

Day #2 – Zane Baker Autoresponders

Andrew: All right guys, welcome back. I hope you enjoyed your break. I was a little longer at the break, I know but it's good that you all made it back. Zane here, as presentation, excuse me. Zane, right now, is going to talk about another very important part of phase one and an important part of having a business like this period which is having a solid autoresponder sequence. Now, a quick reminder with autoresponder is your communication with your list. You communicate by sending emails. This is an email marketing business and all. Some people really drop the ball with this. They have not good emails.

If your emails aren't that good then your subscribers are not going to be engaged. They are not going to, frankly open up you emails on the first place. If they do, they're certainly not going to listen to what you have to say especially if you're asking them to invest in an offer. It's creating a good autoresponder sequence is pretty darn important. Zane here is going to breakdown some pretty awesome tips when it comes to creating an awesome autoresponder sequence. Before we get into that, I want to ask you quick questions, Zane, by the way, are you there?

Zane: Yes, I am. Thank you for having me back.

Andrew: All right, good. I'm making sure you didn't get lost there on the break or anything.

Zane: No.

Andrew: Zane, I just want to ask you a couple of quick questions to tie us back in to what we talked about earlier, I love getting different perspectives from different coaches. Zane, in your experience so far what have been the best niches for you?

Zane: For me, in the past, during my journey in the past two years with email marketing and especially in the past six months because the past three years I was playing with it, the past six months is where I actually started to really dig in and do it. I found the best, I found three niches that are of high interest to me personally so I'm not saying they might work the best for you but I'm sure in my own experience. I found out the number one niche that worked out quite well for me is the personal development niche because I like to write, I like to create training material and personal development is the best niche.

When you have these kind of goals and aspiration so you can share it with people. The second niche that I find it quite interesting because of my background and where I grew up is the survivalist and the self sufficiency and the self reliance. I grew up in the Middle East and there was always a shortage of something. I was extremely cautionate at about how can I self preserve? How can I live in a specific way and be really efficient and sufficient at the same time?

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That's when I found out that there is a huge survivalist market and that's when I started to actually create my existence in that niche.

The third niche that I am playing with and I haven't done anything with it yet is actually internet marketing because I notice it's a huge market and there are a lot of things that I could play with. As I said, I haven't played with this niche and haven't experimented with it but I have seen huge potential or for many things that could be done in the internet marketing business but right now my hands are full with the two full growing businesses. I won't be going into IM in another year or two. I won't even talk about it.

Andrew: That makes sense. The thing about IM, for all of you listening here, you guys are learning some pretty advanced internet marketing stuff. If you guys managed to apply what you learn with the circle of profit and you start making good money online, you can set yourself up to eventually get into the IM space yourself especially if you have actual results to show for the other niches. You can even do some consulting or coaching gigs of your own in that space. You guys are getting the best IM training you could possibly get. The survivalist niche is one that few students have done very well in. Zane, you're definitely not the only one there.

This seems like a really good niche. I personally know very little in it. It definitely seems like an interesting niche. It's one that you should consider if that is an interest of yours. Zane, I also want to ask you a quick question before I get out of the way and watch you share some awesome autoresponder tips. Yesterday, we talked a lot about traffic and we talked about different investment traffic sources and different free traffic sources. I'm just curious as to which traffic sources that you have personally found to be the most effective for growing your subscriber base.

Zane: The number one traffic source that I would advise anybody right away is solo ads. This is the number one area that I use to grow my personal development list in a matter of three weeks. I truly use that and it was the best traffic source that I ever use in my life. In a matter of three weeks, I had a fully up and running list of more than 11,000 subscribers. On top of that, I have made so many connections with these solo ad providers that just opened the door for me when I have my own product to actually go back to them because I did business with them so they know that I am serious and I am not just playing around.

I already have my recruits when my business is, when my product is up and running. That's the number one area. If I have to choose a second place for traffic, I would say Facebook. Facebook is, in my opinion, is the new Google. If anybody interested in Facebook advertisement and they know how to do it, go

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for it. It's very effective and very user friend and very budget friendly too. If I have to choose a second choice, I would use that.

Andrew: I'm sorry to interrupt, Zane, are we talking about Facebook paid advertising or having a Facebook fan page?

Zane: No. I'm talking about Facebook advertising. Running your own advertisement on Facebook and getting traffic. I have two huge pages. They're not huge if you look in at size-wise but they are large pages with a lot of engagement. That gets me a lot of free traffic which is very important because investment traffic is important but having the long-term strategy for free traffic is even more important because when you have a blog or you have a Facebook follower or a Twitter group or a YouTube, these people are on your page or on your account for life and you can just put things there and then that always send a flux of traffic for free that engages with your material and with your things. One caveat, they will engage with you and your material on that flux one, just a thought.

Andrew: All right, cool. All right, Zane, I'll get out of the way here. Go ahead and drop some knowledge on us.

Zane: Awesome. Once again, thank you for listening to me in such a short time because I just presented something for you guys not too long ago. I hope you won't get sick of me that's why I added a smiley face to add a little character to it.

