are... don't eat more calories

than you consume. Don't go one single day without doing something

extra and physical for at least 30 minutes per day. This can

be three ten minute walks. Or 30 minutes of vigorous aerobics,

or 12 minutes of weight lifting and 18 minutes of walking.

**ADD IT TO YOUR LIFE....**

Water, you need water. Try to add at least 4 more glasses of water

to your daily diet. The rule of thumb for water is

8 glasses per day; and one extra for every ten pounds overweight you are.

Fats, you need to know about fats. There are different kinds of fats. Some fats are better for you than others. A rule of thumb on fats is, stay away from hydrogenated fats. These are fats that solidify. They are in store bought cakes, cookies, crackers, chips and even in bran muffins. Read the labels.

Choose fats that are polyunsaturated or fats such as olive oil.

And, eat some fish to get some omega-3 fats.

Carbohydrates - Are your immediate fuel source. An average is about 55 percent of your diet in carbohydrates.

So, a rule of thumb is, figure your protein grams, get around 25% fat per day, and the rest would be in carbohydrates.

The heavier you are, the more protein you need the less carbohydrates you will need.

Fiber - work up to getting 25 grams of Fiber per day

Protein - averages about 20 percent. Divide weight by 2.2

and multiply that by .8 to get the kilograms.

For men it is averages as one gram per each kilogram of weight. So, a man would divide their weight in pounds

2.2 then multiply that by .10

Fats - try not to exceed more than 25 percent fat in your daily diet. 30 is fine, too. That does not mean you can't have a junk food fast food hamburger... it just means that

if you do eat that 55 percent fat burger that you are going

to have to cut down on other fat filled foods for the rest of the day to balance it out.

Make exchanges gradually. Suppose you drink whole milk... work

down to 2 percent. Maybe replacing two of your cups per day

until you can completely change over.

If you are on two percent milk, work down to 1 percent.

Add bran to your cereals for extra fiber. Do add it in your baking.

You need to balance your diet with vegetables and fruits, too.

Try adding different colors to your plate. Maybe an orange yam, and some green beans, to add color. The more variety of food colors, bring more variety of vitamins.

Eat more raw foods.

Remember, exchange things, add things, and do it gradually and remember, live all things in life in moderation and soon you will be bouncy and vibrant.

Thank you for being our Reader!

Sincerely,

YOUR NAME

YOUR TITLE

YOUR opt out instructions.

\*\*\*\*\*



## **How to Use Your Computer in 3 Easy Lessons**

This is a generic course for anyone teaching marketing on the net, business opportunity, or even helping your downlines. Many people are willing to start a business, but first they need to be able to do a few things.

This course can be changed or any part of it for a course that you would like to use. We have highlighted places that are recommended for changing.

The first thing you need to do is make sure you have found an autoresponder that fits your needs. If you do not have one,

[find autoresponder recommendations here.](#)

Read the instructions on how to personalize your Responder. You will need that to know how to change the Hi <name> area in these courses. Each Responder is different.

So, open your folder that has the autocourses in it.

**Unzip your main file and find the zipped file called "newbie"**



**Open the txt file called newbie1.txt - This is day one, of the course. Change what you like, add what you like. Remember, find areas to lead them back to your site or to download an ebook that has something to do with your business! The idea is to keep your prospect seeing your offers and your name.**

Once you have edited your newbie1.txt save it to a folder then open up the next one, newbie2.txt and so on and so forth.

How to Use Your Computer like a Pro with 3 Tutorials

\*\*\*\*\*

Day 1 of 3

Hi <name>!

Welcome to our How to Use Your Computer like a Pro Three Day Course.

72 percent of Americans now own a computer and are online. More countries are catching up. Learning a computer in this day in age is an absolute must do.

So, let's start out simple. Since you are reading this, we can presume that you can use your email program and are getting around on the net fairly well.

Today we shall discuss computer maintenance.

Your Computer is a lot like a car. If you don't maintain your car with oil changes and check your tires, you are going to end up with problems.

A computer needs to be cleaned too. About once a week, you should clean your caches in your browser and you should scan disk, then defrag your computer.

In this way you can keep your computer clean of cluttered and files that are getting out of place on your computer.

How to Clean Caches - There are two browsers that are commonly used. Internet Explorer, (IE) the most common, then Netscape Navigator. (NS)

In IE you need to go to your browser and look at the top and find TOOLS... click on that then scroll down to Internet Options, Find Clear History, and Clear it.

In NS, you go to EDIT at the top of your browser, click on it, then select PREFERENCES....next on the left side scroll down until you see the word ADVANCED - click on that - and you will see the word CACHES - click on that.. and to the right you will see two buttons for clearing.. Click on them both and clean up.

How to scan Disk - To Scan Disk, go to Start - then Programs - then Accessories - then System Tools - you will see Scan Disk. Click on it and say 'okay'

How to Defrag - To Defrag go back to your system tools and find defrag then SAY 'YES'.. The more surfing you do, and the more files and downloading you do, especially where there has been a lot of graphic viewing.. the more often you should defrag.

How to Shut Down Safely - Whenever you are ready to shut down, do not turn your computer off. Go to Start and at the very bottom you will see Shut Down - Shut Down your computer that way.

Stay Tuned for Tomorrow where you will learn how to make folders and how to download.

Our Best Regards!

Your Name

Your Company

Your Url

Your opt-out instructions

\*\*\*\*\*

Day 2 of 3 How To Make Folders and Download

Welcome back <name>

Today we shall talk about making folders and downloading.

When you click on a url for downloads a box will pop up.

It asks you -

"Do you want to save this file to disk? or - "Do you want to open this file?"

Choose save to disk.

A new box will pop up. Look at it. At the top middle you can see what area of your computer that you are in.

You must decide where you want to download your file to.

You could be in your c drive or in my documents as an example.

You can scroll with the arrow, (the arrow is on the side of the place where you can see where you are in the box with a drop down menu bar) Click on that and you can see that you get choices as to what part of your computer you want to be in to put the file want to download.

