

Using Your GetResponse Autoresponder

When you purchase your Autoresponder from GetResponse, you are getting your own system for communications. While the initial setup is designed to get you started, it is by no means the only ability you have to promote your Automatic Builder business using the GetResponse system.

This training is designed to show you how to set up your initial autoresponder, then give you ways and means to expand your use of the system. You have purchased not just one, but unlimited autoresponders with your account. There are many ways to use both the initial one and others that you can design for specific purposes. So let's get started.

SETTING UP YOUR INITIAL ACCOUNT

After you purchase an account at GetResponse, you will have created a name and password for that account. This is the information you will use to log in at GetResponse. While you can create and name unlimited numbers of autoresponders within your account, you will always log in with that one name and password.

After logging in, you will see various tabs at the top of the page, for instance, "Home," "Campaigns," "Subscribers," etc. When this training refers to "tabs" this is where you will look.

CREATING YOUR CAMPAIGN

1. Go to Campaigns Tab and hold the mouse over top of it. A pop-down list will appear. Move the mouse over the words "My Campaigns" and another pop-down menu will appear which lists each of the autoresponders you have created. If you have not created one yet, click on "Create New Campaign." If you have already created a campaign, click on it and you can modify it in the next page.
2. When creating a new campaign, you will be presented with a page that asks for the name. This name will identify your autoresponder with a unique address, so all of your replies, etc. will be to your account. It is kind of like choosing an e-mail address. After you have selected a name, select a title and description for this campaign. These are not unique, so you can use "automatic builder" for the title "information about automatic builder" for the description. Then click on the button, "Create a New Campaign" at the bottom.

PRELOADING YOUR ACCOUNT

3. After you create a campaign name, you will be presented with a page saying "the new campaign has been created" and giving you options about the campaign. Click on the link "Preloading Messages." A box will appear asking for the account name you wish to pre-load from, labeled "Source" and a box with your account name, labeled "Destination". In the box labeled "Source," beside the word "Campaign" type in absite@getresponse.com (make sure you use all lower case letters). Then click "Login" below the box. Then click the button in the

middle that says “All” and your account will be loaded with all of the messages for AutomaticBuilder prospecting. Then click the button on the bottom, right that says “Save Settings.”

MERGING YOUR AUTOMATIC BUILDER LINK INTO YOUR LETTERS

4. Go to the Subscribers Tab and hold the mouse over top of it. A pop-down list will appear. Hold the mouse over the link “My Subscribers,” and another pop-down menu will appear. Click on “Predefined Fields”. Scroll and click on the link that says “Set a New Predefined Field.” In the box “Field Name” enter url (make sure you use all lower case letters). In the box “Predefined Value” type in your complete Automatic Builder URL, for example:
<http://www.automaticbuilder.com/1234> If you want to track your responses from this account, add a tracking link on the end. It would look something like this:
<http://www.automaticbuilder.com/1234/?source=gr> Use anything after the “=” that will indicate to you that this is the account your visitors came from. It must be letters, numbers, or a combination. DO NOT check the box below about Automation. Then click “add” button and you are done.

AUTOMATIC UPDATES

5. Make sure you get updates automatically any time the autoresponders at Automatic Builder are changed or new messages are added. To do this, go to the Campaigns Tab, and click on the “Automation” link. Then choose your campaign name from the list. On the next page click on the link “Add new Automation Rule” Scroll down to the last rule, “change messages” and click. Type absite in the box. Then click “add rule”. This will insure that your messages are the most up-to-date and accurate all the time. In the future, it will just be done automatically for you.

COLLECT YOUR FREE BONUSES

6. Get Your Free Bonus from GetResponse. When you set up an account with GetResponse, you are entitled to some free bonuses. Get them. Anything free is good, right? Several are bonus e-books which give good information on e-mail marketing, etc. Another one is free bonus advertising. To get your bonuses, go to the Account Tab and click “Free Bonuses”. Follow the instructions to select the ones you want. For the “Free 500 Ad Exposures”, you will have to have an ad prepared to use. Here is an example of the one I used:

We're so confident our system works

We'll let you try it for FREE

FREE product, websites, training, support

You pay only \$2.95 S/H for the product

Your Automatic Builder link OR Your GetResponse address here

PERSONALIZING YOUR CONFIRMATION MESSAGE

7. GetResponse is designed for sending messages only to people who have confirmed an interest in your opportunity. If you purchased a lead package at GetResponse, your leads are confirmed when they click on your ad (more about leads later). If, however, you intend to add unconfirmed leads from a list of your own, the prospects will need to give authorization to add them to your list by “confirming” in an e-mail from GetResponse.

This letter will then need to be “personalized” with a little information from you. GetResponse will prompt you to do this until you do. You will see a pink box appear at the top of your page asking you to create your confirmation message. Click on the link provided and you will be taken to a “settings” page. Scroll down to #6 – Edit your confirmation message.

