

Piggy MAKES BANK

Profitable Projects

Making your bacon in 30 minutes or less

Creating Auto-Responder Messages to Build Your Back End Workbook & Checklist



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If you're enjoying the monthly reports and task lists and find them helpful, would you mind recommending it to others? We'll gladly pay you a 50% commission on anyone you send our way.

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Thanks a bunch – Susanne and Tracy

Working on A/R Messages

Welcome to another Profitable Project. In an earlier Profitable Project, we talked about auto-responder messages. Since it's been a while, let's start with a little review. The goal is to alternate good content with offers in your auto-responder messages.

Here's an example of how we do just that.

<http://piggymakesbank.com/amember/content/f/id/65/>

And here's an excerpt from the previous lesson.

Alternate Content and Offers

Don't waste all the time and effort you've spent building your list by annoying your readers with offer after offer.

Instead, we need to strike a balance between good quality content and offers. I like to send my readers 1 to 2 pieces of good content for every solo email (or affiliate offer) I sent out to them.

This continues to build a good relationship with my readers.

Dazzle Them with Quality Content

Your end goal is to really dazzle them with the free stuff you sent out to them. Don't be afraid to give away some of your best stuff. Make your content useful... something they can start using right away.

The ideal piece of quality content will be "useful but incomplete". What does that mean? You want to teach them something or share some tips that your readers can use, but don't give away the whole farm. Make sure there's still something left to make things "better, faster, and easier" so you can promote it via an affiliate link next.

I already mentioned that I mix up free content and offers or solo email. Here's a good schedule to follow. Don't feel like you have to stick with it 100%, instead, use it as a guideline and tweak it to fit your list, your market and what you're doing.

Email Schedule

1) *Free Content (hint at the offer in the P.S.)*

Start them out with some good free content that's useful but incomplete. To help open rates with your next email (the actual offer), hint at what's coming in the P.S.

2) *Solo Email With An Offer*

Next it's time to present them with the offer. If the offer matches the "incomplete" part of your free content, you shouldn't have to work very hard at making the sale.

3) *Content that complements the offer.*

Or report the results you've been getting from using the product you're promoting

The main reason to send this content is to be able to remind them of the solo email offer without being blatantly obvious about it. Share some good stuff so readers who aren't interested in the offer will still benefit (and stay on your list).

4) *Pure Content Again*

Go back to more good free content with offers or affiliate links in it. This will build goodwill and get them ready for another offer down the road.

Rinse and Repeat!

Now let's move into some new tips for this week.

Here's my favorite technique for adding more a/r messages quickly...

Invite Your Readers to Ask Questions

Whenever we're not sure what to mail about, we ask our readers. Invite them to ask questions or make comments on something we've "talked" about in the past. Not only does it give us all sorts of great ideas for email content, it also makes our readers feel more involved, which leads to more interaction, a deeper relationship and eventually more sales. So how can we incorporate this into what we're already doing?

Follow up Each Email Sequence with a Q&A Email

A great way to follow up each email a/r sequence as outlined earlier is to ask your readers if they have any questions or comments about the topic you talked about. For example, if your sequence was about list building and you shared a list building product like [Kelly McCausey's List Building Roundtable](#), you could follow up by inviting readers to share their questions. One of those may be how to come up with blog post ideas. You can then follow up with a series of emails that share various strategies for generating blogging topics ... and of course each of those again promotes the [List Building Round Table](#). See how this works?

If you're not getting questions via email, you can answer general questions, or go to your social media network and see if someone there has good questions on the topic. As your list grows, this won't be an issue. You'll start to get more emails than you can answer in your A/R sequence.

Other Places to Use This Strategy

Just a quick note that you can use this same question strategy in other places too. It's a great way to come up with quick blog posts. Post the question and then write out your answer to it. If you already answered the question via email, it makes for a very fast blog post (just copy and paste).

We also use it to add more content to short reports and info products. In fact you can come up with entire product ideas just by asking your readers what they have questions about. Think about where else you can use this strategy in your own online business.

That's it for this week. Be sure to scroll down for your daily checklist.

Warmly,



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Daily Checklist

Day 1

- Come up with an email sequence outline for the next 4 weeks that combines content and solo email.
- Aim to send at least 1 email per week... 2 would be better.

Day 2

- Write the email messages for week 1 being sure to include at least one offer.
- Upload the messages to your auto responder

Day 3

- Write the email messages for week 2 being sure to include at least one offer.
- Upload the messages to your auto responder

Day 4

- Write the email messages for week 3 being sure to include at least one offer.
- Upload the messages to your auto responder

Day 5

- Write the email messages for week 4 being sure to include at least one offer.
- Upload the messages to your auto responder