Perhaps you want to download to a disk in your A drive. You would choose A - Most

people have made a folder for where they want to put certain downloads.

Once you scroll and choose where you want to download, you might want to make a folder for your download. There are two yellow boxes that you can see ... the plain yellow box will allow you to make a folder, if you want to.

Say, you have a file called fourbears.exe and you want it in my documents, but you want it in a folder by itself. Go to my documents.

Click on that plain yellow box, get a new folder, right click on the new folder by clicking on your mouses' right side button, choose rename folder. Now, name your folder say "fourbears," double click on it, and now you can see the bottom right hand corner where it says SAVE... save it.

Your download will begin!

After your download is done, to find your new download, go to "my documents," find the folder "fourbears" open it. AND there is your new folder.

<THIS IS A GOOD PLACE TO OFFER A  
DOWNLOAD for your Customer>

Test your new downloading ability by downloading this hot, exciting eBook... [Click Here...](#)

HOW TO MAKE A FOLDER....without downloading.

Suppose you have some files that you want to file and get your computer better organized. Let's pretend that you want to make a folder called "fourbears" in "my documents."

Double Click on the "my documents" icon on your desktop. Go to File, Choose NEW... and select FOLDER. And you have a new folder.

Look in my documents, right click on your "new folder", find rename by right clicking with your mouse and finding the word "rename" in your list, then type in the new name for your folder "fourbears" on the icon.

AND you are done.

We bet you did Great!

Tomorrow you will learn how to copy and paste, how to search your computer and how to organize better.

Our Best Regards!

Your Name

Your Company

Your Url

Your opt-out instructions

\*\*\*\*\*

Day 3 of 3 - How to Copy, Paste Search and Organize

Welcome back <name>

This is the third and last day of your lessons.

We will discuss searching for things on your computer and how to use notepad.

Today we will start right in with how to copy and paste!

First, what is it? Copy and pasting is the easy way to get print from the computer to your mouse. Once it is on your mouse, you can place your cursor where you want that PRINT THAT YOU just copied to go to.

An example is: You get a message in your email with a cool quote or a great joke. You want to share it, but alas, all that typing.

Guess what, you don't have to type it. You can highlight what you want to type out with your mouse by lightly going over the area you want to copy. This turns the print blue.

Once you have what you want, you hit ctrl and c at the same time on your keyboard, and what you have highlighted has gone mysteriously to your mouse.

NEXT, you want to put that print somewhere else. Let's put it on notepad. Go to start, go to accessories, go to notepad. NOTEPAD opens up.... Place your cursor on the notepad, then hit ctrl and v at the same time, and like magic, what you copied is now pasted to your notepad.

Want to save it? .... Great. Go to file on your notepad, choose saveas, name your file anything that you want to, such as "firstlesson" then choose where you want to save it. Just as you did yesterday, a box pops up, you scroll to where you want to put it. And, then you say SAVE.....

Last, but hardly least, we have searching for files.

Let's search for the file that you just made. What did you name it?

We go to start, then to find, or search, (each computer is different) then click on it, and you will find search for files or folders. Click on that, and a box pops up. Here is where you would put in the name of the file that you have saved. Let the computer search, and soon your new file that you made will come into view.

This concludes our series on "How to Use Your Computer like a Pro with 3 Tutorials."



We hope you have enjoyed this course, and that you will write to us if you have any questions.

Our Best Regards!

Your Name

Your Company

Your Url

Your opt-out instructions



## **Five Simple Ways to Use E-branding to Your Advantage**

This is a generic course for anyone teaching marketing on the net, business opportunity, or even helping your downlines. Many people are totally unaware of how powerful eBranding is. And some do not know what it is.

This course can be changed or any part of it for a course that you would like to use. We have highlighted places that are recommended for changing.

The first thing you need to do is make sure you have found an autoresponder that fits your needs. If you do not have one,

[find autoresponder recommendations here.](#)

Read the instructions on how to personalize your Responder. You will need that to know how to change the Hi <name> area in these courses. Each Responder is different.

Some are Hi [name]  
while others are Hi [[name]]

The responder of your choice will tell you what to use.  
So, open your folder that has the autocourses in it.

**Unzip your main file and find the zipped file called "branding"**

**Open the txt file called branding1.txt - This is day one, of the course. Change what you like, add what you like.** Remember, find areas to lead them back to your site or to download an ebook that has something to do with your business! The idea is to keep your prospect seeing your offers and your name.

Once you have edited your branding1.txt save it to a folder then open up the next one, branding2.txt and so on and so forth.

5 Simple Ways to Use eBranding to Your Advantage

Hello <name>

Welcome to our Simple 5 Day Course that will teach you

what eBranding is and why you should be branding as many things on the internet that you can.

First, let's talk about what the heck eBranding is anyway.

eBranding is taking something and putting your name, your url, your email, or your affiliate number into something that is read. The most common way for eBranding is through eBooks.

Many authors will write a quality book on a subject and make it free. That free eBook will lead to something that is paid for. Many times that paid for product is some kind of an affiliate program.

i.e. You own xxwidgets. You have affiliates, who make money from you when they sell xxwidgets. You write them a book about a subject on xxwidgets then you let your affiliate brand their number into the ebook. In this way, if they give the book away with their ID number and someone buys a xxwidget.

Your affiliate makes a commission.

That is one example of ebranding. Another example is you find a great book on the net, and it is free, but you

are hesitant to pass it around because the person who has written the book has all kinds of links to what you are doing...HOWEVER, those links don't credit you for your work in giving away the book. Only the author of the book would make BACK-END sales.

If that book was brandable, you would brand your name, your ID into it, and pass it around to as many people that you can. eBranding causes viral marketing.

Back end sales are any purchasing for any product after the initial purchase.

Let's say you buy a guitar, you get a receipt for the guitar and a FREE downloadable eBook on how to play it.

You are busy learning your guitar, and suddenly you see, a reasonably priced course in the book... and MORE, you see a video tape on learning guitar, and guess what, SINGING lessons. Those are all backend sales.