In the Subject box, use the pop-up arrow on the right to choose the subject: “Confirm your request for information.” In the Body Template box, use the pop-up arrow on the right to choose, “Information Request.” In the Personalized Message box, type the message you would like people to receive for confirmation. Here is an example: *Please confirm your recent request for more information about Automatic Builder and the business that works for all of us -- no internet guru experience required!* In the Signature box, change it to whatever you want. Your name will automatically be added, so just change the “sign-off” part if you do not like “thanks.” When you are done, click the “Save Settings” button at the bottom and you are set.

GET RESPONSE LEAD PACKAGES

While it is not necessary to purchase the GetResponse leads to use your autoresponder, we have found them to be a very targeted, high quality lead. If you do purchase them at the time of signup, you will need to have a small ad ready to place in the system. The reason is that these leads are generated by GetResponse when someone asks specifically for more information after viewing your ad.

Here is an example of what many of us use, however you can make up your own. Just make sure the character count fits.

Lead campaign title (can be up to 45 characters):

Tired of Outsourcing Your Income?

Lead campaign text (can be up to 145 characters):

We're So Sure Our System Works We'll Let You TRY IT FREE! FREE Product, Websites, Training, Support - 6 Yr Debt-Free Company Pay Only \$2.95 S&H

You can change your ad content at any time during the campaign, by going to the Subscribers Tab, clicking on “Subscribers Campaign”. Then you can edit your ad by using the “edit” button. You can purchase more leads by clicking the link “buy more leads” below the campaign description. You can also see stats here that will let you know how much of your campaign has run.

OTHER METHODS TO GET LEADS ON YOUR AUTORESPONDERS

1. As mentioned above, you can import leads into your system. They will not become active, however, until they have confirmed, so make sure you personalize your confirmation first.

To import leads, go to the Subscribers Tab and then the “Build Subscribers List link” in the pop-down menu. In the next menu, click on “Import Subscribers.” Read the instructions and make sure your leads are in the correct format before you use this feature. There are spam issues involved with imported leads, so be sure to read the policy at GetResponse for imported leads.

If your leads are in the correct format and meet the specifications outlined, simply follow the directions for importing them.

2. Another way to get a **prospect to subscribe themselves** to your autoresponder is through an e-mail communication. Since your autoresponder has an “address” to respond to, you can use e-mail to add them. This is how you do it.

In an e-mail communication to your prospect, you could detail a little bit about the opportunity. Then say something like this: *For more information, send a blank e-mail to myname@getresponse.com* (Replace “my name” with the **name of your autoresponder**, NOT your own name). When they do that, they will immediately receive the first message in your series and be placed on the autoresponder. That is one method which does not require a confirmation letter, as they are requesting the information through e-mail themselves. To see how it works, send a blank e-mail to your autoresponder and it will begin sending the messages to you.

3. If you have a **website of your own** (you cannot use your AutomaticBuilder affiliate website for this), you can **place a webform on your webpage** that works similarly to the e-mail communication above. When they fill in their name and e-mail address and submit, they are immediately added to your autoresponder as outlined above for e-mail subscribing. To get a webform already designed for you, go to the Subscribers Tab, choose “Build Subscribers List” and then “Capture Subscribers”. Then just follow the directions for creating HTML content to be added to your page.

4. If you have a **website that you own**, you can also **create pop-ups to capture prospects** entering or exiting your pages. You can do this by following the directions above for a webform, but select “PopUps” to create.

CREATING MORE AUTORESPONDERS

There are three very good reasons for making use of more than one autoresponder at GetResponse. 1. Better tracking for your promotional efforts; 2. Disseminating information to your downline; 3. Developing campaigns of your own.

1. If you are advertising and promoting in many different places, you can have an autoresponder set up for each individual campaign. The easiest way to do this is to “replicate” the one you have, but give it a new name.

2. Just follow the instructions beginning at the top of this page for “Creating a New Campaign” and give your autoresponder a different name. Go through the steps for your original if you are using for AutomaticBuilder prospecting or insert your own messages etc.
3. Create an autoresponder to communicate with your downline. Want to send a weekly “stay in touch” e-mail to your downline or your own newsletter? Create one for this purpose and schedule your newsletter in advance. Then add your new members as they join.
4. Are you a great communicator and want to develop your own prospecting campaign that is more personal to you and the way you like to do business.

You can create unlimited numbers of these accounts. Just be sure to log in to GetResponse with your primary account name, then go to the “slave” accounts by clicking on the button “Choose Campaign” and choosing the account to work with.

Happy prospecting with your GetResponse autoresponder account. And don’t forget, you can use as many autoresponder slaves as you need or want. Use the educational information at GetResponse for more great tips and tricks. To get there, go to the Help Tab and select from the “Users Guide,” “Tutorials,” or “Frequently Asked Questions” to fill in anything we have not addressed here. If you still need help, GetResponse has great support and answers your needs promptly. Just use the “Customer Service” link under the Help Tab.