

Leads For Cash

Lesson # 3 Part 2

Setting up Autoresponder And Capturing Leads

By

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Foreword

First let me mention a few things about our lesson delivery schedule. As you may know email delivery can be less than perfect sometimes. When I say a lesson will be delivered in 7 days there are a number of reasons why it may not be delivered on that exact day.

I have programmed the lesson into my auto-responder on that schedule but it could go off by a day or so either on my end or on your end. So if you do not get your lesson on the exact day you expect it **don't worry!** You will get your lesson, I promise. If you need the lesson on that exact day because it is your only day off or for some other reason email me and I will send it manually to you.

Otherwise give it 24 to 48 hours to arrive. If it does not get there by then email me and I will make sure you get it, ok?

Also I will place the download links for all previous lessons in each of the lessons so you will never miss a lesson.

Note: Most weekly lessons will be 2-5 pages in length (not including cover page, legal page, and foreword) but the first 5 lessons will be a bit longer due to the "setup" details that are necessary in getting your leads business started.

AN IMPORTANT NOTE TO OUR "EXPERIENCED" MEMBERS

This lesson contains a lot of "basic" information that you probably don't need. Read through it just in case, but I expect this to be more useful to our beginners.

Two things I want to stress – 1) I've got a short lesson for YOU coming up this week. Watch your inbox for the subject line Leads For Cash **A tip for the more experienced.**

I just want you guys to get something every week that's of use to you as well. (Of course anyone can and should use this tip ... even beginners!)

2) Lesson #5 is the final "setup" lesson. After that, every lesson will apply to both beginning and experienced marketers. Stick around; I've got some tremendous ideas to share that are really going to blow your socks off.

With that said let's look at today's lesson.

Introduction

In the last lesson we covered getting your domain name and getting your hosting service. If you have not completed those steps yet please do so before going on to this lesson. With those two steps completed we can go on to the next step which is getting an auto-responder set up to capture names.

Now every leads campaign you run you might not want to capture the names and information of the prospects but in most cases you will, so you can keep in contact with them, and at some later point sell them a related item(s).

I would strongly suggest that you complete this lesson for future use.

On to the lesson.

There are many auto-responder services available but I suggest you use one of the big ones. I have used Aweber since I came into Internet marketing and have found them to be great. All of what I write about in this lesson will be based on this service.

Although others may be different then Aweber's set up the good ones will have the same features and you can work out there set up from the following instructions.

I have not used any affiliate links to these services but I would like to recommend the following if you choose not to use Aweber. Aweber costs \$19 a month at the time of this writing and it will be the best investment you will every make.

[AWeber.com](http://www.aweber.com/) - <http://www.aweber.com/>

Unlimited autoresponders, combined text/HTML personalized follow up

messages, ad tracking, click-thru tracking, open rates, attachments, and live customer service.

[GetResponse.com](http://www.getresponse.com/) - <http://www.getresponse.com/>
Web-based service. Client testimonials, FAQ, forum, information on becoming an affiliate.

I have only listed two because these are the best that I know deliver great service. You can do a search for others but please stay away from the free ones. Each could set up differently but most have instructions that you just follow to get started. (Aweber.com, for example, has video tutorials)

Using Aweber here are the steps to set up.

The graphic is titled "Get Started in 3 Easy Steps..." and contains two numbered steps. Step 1 is "Instantly Create a Risk Free Membership" with a description: "Try AWeber risk free for 30 days, if we don't help build your opt-in list and convert more website visitors we'll give you a 100% no questions asked refund." Step 2 is "Add a Form to Capture Website Visitor Subscriptions" with a description: "Use the integrated Web Form Generator, with video tutorials, to create unblockable pop-ups or standard forms that are easily installed on your website without programming experience." To the right of step 2 is a thumbnail image of a "FREE Wedding Invitation Guide" form.

Get Started in 3 Easy Steps...

1 Instantly Create a Risk Free Membership
Try AWeber risk free for 30 days, if we don't help build your opt-in list and convert more website visitors we'll give you a 100% no questions asked refund.

2 Add a Form to Capture Website Visitor Subscriptions
Use the integrated Web Form Generator, with video tutorials, to create unblockable pop-ups or standard forms that are easily installed on your website without programming experience.