Now that you have a great idea about eBranding, stay tuned for tomorrow where we will talk about, how to get Branded Books.

Until Tomorrow, our Regards!

Your name,

Your url

Your opt out....

\*\*\*\*\*

Day 2 How to get ebranded Books

Welcome Back <name>!

We see you are still interested in branding and making backend sales, great! Let's continue this course:

Getting Branded eBooks can be easy. Now that you are aware of this opportunity, all you need to do is look at what you are selling, and build a theme around that. Next, search the net for ebooks that fit what you are selling. Or something that could be in conjunction of what you are selling.

Everytime that you download a free eBook, look to see if there is a way to get it branded. It might cost ten dollars, it might cost 25.00, very seldom anymore than that.

You must realize that when you offer a free eBook on your Site, many people will download them. When they do, they read them, or are planning on reading them.

If that book leads to some backend sales, it is profitable to you, and worth a small investment to be prepared for those backend sales, by having your information branded into the eBook.

Have you downloaded a free eBook and see that it says,  
this book is sponsored by so and so, from such and such company? Look to your collection of eBooks and see if that is true.

In fact, the next membership site you think about joining,  
look to see if they have an eBook that you can give to promote  
your affiliate number!

<You can start right now with your first brandable eBook. Download [HERE](#)>

<[SEE APPENDIX for Recommendations for getting branded eBooks](#)>

Tomorrow we will talk about how to make your own product.

Having your own product is important on the net.

Making

a brandable eBook is not as hard as you might imagine.

Until Tomorrow, our Regards!

Your name,

Your url

Your opt out....

\*\*\*\*\*

Day 3 How to make your own brandable products

Hi <name>!

Great you are learning. People like you will make money

when they follow through with learning the proper techniques

to cash in on the net.

Your sticking to this course, shows us that you are very serious.

Have you ever considered writing a book, or even gathering up some information on something that you know about?

Many people give up before they even begin to really think about it.

Nowadays, getting an eBook out can be as simple as outlining what you want to tell about, writing a few



paragraphs of what you know, then using free reports with reprint rights to use as a filler.

You will want to make certain that the free reports you use are relevant to your topic.

<Suggest list free reports for them to download here -  
You can find a list of free reports in the Appendix,  
of AutoResponder Secret Courses)

Until Tomorrow, our Regards!

Your name,

Your url

Your opt out....

Day 4 How to Get People to Download those products

Before anyone sees your branded product, they have to be motivated enough to download it.

So whether you are branding a free or paid product, you must make your promotion materials appealing.

You can use a hard hitting, one line signature ad, short compelling ezine ads, or solo ads to bring in traffic to your site.

Even if you are using a brandable free product, it still must be presented in an attractive package or the viewer will see no perceived value.

A good cover, well written copy and a professionally crafted sales page are all key components.

When you are giving away or selling a brandable product, you must make certain that you include the branding tool and, if any, the password to open the product.

Until Tomorrow, our Regards!

Your name,

Your url

Your opt out....

Day 5 Wrapping it all up.

Hello <name>

We hope you have enjoyed reading this series on ebranding.

If anything was conveyed to you in this series, it should be the fact that branding your tools and products is one of the most powerful methods available to building a successful online business.

Let's take a moment and review what we have covered in this series:

1) eBranding is taking something and putting your name, your url, your email, or your affiliate

number into something that is read. The most common way for eBranding is through eBooks.

2) Getting Branded eBooks can be easy. Every time that you download a free eBook, look to see if there is a way to get it branded. Even if there is a small fee involved, it is well worth the money.

3) Make your own brandable products. Getting an eBook out can be as simple as outlining what you want to tell about, writing a few paragraphs of what you know, then using free reports with reprint rights to use as a filler

4) Get People to Download those products.

Whether branding a free or paid product make your promotion materials appealing.

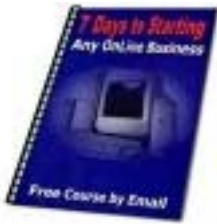
If you will follow the steps given in this series, you will be well on the way to creating your very own powerful, viral marketing machine.

To Your Success!

Your name,

Your url

Your opt out....



## **7 Days to Start Any On-line Business**

This is a generic course for anyone teaching marketing on the net, business .opportunity, or even helping your downlines. This course can help anyone get started!

This course can be changed or any part of it for a course that you would like to use. We have highlighted places that are recommended for changing.

The first thing you need to do is make sure you have found an autoresponder that fits your needs. If you do not have one,

[find autoresponder recommendations here.](#)

Read the instructions on how to personalize your Responder. You will need that to know how to change the Hi <name> area in these courses. Each Responder is different.

So, open your folder that has the autocourses in it.

**Open your main file and find the zipped file called "starting"**

**Open the txt file called starting1.txt - This is day one, of the course. Change what you like, add what you like.**

**Remember, find areas to lead them back to your site or to download an ebook that has something to do with your business! The idea is to keep your prospect seeing your offers and your name.**

**Once you have edited your starting1.txt save it to a folder then open up the next one, starting2.txt and so on and so forth.**

7 Days to Starting Any Online Business

Hello <name>

Thank you for signing up for our email course to

7 Days to Starting Any Online Business

The first Day is today. We will be discussing the steps it takes to get what you need on the net to start your online business presence.

The first thing you need to do is decide what business you

want to promote on the net. If you do not have a product,

here are some easy guidelines to how to choose one.

Just remember, on the net, there are tons of choices.

After you have decided what to sell; then your first step is getting a domain name. This is will be your name on the net. When you type in `http://www.whatever` you are typing in a domain name.

<YOUR FAVORITE OR SEE eBOOK APPENDIX>

You will be choosing a name. For business online the standard thing you need to look for is a .com name. It is still the 5th Avenue of the Internet. A dot com name makes you look established, so it is highly recommended.

Choosing your.com name is going to take you some time.

