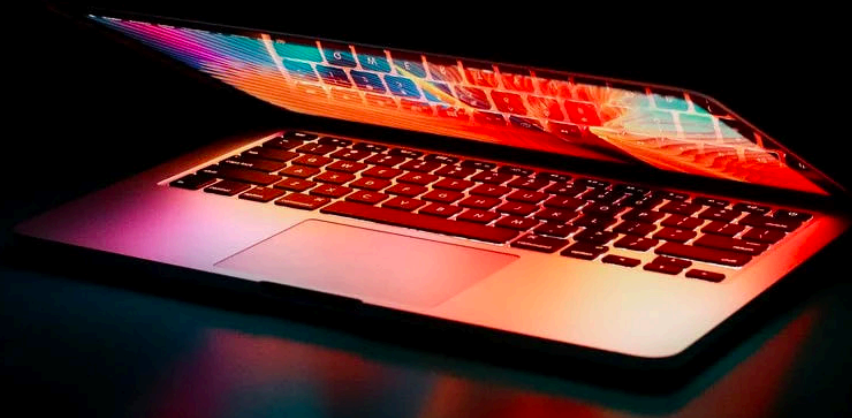


HOW TO BUY

THE RIGHT
AUTORESPONDER
SERVICE



Hello,

Marlon here.

In this report, I'm going to help you become an educated buyer of an autoresponder service, shopping cart, ad trackers and affiliate software.

Plus, I'm going to show you HOW you make money using an autoresponder to start with!

Go way, way back in the history of Internet marketing and Cory Rudl found out that if he sent an automated email 4 days after customers bought his car secrets book, he made an additional boatload of sales.

That created a demand for automated, follow up emails. Before that, the only thing you could do was send BROADCAST emails. But you couldn't automate the follow up sequence.

If you don't know who Cory was, he as an icon of Internet marketing. He passed on in a car racetrack accident. He was my friend, and I miss him

Anyway, this was the birth of the modern day email autoresponder.

The gist is this:

While BROADCAST emails are sent one time and require you to click send, autoresponder emails are put into the system once and go out on autopilot.

In other words, you create a sequence of emails that go out automatically to people on the list at whatever intervals you set.

So you can have email 1 go out immediately, email 2 go out after 3 days and so forth.

This allows you take prospects or buyers through a SEQUENCE of content and offers that is pre-planned for maximum response.

One of my friends once had 300+ emails in an autoresponder. So when someone subscribed to his email list, he had 300+ emails follow up!

He made a LOT of money using that method. In fact, he dominated an industry for several years until other "players" figured out his secret and copied it.

Think about it.

They were only sending 10 or 20 follow up emails to new prospects. He sent 300+. Therefore, he made more revenue per prospect, which gave him a marketing advantage.

Dani Johnson in the network marketing industry has 30 daily emails set up in her autoresponder.

Each one sends prospects to a one-hour training / pitch she did. She used to do live trainings (with her sales message embedded) every Monday night. All she did was record these and pop 30 of 'em into her autoresponder.

She runs ads offering her free 30-day course, and it's a huge success. Mostly because she's really great at giving content AND mixing in a sales message in a one-hour training.

In my own business, my sequence has been as long as 48 emails. Last year my sequence spit out \$166 per new customer. I offer that as one of the upsells to offersintocash.com

Let's look at a few criteria for choosing your autoresponder service:

1. Do you want an all-in-one service to save money or do you want a stand alone service that costs more but provides extra features?

At <http://automateyourwebsite.com> you can get the all-in-one service I promote. It has your shopping cart, add tracking, digital delivery, broadcast emails, autoresponders and more. All in ONE for ONE very fair, low monthly price, compared to many, many other options.

The downside is that you don't have all the bells and whistles of stand alone programs. But you also don't pay the extra fees. I often recommend this option to newbies starting out where every penny counts.

2. Do you want an integrated service or stand alone.

One of the nice things about Automateyourwebsite.com for NEWBIES is that it has an integrated shopping cart and ad trackers. If you use another service, you can get ad trackers at clickmagick.com but you'll pay an additional monthly fee.

The reason it's nice to have everything integrated is you don't have to muck around with Zapier or other "integration" tools. It's done for you.

3. Do you want a service that has been in business a LONG time?

There are new services popping up every day.

