

Warning! Your Autoresponders May Not Be Performing to Their Maximum Profit Potential

**If You've Been Setting Them & Forgetting Them...
You Could Be Leaving Too Much Money on The Table**

**Try These 11 Autoresponder Spring Cleaning Ideas to
Help You Maximize Your Profits.**

You probably already know how valuable and profitable autoresponders can be. You simply set up a mailing list, plug in some messages and everyone who signs up will receive your full series of well-crafted messages designed to inform and sell your products.

One ***dangerous thing*** you may have been told is that autoresponders are something you can set and forget about, but to make the most of them, you can't simply leave them be. You can set it up and forget about it for a while, but every once in a while, you need to revisit your autoresponders and do some updating and evaluating on their effectiveness.

If it's been a while since you've looked at yours, **it's time for a Spring Cleaning!** Here are some ideas to freshen things up to provide your readers a better experience and increase your profits at the same time.

And remember, you don't have to do all these tasks yourself. Hire a VA (virtual assistant) to help you get some of this work done. The important thing is to get it done or your autoresponders may not be providing you with the best return on your investment as possible.

1. **Make a list of all the autoresponders / mailing lists you own.** Write them all down...even the obscure ones you may have forgotten about.
2. **Write down the purpose of each autoresponder.** Ex. "To provide tips on XXX topics and to promote my ebook on XXX" or "To show people how to XXX and promote XXXX product through an affiliate program" or "General tips for XXX and I promote various products week to week"
3. **Take a note of the number of subscribers.** The more popular lists may be an indication of where you should be focusing a lot of your attention...but don't disregard the smaller lists if they serve a very important purpose. Perhaps, you will need to make a more intensive promotion plan for those lists.
4. **Evaluate which still fit in with your marketing plan.** You may have started a list with the best intentions, but if it doesn't fit into your current

plan, you may let it run its course or even sell it. Don't get distracted with things that don't fit into your business plan.

5. **Go through each message to ensure they are all still up-to-date.** Even if you think your information doesn't have an expiry date, you'd be surprised at the little details that should be updated. You may have changed your opinion on certain subjects, no longer endorse a product or new research may show different findings than you originally reported. Don't forget to check for broken links and expired offers.
6. **Make sure you're tracking the links in your autoresponders.** Whether it's a link to read an article on your site, your product or an affiliate recommendation – track it. Tracking your links will give you a deeper understanding of what type of information your subscribers are interested in and what offers they respond to.

IMPORTANT NOTE: Your autoresponder may come with automated link tracking. That certainly makes it easy to track links, but consider that the strange-looking links your autoresponder produced may actually deter clicks, rather than encouraging them.

If your links look like:

<http://clickme.myautoresponderser.com/1/2/jk/12342.html>

Ask yourself if they would more likely click on a link like the one above or one from your domain like: <http://mydomain.com/great-offer.html>

My recommendation is to always redirect any strange-looking tracking links through your own domain. If in doubt, test a few links through your own domain in comparison to the other ones and see which are clicked through more frequently. You might be surprised at the difference.

7. **Add extra tips and information you may have come across since you originally created the autoresponder.** We all expand our knowledge and experience as we work in our markets. This is a great opportunity to share what you've learned. The new tips and info can be added to the existing messages or create new messages. With that said...
8. **Make a plan to add more messages.** If it's been a while since you added any new messages to your autoresponder, chances are some of your subscribers are no longer receiving any content or will be at the end of the series soon. Don't waste all that hard work! These subscribers are valuable to you, so keep in touch.
9. **Evaluate your sign up page and promotions.** Take a look at your opt-in page or the sign-up boxes you've placed on your website. Can you make your offer more enticing or does it need to be updated based on the changes you've made to your messages? Split-test new headlines, calls to action, try adding your picture and see what increases your opt-in rate.
10. **Consider offering a new sign-up bonus.** If your current sign up bonus is still working, you may not need to change it. But if you have an idea for a

great new free report or useful tool, highly targeted to your autoresponder's topic, go for it. It's also a great freebie to give to your existing subscribers. Breathe new life into your offer and help generate some word-of-mouth with the new content you make available.

11. **Get the word out!** When you first started your autoresponder, you may have put a lot of effort into acquiring subscribers. Some of those methods may still be working, but there's always plenty more you can do to accelerate your sign up rate. You can distribute content to promote your list. You can set up a pay-per-lead affiliate program to get others to promote your list. Allow affiliates/partners to rebrand a special report that promotes your list. The possibilities are endless. Just make sure you're breathing new life into your promotions.

Need a Helping Hand with Your Internet Marketing Spring Cleaning?



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