One, most .com names are taken. Basically any single word name is long gone. So, that brings us to using two words, and something that is easy to remember.

So, hurry on over to <YOUR FAVORITE> and start searching for an easy to remember name that fits your business. Try not to make it too long.... remember you are going to be <name>@yourdomain.com and you will be typing it a lot!

Domain names average around \$14.00 per year.

Next, you are going to need to find a web host. A webhost's average price is around \$17.00 per month

. There are some that are higher and have extra benefits

and there are some that are lower that will be adequate.

We recommend the following webhosts for you to choose from:

<YOUR FAVORITE OR SEE eBOOK APPENDIX>

This has been day one of seven days. Tomorrow we will tackle what you will need to start building your web site.

\*\*\*\*\*

Day Two of Seven Days

How to Build a Web Site

Hello <name>!

Thanks for coming back. Today we are going to talk about

what you need to learn how to build a website.

Website building is a lot easier than it probably sounds.

The tools you need, are a html editor and an ftp software

for loading your pages to your new server.

RECOMMENDED places to get these items and your choices are .....

<YOUR FAVORITE OR SEE eBOOK APPENDIX>

Once you get what you need, you will need templates for easy starting. There are free ones on the net, and there are paid for ones.

Recommended places to get free ones and Paid for Ones are:

<YOUR FAVORITE OR SEE eBOOK APPENDIX>

7 Points for you to ponder for your website.

1. Color
2. Style
3. Text
4. Loading Time
5. Graphics
6. Easy Navigation
7. Easy Order

Stay Tuned for Tomorrow's lesson on Finding a Merchant Account.



\*\*\*\*\*

## Day 3 of 7 Days

Hello <name>

This is the third Day of your Free 7 Day course.

We will be discussing Merchant Accounts.

Finding a Merchant Account Provider can be a make or break aspect of your business.

When you are brand new, establishing your own full service merchant account can be costly. If you are selling hard goods, however, it's the only way to go.

The first thing you need is a secure certificate or access to a secure server. Many hosting services provide access so be sure you determine whether your provider offers that service.

You will be required to pay a deposit to set up the Merchant Account with the credit card processor.

This could be anywhere from \$200 to as high as \$1000 or more, depending on what you are selling and what the credit history might be.

Once your account is created you will pay a monthly service fee plus a percentage of each sale and a set processing fee for each sale.

Here are a few recommended programs:

<YOUR FAVORITES OR SEE eBook APPENDIX>

There are other alternatives to setting up your own Merchant Account, especially when you are just starting out and/or sell digital products online.

These are services that take care of the entire process for you. They may charge a small fee to set up, but many charge nothing.

You will be given a special ID and link. This is what you will use as an "order link." The service will then collect the money and pay you, less the amount of their processing fee.

Your money is usually received within 3-5 business days for some, or every two weeks for others.

This type of service typically charges a higher percentage, but you don't have the hassles nor the upfront expense as you do with a standard Merchant Account.

Here is a list of recommended processors:

<YOUR FAVORITE OR SEE eBook APPENDIX>

This has been day three of seven days. Stay tuned tomorrow to Decide What Kind of Site You Want

\*\*\*\*\*

Day 4 of 7 days - Deciding on what kind of site you want

Hello <name>

There are probably as many different kinds of web sites as there are people who own them.

Whatever kind of site you are looking to build, keep it simple.

If you have hard goods to sell you probably will need to have a "catalog site." If this is the case there are several different factors that come to play.

On Day Two we explained the 7 points to ponder when building your web site. With hard goods those points become critical. Design, graphics and load time are definite considerations.

You will also need to have a "shopping cart" in addition to a Merchant Account. This can be quite tricky for a newcomer and we recommend hiring a professional to help you with this type of web site.

Here are some recommendations:

<YOUR FAVORITE OR SEE eBOOK APPENDIX>

Direct response mini-sites are probably the most popular and luckily for a newcomer the simplest to create.

This is a single page site, crafted for one purpose only. . .to make a sale. There is a definite formula involved in creating a successful mini-site.

Here are the criteria:

1. An eye-catching graphic.
2. A "grabber" headline.
3. Introduce the product.
4. List the features and benefits
5. Testimonials. Need to use at least three.
6. Ask for the sale. Take action.
7. Give your guarantee.
8. Summarize.
9. Order Information.
10. Signature and P.S. call to action.

There are numerous ebooks and marketing courses that can teach you how to develop a good direct response site. Here are a few for your consideration:

**<YOUR FAVORITE OR SEE eBOOK APPENDIX>**

Or, you can hire someone to build a direct response sales page for you. Here are some resources for this type of service:

<YOUR FAVORITES OR SEE eBook APPENDIX>

Tomorrow will be Day 5 and we'll be discussing  
Automating Your Site

\*\*\*\*\*

Day 5 of 7 days- Automating Your Site

Hello <name>

This segment of our series is extremely important.  
Even the ugliest of web sites can be profitable if  
the owner uses the proper follow-up.

You may have heard it before, that 80% of all sales  
are made after the 5th contact!!

Yes, it is true! But how many of us have the stamina,  
the perseverance, the organizational skills and  
dedication to chase someone 6 or 7 times?

Certainly not many!

Well, that is all about to change! What I am going  
to share with you, can revolutionize the way you do  
business forever!

You need to create an Automated Delivery System!  
The backbone of your system will be an autoresponder.

An auto-responder is simply an e-mail address that,  
every time someone sends e-mail to it, automatically  
responds with information.

Depending on the service, you can program the autoresponder messages to be mailed sequentially. Some services automatically send each day and others allow you to establish the time frame for delivery.

The point is that the entire process is automated and you no longer have to worry about following up with your prospective customers. The system will do it for you.

The list of potential uses for a system like this is endless. You can use it to deliver an educational series just like this. You can use it to deliver a free report. Use your imagination to discover new ways to put it to use in your business.

There are numerous autoresponder services available. They vary anywhere from free to \$50 or more per month.

The point is that you will have a selection to choose from and your choice will be based on what your individual business needs might be.