But the nice thing about automatyourwebsite.com is it has been around since 2000 or something like that. A LONG time.

It's proven and reliable.

4. Do you want the most affordable solution or the highest possible power features?

Automateyourwebsite.com is a great system to start out on. The monthly fee is very affordable. The drawback is it doesn't have all the latest bells and whistles like Clickfunnels' Actionetics. To really "get" Clickfunnels, you need to [watch this webinar training](#).

To get Clickfunnels with Actionetics is \$197 a month. Most newbies don't have that in their budget. If you do, that's awesome.

Oh, on top of that fee, you need to pay for what's called an SMTP to actually send your emails, which can cost you as much as the whole automateyourwebsite.com system.

If you want an affordable service that ALSO has the shopping cart and ad trackers built in, automateyourwebsite.com does the trick.

5. Do you want affiliate software?

Automateyourwebsite.com has affiliate tracking software BUILT IN.

This is very cool.

Again, Clickfunnels is a power tool. But to get Clickfunnels plus Actionetics for email, plus Backpack for an affiliate program is \$297 a month.

If you have the money or are an advanced marketer, listen, the power tools are totally awesome.

If you buy through my affiliate link by [watching this webinar](#) then buying, after you've made your first 3 months payments, [post your receipt here](#), and I'll give you my \$997 Cash Like Clockwork System free. Be sure to clear your cookies so you're buying from my affiliate link to get this special offer.

Having said that, automateyourwebsite.com HAS affiliate software built in, HAS ad trackers, HAS a shopping cart.

You can pay \$50 a month [JUST for a shopping cart](#).

6. Do you want to be able to send affiliate links?

Sites like Mailchimp.com and Active Campaign have excellent services. However, Active Campaign has restrictions on sending affiliate links in their terms of service. And Mailchimp.com has a number of restrictions as well.

How Do You Make Money WITH An Autoresponder?

It doesn't get much better than this.

1. Create one or more highly attractive FREEBIE OFFERS.

We just did this one last week.



All we did was take one of my really good newsletter issues, turned it into a special report and created a squeeze page and FB ad for it.

We use a plugin for Photoshop to create the ebook cover .But there are free and cheap sources online. Or you can use Fiverr.com, obviously.

Here's a nifty, inexpensive [software program](#) that'll help. You can even use Canva.com or Youzign.com.

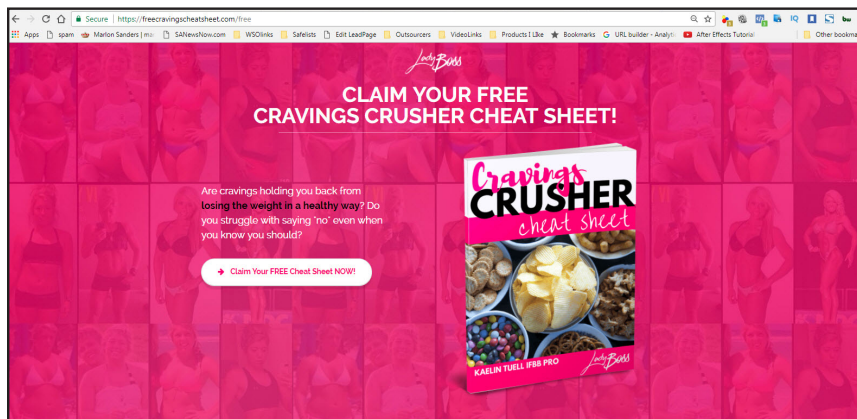
We use storyblocks.com (formerly called graphicstock.com) and depositphotos.com for our photos, among others. I like storyblocks.com because for one low price you get unlimited photos for a year.

You do NOT need a super fancy freebie. Templates, check-lists, short reports all do well.

In the network marketing industry Dani Johnson offers a free 30-day home business training. You don't need something that elaborate. But it's a great thing to test if you're a higher level marketer.

In the weightloss industry one Kaelin Toulin offers a [free cheat sheet](#) about how to control cravings, or something like that. That's one of the best you'll see for weight loss. She did this in Clickfunnels. I don't know who did the design but it looks great.

Of course, you don't need something this fancy. But it IS a great example.



Here's one that is pretty incredible. They took what I *think* is public domain information and turned it into a free lead generation site. And they sell products back end.