Andrew: That would have been impossible, Zane.

Zane: Thank you, Andrew. I'm just going to skip this slide because by now, I hope, everybody knows who I am and what I do and what I'm truly trying to do for everybody. I'm just going to skip through the slide and dive into the nitty-gritty of what today's presentation and today's session is about. In today's session, we are going to learn some really powerful strategies when it comes to email marketing because our business is literally sending emails to people and gauging their response. In today's class, we will cover the number one area which is the power of emailing. After that, I will share with you how to find the right balance when you're emailing. I

I know, right now, I'm just giving you the tip of the iceberg here but this is just to wet your appetite. As I go through the slides, you will understand what I mean by finding the right balance. We'll cover the three rules of email marketing and the five most powerful ways to get results from your emails because guess what, when you send an email, you want to see results. We'll go through different types of emails that are well known and well established. We will cover each one of these in details and then I'll explain the difference for you between an autoresponder email and a Broadcast email.

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I notice a lot of our students there having a hard time differentiating between the two. When I created this training, I thought, you know what Zane, add this to the fold and help the student understand it so they can start diving in and creating their own training. Sorry, not training. Their own autoresponders and their own messages and last but not the least, I'll show you the tips and tricks that you can implement immediately and start to see results with your email campaigns. With these, we have a full house and I have tons of material to cover.

Two housekeeping rules as I always say, take a lot of notes and then during the break, go and take action. You guys know me, I am very energetic. I want a lot of great energy to come my way. I know that Andrew is monitoring the comments. I want to see a lot of good comments and a lot of engagement. I don't want you to snooze on me, okay, guys? Let's dive in. As I mentioned, today, we'll cover the power of emailing. We're all email marketers here. Some of us are beginners, some of us are intermediate, some of us are very advanced but this, the one thing that we all have in common, the one thing that we share is that no matter which level we are at email marketing, writing and sending emails is the milk and butter of our business.

Our email series can make all the difference in our business. Anybody who will use the techniques that we're teaching and if he or she will take one thing is just to understand the power of emailing because if you understand that then you really are set to succeed because email is the number one thing that combine us all together regardless of our level. As I said, it doesn't matter if you're beginner or advanced when it comes to email marketing, we all have the one area in common which is sending emails to people so pay attention, okay, guys?

I talked and teased about finding the right balance in the first slide or the second slide I talked about finding the right balance. What did I mean by the right balance? When we do email marketing, we are marketing things to people. Some of the material that we market is just material for our people to digest. Some of them are sales material. If we don't have the right balance, that's when our subscriber becomes less engaged with us and that's when it gets really tricky because if you send too many sales then you will lose your subscriber interest because they'll start to think of you like a giant seller machine. All you care about is sending them sales.

Guess what they'll do, they'll unsubscribe. If you just send them a lot of materials to digest then they will go on information overload because they are people, they are like you and I. They'll learn, learn and learn and then their brains start to think, my God, I cannot learn another new thing maybe in another week or so. Finding the right balance, that's where actually things start to happen. You will ask me, well then, how do I find the right balance? Generally speaking, the majority of your email series should focus on helping your transcriber find a

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solution to a problem that they have or just engage them in a topic that they are ... job is to find the most helpful information and give it to them for free.

That way, you actually build the foundation for your future sales because when you give them really highly-engaging and highly-valuable material, they'll be like, my god, we're getting all the good material for free. Imagine his paid material. You are doing the groundwork. You're building the foundation for your subscriber to actually buy your future products. When you sell the products to them, I want you to pay attention here, you have invested a lot of time building that relationship. When I say, a lot of time, I don't mean months. I mean in a matter of week or two, you can build a strong relationship with your list because the first week or two is the breaking point.

That's like going on a date with somebody. If you made the first date and the first impression very well, then you will be received very well over the next interaction. That's when you actually start to get in deeper and start to learn about what they like and start to give them different things, start to share your mind with them and start to be yourself with the list and you can accomplish that in a matter of 10 to 15 days. You can truly build your relationship with your customer. In these 15 days, you will know if that person will leave or stay. Guess what, if they stay then fantastic, you just have a customer for life.

If they left, who cares, you really need to focus on the people who care about you and about your message. The ones who leave, guess what, it's their loss because you're really giving good material and you're getting reciprocation from what you're given. Now, as we said, it's all about balance. You need to find the right balance. Now, I did talk about saying generally, you give them most of the material in the form of free material but at the same time you have to give them the balance of giving them promotions, things that they take action on and by and engage with that stuff that you sold them on for a week or two then you can engage them with another content series of 10, 15 days and then sell them on another product.

I wanted to give you a rule of thumb. Over the lifetime of your subscriber, you always want to give more than you take because when you do that, you actually build loyalty because when you give them a lot, when you give your subscriber list a lot, they ... to think of you highly. When you actually sell something, they start to think this way, my god, Zane gives us all these fantastic emails and fantastic gift. When Zane releases his product, they will be cheering for me. They will be in the frontline buying that product. That's why I say, always give more than you take. That way you build loyalty and also that gets back to you in the form of reciprocation.