Usually the free services will place an advertisement with each email that is sent. If this is where you must start then by all means do so, but plan to upgrade to a paid

service at some point. The being that you won't want to "distract" prospects with someone else's message.

Here is a list of recommended services:

<YOUR FAVORITE OR SEE eBook APPENDIX>

That concludes our message for today. Watch your mail tomorrow when we take a Look at Back End Sales.

\*\*\*\*\*

Day 6 of 7 days - Looking at Back End Sales

Hello <name>

Yesterday we discussed how an automated delivery system can make your life easier.

Today, let's take a look at how that system can also fuel your business with new sales.

Let's assume for example, that you have made a sale. Your customer is usually directed to a thank you page on your web site. Instead of giving the customer the download information on the thank you page, direct the link to an autoresponder.

On the thank you page just ask them to "click here" for download instructions. Once they have done that the instructions will be sent to them via your autoresponder.

Now, you might ask, why circumvent that way?

Because now your customer is in your automated delivery system without you having to do any additional work. Just think about it for a moment.

They receive a thank you and their download instructions.

One or two days later, they might receive a "just checking in" message from you to make certain that they are getting maximum use of the product they ordered.

This is also the time to begin introducing other products or services. They bought from you once. As long as you introduce something new they will buy again.

You can repeat this process over and over again. There are many other ways to introduce "back end sales."

We've given you just one example here that will tie in directly with what you learned yesterday.

All autoresponder services are not alike, as we mentioned earlier. Here are some to consider:

<YOUR FAVORITE OR SEE eBOOK APPENDIX>



Tomorrow will be the 7th and final in our series. You won't want to miss Advertising.

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## Day 7 of 7 - Advertising

Hello <name>

Volumes have been written on the subject of advertising.

Let's just say that if you aren't advertising, you probably won't be in business for long. You must advertise.

When business is good. . .advertise. When business is bad. . .advertise more.

There are many opportunities for advertising your business online. Many people who are just starting out will jump on the "free" advertising bandwagon.

Right here is where we need to make a distinction between advertising and marketing. These are two different topics.

The very best free advertising you can get isn't really advertising at all. . .it's marketing. Marketing your name, your knowledge and yes ultimately advertising your web site.

There are two methods of marketing for free that you should consider.

One is writing articles for ezine submission. The other is to join business forums that coincide with your area of expertise.

In either case, your approach should be subtle. A well crafted article on a subject that you know quite a bit about will go a long way towards bringing traffic to your web site.

The same holds true with forums. A forum is a place where people of like mind and interests come together to share information and knowledge.

It isn't a place for blatant advertising. Introduce yourself respectfully and contribute by offering assistance when another member has a particular challenge that you are qualified to address.

FFA sites, safelists and the like may work for some, but as a general rule require much more effort than desirable for a small return.

This brings us to ezine or newsletter advertising. Practically anywhere you go on the Internet you will find that this mode nets the highest return on your investment.

There are other factors, of course, such as sponsor ads versus solo ads or writing sales copy that sells.

Which ezines are best to advertise in? Is a large circulation better than a smaller one?

Here is a resource list that can help you to learn more about marketing and sales:

<YOUR FAVORITE OR SEE eBOOK APPENDIX>

This brings our series on 7 Days To Starting Any Online Business to a close.

We hope our information has proven helpful and wish you great success in all your endeavors.

If there is any other information we can provide you or assist you in any way, please contact us at:

mailto: youraddress@yoursite.com

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## **5 Days to Launch a Successful MLM Business**

This is a generic course for anyone teaching marketing on the net, business opportunity, or even helping your downlines. This is designed for those of you who are in any kind of MLM program.

This course can be changed or any part of it for a course that you would like to use. We have highlighted places that are recommended for changing.

The first thing you need to do is make sure you have found an autoresponder that fits your needs. If you do not have one,

[find autoresponder recommendations here.](#)

Read the instructions on how to personalize your Responder. You will need that to know how to change the Hi <name> area in these courses. Each Responder is different.

So, open your folder that has the autocourses in it.

**Unzip your main file and find the zipped file called "mlm"**

**Open the txt file called mlm1.txt - This is day one, of the course. Change what you like, add what you like. Remember, find areas to lead them back to your site or to download an ebook that has something to do with your business! The idea is to keep your prospect seeing your offers and your name.**

Once you have edited your mlm1.txt save it to a folder then open up the next one, mlm2.txt and so on and so forth.

## **Five Days To Launching A Successful MLM Business**

Day 1 of 5 The Basics of MLM

Hello <name>

Thank you for requesting more information about our amazing success formula for working from home, using the POWER of the Internet and achieving your personal and financial dreams!

Our goal is to provide you with the facts on what this industry IS and what it is NOT!

We want to give you everything you need to make an informed, educated decision about whether or not this business concept is for you.

You will soon know why MLM and Network Marketing are called \*Franchising for the New Millennium!\*

For more information on our company and what we are doing,

visit us at: <http://www.YOURSITE.com>

Simply put, MLM (as we'll call it here) is simply a business system for moving products and services to the marketplace!

### The Basics of MLM Programs

First, understand that MLM is not an illegal pyramid scheme. It is 100% legal and many multi-million dollar companies market their product strictly through MLM promotion.

Some of the best known MLM companies include Amway, Shaklee, Tupperware, Princess House, a subsidiary of Colgate Palmolive, A.L. Williams, Mary Kay Cosmetics, U.S. Sprint, MCI, and NSA. These companies have been around for decades.

There are actually 100's to 1,000's more MLM companies. Like other companies, some are good

and some are not so good. But one thing is for sure. MLM is here to stay, and it is an explosive growth field!

More and more Fortune 500 companies are embracing Network Marketing!

So what's the big attraction to MLM companies and programs? Well, it represents a wonderful opportunity for the \*little guy\* to start his own business on a part time basis and make a whole lot of money!

The beauty of MLM is that it's not about one person doing it ALL. It's about many people each doing a little and working together as a team!

