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Profitable Projects

Making your bacon in 30 minutes or less

**Writing Auto-Responder
Messages to Promote
Your Product**

Workbook & Checklist



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Thanks a bunch – Susanne and Tracy

Writing A/R Messages Promoting Your Product

Welcome to another profitable project. We're going to work on one more round of autoresponder messages in this project. We're sure you're starting to get tired of writing these, but we promise it is well worth the effort when you don't have to think about adding any more for months to come. And they will continue to generate new income with each new batch of subscribers that signs up for your list. In other words, your efforts this project (and the past a/r projects) will reap rewards for years to come.

This is going to be a short lesson since you already know what you're doing here. If you're new to writing autoresponder messages, please look at the other lessons in this section of the Profitable Projects "Vault". The premise is the same as what we did in previous projects. Write a series of email messages that alternates good content and promotional messages.

Feel free to use our example that we're sharing in the bonus section. It's called "**List Building Round Table A/R Sequence Example**".

The big difference this week is that you are going to focus on promoting your own product. This will accomplish several things:

- Generate more sales, putting money directly into your pocket.
- Growing your list of customers that you can then market to going forward.
- Create more backend income from the affiliate offers in your products and the follow up emails you have set up.

In other words, focusing on converting more of your free subscribers into buyers of your info product will exponentially grow you online income. Sit down and plan your email sequences using the task list at the end of this lesson as a guide. Write them, load them into your autoresponder and watch the sales come in.

Quick Tip – Having A Hard Time Tooting Your Own Horn?

If you are finding it harder to write promotional messages about your own stuff than affiliate offers, it helps to keep a few things in mind.

- 1) Focus on the benefits of your product. Think about what's in it for your customers and what they get out of the information you are sharing. Write about that.
- 2) Pretend you're your own affiliate. Don't think of it as "your" product. Try to step back and think of it as something someone else is offering. Why do you like it? Why would you recommend it to your readers? We find it helps to

think about why we would buy this.

- 3) If everything else fails, grab a friend (ideally another online marketer or blogger) and ask for some input. You can even trade writing promotional emails for each other.
- 4) Last but not least keep thinking about how you'll be helping your target audience with the content, the emails and the product itself. If they don't know about it, it won't help solve their problems. It's your job to market it to them and share how it can help.

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

Warmly,



Tracy Roberts and Susanne Myers

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Susanne Myers
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Daily Checklist

Day 1

- Come up with an email sequence outline for 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 autoresponder

Day 3

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

Day 4

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

Day 5

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