FREE Wedding Invitation Guide
What should you send invitations?
• Who to do and what not to do
• How to create a great invitation
• How to create a great invitation, how to create a great invitation, how to create a great invitation
It's all in this "Wedding Invitation Guide"
If you're looking for a great guide, wedding plans, and email address in the same format and more...
[Form fields: First Name, Last Name, Email Address, Phone Number, Address, City, State, Zip, Country, Submit]



3 **Create and Send Follow Up Emails and Newsletters to Opt-in Subscribers**

Configure unlimited follow up and newsletter messages with name personalization, click thru and open rate tracking, attachments, RSS, and split testing at no additional cost. Messages can include HTML using our 51+ pre-designed templates, or create your own with the integrated easy editor and images or plain text.

Just follow the set up steps and you will be fine. One point I want to make is making sure you **choose UNCONFIRMED option**. You do not want a prospect to jump through hoops to get their coupon or discount certificate.

Now you have to set up your first message to the prospect. You will set your message to go out in "0" days. That means it will go out immediately. As soon as they sign up from your web page a message will be sent to them. This message is worded so you can use it for any offer. But if you like you can customize it and use a different auto-responder name for each of your leads campaigns.

This message just repeats what your web page told them and to expect your call. You might ask why do I have to call?

To qualify the lead so you can get the most money for each lead. If you just have the name, address and telephone number of the prospect and no other info then you can charge only a certain amount. But if you have more detailed information on their needs then you lead is worth a lot more. Get it?

There are two kinds of leads. The "lookers" and the "need it NOW" prospects. The "lookers" are the people that have an interest in the service or product but maybe they do not need it right away or they might need to save the money to purchase the service. The "need it now" crowd is ready, able and willing to use the service now. Here is an example:

One person has had back problems in the past and went to his doctor and got pain pills and muscle relaxer's but the pain keeps coming back. He has decided to look into and see if a Chiropractor can be a more permanent solution. This is a "looker" not in need right now.

Now another person woke up this morning with back pain. He needs a Chiropractor NOW not next week. He has the urgency to spend the money now to alleviate his pain now..

So a phone call is needed to find out which type of prospect this person is. Now you might ask, why not just use the form on the web page to get all this information? Most people will not stick around to fill out a long form on the web but will fill out a form with just their first name, email address and phone number.

We'll get into this more in the marketing sections ahead. I will show you how to use an email to get the response of the prospect instead of a phone call.

So when setting up your web form you only need three fields: First name, Email address and phone number.

Aweber has all the info you need to set up and here is the link to just the web forms set up.

<http://www.aweber.com/blog/new-features/creating-web-forms-just-got-easier.htm>

They have a lot of other information on setting up your auto-responder. But all you really have to know is to set up your first message and your web form.

Ok, now you have to get your first message into aweber or your auto-responder so when the prospect fills in the form on your web page they will get this message.

Here is a generic message that can be used for most businesses and industries.

Dear {first name fix},

Thank you for requesting a free coupon or gift certificate.

To serve you better and make sure you get the best discount available for your needs, I will call you within the next 24 hours.

This call is just to verify your request (To make sure this request is from you and not someone else who submitted the request using your email address).

This call is NOT a sales call and will not try to sell you anything.

If you are in a hurry you can call me at the number listed below.

Thank you again for your request.

Skip Rosell
Verification center
(845) 229-xxxx

Writing this lesson did not take me as much time as it will for you to set up your aweber account and first message but it still should go quickly if you follow the directions at aweber or other responder you might use.

Take your time and I will see you in a couple of days.

This Week's Assignment

- 1) Set up your auto-responder account and get familiar with your auto-responder.
- 2) Place your first message into your new auto responder.

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Coming Up Next ...

Writing your sales page and placing the form on the page.
Uploading to your host. We're almost ready to make money!!!!

Previous Lessons information

Lesson #1 ... <http://makemoneyalerts.com/lead/LEADSReport.pdf>

Lesson #2... <http://makemoneyalerts.com/lead/lesson2.pdf>

Lesson #3... <http://makemoneyalerts.com/lead/lesson3part1.pdf>

Lesson #3a.. <http://makemoneyalerts.com/lead/lesson3part2.pdf>