In fact, millions of people are earning a solid income from the comfort of their own home while being their own boss. You don't need an expensive office anymore.

A telephone, basic computer, fax machine and HUGE ambition are all it takes!

Watch your email tomorrow for the second message in our series, "Compensation and How It Works"

Your Name

Your Website Url

Your email

To Unsubscribe click here

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## Day 2 of 5 - Compensation and How It Works

Hello <name>

Welcome back to our series. Yesterday we discussed the basic concept of MLM. We ended by sharing that millions of people are earning healthy incomes through this concept.

How is this possible? The concept is fairly simple, MLM

companies offer their products and services through independent distributors or representatives who can then

recruit other distributors.

That way, a distributor can buy the MLM products or services at a discount and earn money selling the product or service directly to others.

He also earns \*overrides\* for the distributors that he has sponsored.

And it gets better. Normally, a distributor also earns \*overrides\* for several levels deep in his organization. These distributors are called his \*downline\* or his \*organization. You have probably seen how an



organization can grow, but I'll show you again just in case.

Let's say that your organization has 7 levels. Let's assume that you sponsor 3 people, and everyone does likewise. Your downline would then grow like this:

Level	1	3	Distributors
Level	2	9	Distributors
Level	3	27	Distributors
Level	4	81	Distributors
Level	5	243	Distributors
Level	6	729	Distributors
Level	7	2,187	Distributors
Total	=	3,279	Distributors

Now that's quite a few distributors. If you earned \$10 a month for each distributor in your \*downline, you would be earning \$32,790 a month!

You can make a lot of money in MLM, if you follow a simple, proven formula for success.

Let me explain what it takes to succeed and also to fail in MLM. You need to understand the underlying principles of MLM first.

You Must Build Your Organization Deep!

Notice in the previous table that you earn your big money on your 7th level. That's because that's where most of your distributors are.

To build a deep organization, you MUST train and help your first level! In other words, you must have a method that can be duplicated! Your first level people must have a way to help their first level (your 2nd level) and so on.

This duplicative effect is the most powerful ingredient of MLM. It's also the reason why MLM is creating Financial Freedom for thousands of people worldwide today!

Working our duplicative system is easy because we know from experience that it's something anyone can do!

Imagine if you shared this business system with Mary in Boston. Then, Mary tells her friend Joe in Pittsburgh about our concept. Joe tells Bob in California, who goes on vacation to Canada. While in Canada, Bob meets Charles and tells him what's going on. Charles is excited because Canada has just opened for your company to do

business and Charles builds a huge organization of motivated Canadian Representatives.

Bob is happy, Joe is ecstatic, Mary is thrilled and you have financial independence! Bye-bye boss, bye-bye alarm clock!!!

By just sponsoring one person, you've set in motion a chain of events that has people working on your behalf all across the U.S. and now internationally. Watch out world!

And every person who joins is adding to your monthly commission check, as well as their own! This is a small example of duplication and MLM in action!

Do you think together we could find just one person a month to join your business system? Do you think together we could teach and train this one person to do what we do?

If you do, then you can succeed in MLM!

I believe as a team we will add more than one person a month to your business, and help them do the same!

But, you know what? Even a 90 percent failure rate can still provide a full time income in your first year alone.

Imagine year two, three and beyond!

Ask yourself these questions -

Do I want to take control of my own future, both in time and money?

Do I want to be at the forefront of a trend that, combining the power of MLM and the technology of the Internet, will produce massive generational wealth?

Am I motivated enough to take the simple steps required to achieve this level of success?

You've taken the first step, now on to the next.

Tomorrow we will address Frequently Asked Questions about MLM. See you then.

Your Name

Your Website Url

Your email

To Unsubscribe click here

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Day 3 of 5 - Frequently Asked Questions About MLM

Hello <name>

Welcome to the third report in our series.

Our goal today is to provide you with answers to the most frequently asked questions about our industry.

This will provide you with the ability to make an informed, educated decision about your future within our industry. Have other questions? Check us out at:

[www.YOURSITE.com](http://www.YOURSITE.com)

#### FAQ's about MLM

Q. Isn't MLM one of those pyramid schemes?

A. Definitely Not! Though MLM and pyramid schemes may seem to share some similarities, there's a BIG difference which makes MLM legal and pyramidizing ILLEGAL.

In pyramid schemes, income is generated solely on the process of recruiting others into the pyramid. Sometimes a product or service of questionable value is involved, but you are most often buying into the right to recruit others and collect money.

This is illegal! Also, in pyramid schemes, those who get in first and are at the top win, while everyone else loses.

In a legitimate MLM company, representatives are paid only on the movement of products or selling of services, not merely recruiting.

Sometimes, there's also compensation based on the training and managing of your marketing team.

Also, in an MLM company, no matter where you are positioned or when you joined, you can advance to the very highest income levels, and pass those who sponsor you.

Q. Do I have to know and sponsor a lot of people to be successful?

A. No, if you sponsor just one person every month or two, you can be very successful in MLM, and build up a great residual income.

These people don't have to come from people you already know. Think about how many people you bump into everyday in your normal day to day activities!

Try this: sit down with a sheet of paper and a pen and write down the names of EVERYONE you know, have known, have done business with, etc. You will be amazed by how many people you come up with.

Will all of these people join you in your MLM business? Probably not, but statistics show that one out of every one hundred names will make your car payment, one will make your house payment and one will retire you!

So, three out of every one hundred isn't too bad! Also, keep in mind that the people on your list also know others, and will quite often refer you to others that might be interested in joining you in your endeavor!

Q. How much money can I make?

A. As in anything in life, you get out of it what you put into it. It works, if you work. But, the benefit is that YOU are in control - it's up to you how far you take it and how much you make.

And, keep in mind, the income that you make is largely residual. This means that for the work you do today, one time, you have the potential to earn money for today and years to come.

Q. I don't like selling, so this probably isn't for me.

A. It is said that "life is sales!" Actually, studies have shown that people with no sales experience often do the best in MLM.