<https://freeneville.com/>

Here's one I found for free blog training that is pretty neat:

<https://theblogpress.com/free-blog-training/>

You will find all shades and varieties.

Some people believe in doing checklists, templates or things that are FAST to consume.

Others take the Dani Johnson / FreeNeville approach and do something more in depth.

I am using free reports because it's easy to turn my newsletters into reports.

Don't make a bigger deal out of this than it is ANYONE, and yes, that includes you, can create a video, template, checklist, cheat sheet or a report you give people for free.

I even saw a great FREEBIE that was like 101 ideas for FREEBIES to give away as your "lead magnet" as some people call 'em.

Basically, your FB newsfeed is a non-stop stream of ads for freebie offers and lead magnets.

You can even use a free webinar signup as a freebie if you want.. Then pitch your affiliate product on the free webinar, which can "actually" be a video with a countdown timer and call it a webinar replay .whatever floats your boat.

2. Get people into an AUTORESPONDER, so you can send a sequence of automated emails.

If you're on a budget and want an all-in-one solution that includes a shopping cart, autoresponders, ad tracking, digital delivery and more, here is [my recommended solution](#).

3. Build your email capture page

The one thing Automateyourwebsite.com doesn't do for you is buildyoru web pages for you.

I use [Instabuilder](#) It's fast and easy. And a one-off fee. You do need wordpress, but almost all webhosts have a 1-click installation.

Still, you can't really go wrong with Instabuilder.

Then there's Thrive Themes, which is another page builder.

They didn't approve me for their affiliate program. .I've sold over 50,000 products online..so I'm not exactly sure what their criteria is.

Still, they have beautiful pages. I wasn't thrilled when I had my pages built out for my last launch and the day before the launched a totally new editor that destroyed all my pages and caused me to have to rebuild everything.

But they do have beautiful pages and a good pricing plan.

Here's another one we did in Instabuilder.



I plan to do some in Clickfunnels BECAUSE the order bump feature is fantastic and their order pages beat the living day-lights out of another program I use which probably has the ugliest order pages in the history of Internet marketing OK I exaggerate.

But [Clickfunnels](#) does have gorgeous order pages.

YOU, yes YOU, can create GORGEOUS landing pages using some of these new page builders like Clickfunnels.

What impresses me about it is simply that a lot of people create successful funnels who couldn't before.

There are other page builders worthy of note. [Convertri](#) builds pages that load lightning fast and designers love it. There's 10-minute pages, instapages and a boatload of others. I can't remember all of 'em. Oh, there's WP Profit Builder. It's a long and storied list.

I used [Convertri](#) for Offers Into Cash. My designer loved using it The \$67 a month is a bit when you don't use it often. But the pages DO load freaking fast which is great for launches you also don't have to worry about it going down like one of the other services that seems to intermittently go down. My friend Mosh launches on Convertri and loves it because of how fast the pages load, designers love it and it seems to almost never go down. So you can relax during your launch and not worry about crashing.

4. Now LOAD UP 20, 30, 40 or 50 AFFILIATE OFFERS

You can go to Clickbank.com, Warriorplus.com, JVZoo.com, Amazon.com, Shopify.com, Teespring, Etsy and other programs that allow you to create affiliate offers for your funnel.

Technically, Shopify isn't an affiliate program but since it lets you sell and ship products from AliExpress, I'll include it here.

There are a LOT of affiliate programs in ALL KINDS of niches about every niche. Check this out:

Look at all those categories. All you need is ONE that has 20 or 30 offers in it, and you're good to go. So whatever you're interested in, there's something for you.

On top of that, you can search Google for the name of your interest with the word "affiliate program" and dig up even more!

A Secret Source of Big Tickets Almost No One Thinks About

Platforms like Teachable have affiliate programs for BIG TICKETS as does Thinkific. A LOT of people never think of that. But you'll find big \$\$\$ offers on every topic under the sun on those platforms! You'll be promoting offers that hardly anyone else knows about.

When you really see the potential of this, THE WORLD IS YOUR OYSTER! You just have to be a little persistent in searching for them. Get on all the email lists like all the competitor web pages so you see their FB ads, join the FB groups, ask around.

Where there's a WILL there's a WAY.

Load those bad boys up.

The more the merrier.

Best wishes,

Marlon