This is because our business isn't about selling. At least in the traditional way people think of selling. We don't engage in high pressure techniques in MLM.

We simply share the concepts, products and services of our company, just like you would tell someone about a great restaurant, good movie or quality physician, and

let others decide if it's the right thing for them. Our motto is "some will, some won't, someone is waiting...",  
NEXT!

Q. I've tried MLM before and it didn't work for me.

A. If you went to eat at a new restaurant and the food and service was terrible, would you swear off eating in restaurants for the rest of your life? Of course not!

MLM is no different. There are great companies and some not so great. But MLM definitely works. It's just a matter of linking up with the right company, and the right sponsor. This is a business, and you must treat it like a business!

Q. Why do I have to pay to get involved? Isn't that like paying for a job?

A. When you start with an MLM company, you are starting your own business, much like a franchise.

When you open a McDonald's, you buy the right to use the name and sell the products. In addition, you pay a percentage of your profits to the corporation every month.

With MLM, you are paying for the right to sell the products or services, use the name, receive training



and represent the company. Just like the term "you get what you pay for", MLM is the same way.

Paying for your start up materials eliminates the company from bearing the overhead of signing up people who aren't really serious about working the business. This just ensures a better pay structure for the serious business builders! And, it's tax deductible!

Q. What about saturation? Shouldn't I go with a "ground floor" company?

A. This is one of my favorite questions! Remember, in Network Marketing, just like ANY traditional business, ground floor means "start-up", which means 85 to 90 percent chance of failure within the first eighteen months.

Saturation in this business is a myth!

How many millions of people turn 18 each year?

How many people look for a new career each year?

How many people do you actually KNOW who are currently building an MLM business?

Hearing about something and actually involving oneself in it are two different things. You will meet people on a daily basis who have never heard of us!

Timing is the real key to why saturation is a myth. Thousands of young adults consider starting their own business and thousands more experience a major shift in their lives because of life changes at work, at home, etc.

These same people, months before, would have never considered working from home, or starting an MLM business. Now, they are open to the possibilities!

Q. What type of support will I get from my sponsor and my upline?

A. Another great question, and one that you should pay close attention to!

When you join an MLM business, you are starting a business that has the potential to yield millions (yes, I said millions) of dollars to you. You **MUST** treat this as a business decision.

Make sure you find a sponsor or upline that has experience in the industry, has built a successful business, has a proven track record and can get you started on the right foot and will work with you **FOREVER** if necessary to ensure your success.

We hope we have provided you with some insight answers to the more commonly asked questions about our industry!

The time is here. The opportunity is real!  
Will you seize it?

This concludes our message for today. Watch for tomorrow's' message when we address Habits That Will Make You Wealthy

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Day 4 of 5 - Habits That Will Make You Wealthy

Hello <name>

1) Make a decision that you ARE in business every single day. Carry business cards with you everywhere and ask people for their card. If they ask for yours, give it to them.

2) Prepare and MEMORIZE (in your own words) your 30-60 second commercial about what you do.

When you are out and about and talking to people, if someone asks you what you do, be prepared to recite your commercial.

Don't mention your "day job" if you have one. You are only concerned with the business you are building.

3) If you are working your business on the Internet, send out your advertising for prospects "daily", using whatever method your upline teaches you.

4) Ask people questions and LISTEN to what they have to say. You are learning about that person and looking for a "window of opportunity", or if online, the level of interest.

These "windows" are the opening you need to bring up your business and a way that it may solve a problem in their life.

Always make it about "them" and not you. Get yourself out of the way completely. Your needs and reasons for working your business do not matter to your prospect. People are typically only concerned with themselves.

5) Take action in your business EVERY SINGLE DAY! Even if this means handing out one business card, making one phone call, posting to one ffa site or calling one person in your downline.

Single Daily Actions are what keep you in the business and keep your business growing. Make sure that you are taking action in the right areas, however. These are the revenue producing areas.

Reading company bulletins and emails are great, but you don't get paid for this activity.

6) Have a written list of names that you will contact about your business. Constantly add to this list.

You would be amazed at how many people don't work from a list. Most top income earners in any company will tell you that your written list is crucial!

7) Pay yourself first. From your very first paycheck, take ten percent of it and invest it. Do the same with each paycheck you receive.

As you begin earning more with your business, you will be tempted to increase your lifestyle. Just make sure you pay yourself first and put that money to work for you earning more through investments.

8) Have fun! No one wants to get involved with you in your business if you aren't having fun. Lighten up, have belief and create some fun in your business.

Talking to prospects can be great fun if you take the right attitude. Work together as a team and create some excitement. People will want to join you just for the fun of it!

9) Write a vision statement. Define your perfect day, your perfect life. Very specifically put down on paper what you want to have, do and be in your life.

Read this vision statement once in the morning and once in the evening. You'll be amazed at how it will propel you forward.

10) Pay attention to successful people. You've probably heard it said that your income typically reflects the average income of your closest friends and those you associate with.

If you want more, reach out to those that are living the lifestyle you want. Take a millionaire to lunch! Ask him/her what their secret is. People love to share their success stories, just ASK!

11) Be determined to succeed. Be disciplined and take urgent, immediate action in your business. Don't let the dream-stealers get you down.

This may be tough to face, but most people don't want you to succeed beyond your present level. Master the skills you need and put them into action each and every day!

We hope this helps you become a student of good habits and great rewards in your business!

This concludes today's' message. Tomorrow our final report will be Goal Setting In Your MLM Business See you then!

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## Day 5 of 5 - Goal Setting In Your MLM Business

Hello <name>

Goal setting is the FIRST step to goal GETTING! Goals are dreams with a deadline attached to them. Goals are necessary. Goals are inspiring. Goals move us forward. Goals help us to be all that we can be!

Try this exercise:

Close your eyes. Now think about what you REALLY want in your life.

Where do you want to live?

How big and what design is your home?

What kind of car do you drive?

How much money is in your bank account?

What charities do you contribute to?

How do you spend your days?

With whom do you spend your time?

Where do you vacation?

Come on. . . get a little crazy and Have fun!

Okay, with these ideas in mind, let's get busy setting some goals that are going to help you achieve the things you just dreamed about in your mind.

Incidentally, this exercise will help you write your vision statement, as described in the Habits Report you've already received.

How much money will you be making five years from today?

How much money will you be making three years from today?

In two years?

In one year?

In six months?

In three months?

How much time will you devote daily to your MLM business?

Weekly?

Monthly?

How many people will you contact daily about your opportunity?

Weekly?

Monthly?

How many customers will you sign up?



How many books or tapes on success and personal development will you read or listen to each month?

What are you willing to give up to achieve your goals?

What are your priorities each day, both personal and business?

What, if anything, will you allow to stop you in pursuing your goals?

What are the things that matter most to you in your life?

Who is responsible for your success or failure?

There is a day that you get into MLM and a day when MLM gets into you! The latter is the one that really matters! Until then, you are either a master in the making or just average!

You can either work for YOUR dreams or work for someone else's.

Okay, now it's time to take ACTION! Commit to your dreams!

Work your business with a passion and you will create an unbelievable lifestyle for yourself and your family.

This concludes our 5th and final report in our series, Five Days to Launching a Successful MLM Business.

We wish you health and prosperity. If you would like to learn more about our chosen MLM vehicle for attaining that prosperity, please visit:

<http://www.YOURSITE.COM>

## Appendix - Recommendations

There are several places in this book that mention this Appendix. The list below consists of recommended places that you can go and see if they interest you.

They are listed in Alphabetical order.

Auto Responders ...

Remotely Hosted

Free and Paid For on the same sites.

[Get Response.com](http://GetResponse.com)

[ZipResponse.com](http://ZipResponse.com)

[emailautoresponders.com](http://emailautoresponders.com)

Remotely hosted Not Free - High Quality Service

[QuickTell](http://QuickTell)

Popular Scripts for Having your own.

[Hotscripts.com](http://Hotscripts.com) is a great place to look for scripts. Be sure to look for a script that is personalized. There are php and cgi scripts.

[ARP](#) runs about \$100.00 then you will need to consider the installation price, however once set up, then you will not have any responder fees, other than your own website fees.

BRANDING - We highly recommend

[\*\*eBookWholesalers!\*\*](#) This club is fantastic. Tom Hua has spent a lot of time and money to make it so that *you can brand to your heart's content and get those backend sales.*

[\*\*Web Hosting\*\*](#) Read about this great Hosting Company  
Other Things you May need for your Site:

[\*\*Ad and Sales Copy\*\*](#) - Patty Mentioned in this Book, she loves to write sales copy!

[\*\*Web Design\*\*](#) - The design of your site is important - when you need outside help, Check this out!

Domain registrar

[\*\*000domains.com\*\*](#) 13.50 per year at this writing  
EXCELLENT Service

[\*\*directnic.com\*\*](#) \$15.00 comes with some free hosting that has banners

[\*\*godaddy.com\*\*](#) Cheapest...service has a tendency to register you your name and then say, "OOPS,sorry that one is taken," however if money is a concern, it is adequate \$8.50

Marketing.... As you are marketing, you might want to learn more. [\*\*Check out this Great Marketing Site!\*\*](#)

## **Encouragement from the Authors**

This is a two part encouragement. The first encouragement comes from Patty Baldwin and the second encouragement comes from Teresa King.

We are both positive people, and you may get some of the same advice from both of us. Enjoy it and believe in yourself.

First, we would like to thank you for purchasing and reading this eBook. We feel you have the important ingredients for setting up your autoresponder and increasing your sales!

Second, we would like to thank Tom Hua the owner of [ebookwholesaler](#) whose membership has made it possible to spread AutoResponder Secrets far and wide, so that you have been able to find this eBook to improve your business sales!

We would also like to thank the person who has brought this book to you. [Please visit the dealer's web site here.](#)

**From the Desk of Patty Baldwin [allbizservices.com](http://allbizservices.com)**

How do you measure success? Is it measured by the amount of money in your checking account? Is it measured by accolades from your friends, co-workers or family?

Measurements of success have a tendency to change as we grow and develop as human beings. The corporate world measured my success for many years by awarding promotions, bonuses and lapel pins never worn again.

Today, the measurements are much different but so much more definitive and powerful. A day that holds the promise of a hug from a grandchild, the crisp smell of the air on a beautiful fall day, the reverent silence of snow falling gently on my face. This is how success is measured in my life now.

Success is measured by the ability to reach out and respond to a desperate plea of an email received from a total stranger who needs to believe in possibilities. My fingers softly fly over the keyboard with the simple message.

You can do it. . .I believe in you even if you do not. . .I  
care. . .This is how success is measured in my life now.  
And, so can you.

Thank you for reading. I appreciate you. . .and I care.

**From the Desk of Teresa King [tipsfortop.com](http://tipsfortop.com)**

Working at home takes a lot of self determinism, as there is no one looking over your shoulder, and no hourly punch in clock.

Your business is your business. It truly is an awesome feeling. Some days you will be taking two steps forward and three steps back, then other days it will be four steps forward and no steps back. When in doubt as to your goals, remember take one day at a time, and don't let anyone stop you from your purposes.

You are the only one who is responsible for the actions or any actions you don't take. No one else can stop you, unless you let them stop you.

There will be days when you feel lonely, frustrated and your optimism may fall a degree or two. Straighten up those shoulders, take a walk and let nature relax you as you think about the things that you want out of life.

Then get back at it and make those dreams come true.

One thing that I do when something looks "hard" or I am on a learning curve struggling to learn something. I think to myself, 'just think in a few weeks, I will be a pro at this and helping someone else along with it.' Try it and see if it helps you.



Remember, never before in history has opportunity to become a success been so readily available for anyone determined enough to make it happen. Believe in yourself and do it!

**Another eBookWholesaler Publication**