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The quantity of the content should outnumber the quantity of the promotions. I know it's still grey but I wanted to give you a ratio just, so you have an idea. For every three to four emails that is purely content which means they don't have to buy anything. It's just a link taking them to a blog, taking them to reading something or it could be just a text email explaining to them how to do something. Four to one, that one email is actually a promotional email. That's an email you actually sell them on something. You can actually position it if you talk about a specific subject or for emails, let's use an example, I am in the meditation.

For four days, I talked to them about the power of meditation, why meditation is so beneficial, how I use meditation myself in my daily life and then give them another quote or another inspirational image about meditation. On day five, because I send them four emails, on day five I tell them about a meditation program that I found extremely helpful. I am not lying if I didn't buy the program because I actually went and researched that program before I went and sold it to them. I just give them my mind about it and tell them this program has A, B and C and it has done this and this and this for me and I think it will do the same for you.

That's actually what we call a promotional or a sale email. We have that four to one ration but this is a guideline. This is not a hard rule. The best way to find the balance is to actually start building your list and communicating with them so you can find that right balance. For my list, that balance is actually about 10 to two, I send 10 emails of purely content and engagement and then two emails are sales. I learned that by always connecting with my list. I always have a series of the 10 highly-successful tools or the 10 meditation tips to use and then everyday there's one, two, three, four until they reach day 10 and then I give them a sale.

Every now and then I slip a sale in between. That's what they call a soft sale but I will cover that later just to break the monotony because at the same time you don't want to be predictable. You don't want your list to say, my god, this is email number 11. I better not open it, it's going to be a sale. Just think from their perspective then try to outsmart them. I hope this helps. Let's move on. The other area that I mentioned on what we will learn in this class today was the strategies of email marketing. I know we hear a lot about email marketing but as I said, some of the people who are attending today's session, they're beginners or intermediates or this could be, they could be even below beginners. They have never heard of the concept before.

I want to cover the three strategies but you need to have, before you can start to think as an internet or an email marketers, these strategies are, number one, you should mail your list at least once a day at least at the beginning. When you first build your list, you need to email them once a day. You want to be fresh in

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their mind. Once you build a relationship with them, you might skip a day or two here and there but as I said, this is something that you learn by doing. At the beginning you need to mail at least once a day. They need to see you all the time until they get the idea that, okay, I am on this person's list and every day they send me an email about such and such.

That way, they recognize you. Your email doesn't just become an email and a fury of emails that people receive every day it becomes distinguished. Second strategy is you need to know about the different type of emails and you need to send different type of emails. What do I mean by that? There are three type of emails, content, relationship-building and promotional emails. You need to mix it up. As I said, you don't want to be a one-trick marketer. You want to be different. You want to have different things to keep them what? To keep them interested and engaged. The number three rule is have, always, always have interesting and good emails, interesting and good material regardless if it was content or promotional, you need to keep them interesting so your list will find it interesting and then they will engage with it.

This is a for 40,000 view of the strategies. We will dissect each one of these steps in details because it all fits into the email marketing piece. What are the five powerful ways to get results from your emails? You're sending emails to people, you want them to engage with you. You want them, you want to see results, immediate results. As I said, you want them the first week or two to establish yourself with the prospect, they're not prospects anymore, with the subscriber. You want to keep them engaged and you want to see results. How do you see these results? From your click-through rate from the engagement with your emails from the respond and the feedback you get from your list.

Right now, I'm going to give you five powerful ways that if you implement them in each given email that you send into your list, you will start to see massive amount of results. The number one area is ta-da, having a catchy subject line. The subject line is the first thing that will determine if your subscriber will open or click the delete button. You need to spend time on the subject line. When it comes to subject line, keep them short but be very creative. I know this might sound silly and might sound repetitive but as I said, emailing is the milk and butter of our business regardless of our level. If I sound repetitive, please excuse me. If I'm not, continue learning and continue implementing.

For the beginners of you who are sitting out there and hearing me say, and have a catchy subject line because this is the first time you have interaction with people and subject line makes the difference. You went to ask me, Zane, why? Why the subject line makes all the difference? The subject line tells the story of your message in one sentence. In one sentence, your subscriber will have an idea about what your email might be about. As I said, keep it catchy and creative. You

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don't want to give it all away in the subject line but you want to give them an idea of what their missing if they won't open that email.

Look at it this way, look at the subject line as the advertisement of your email. You need to make it shiny and you need to make it sparkle. You need to make it so outstanding that people cannot resist but to click on your email. Let me give you an example of a catchy subject line. I need to speak with you. You send that message with a subject line, I need to speak with you. I almost guarantee you, if somebody has agreed to join your list and they see that email, they'll be like, well, what does he want to speak to me about or my god, he want to speak to me. I'm just going to give him my phone or my email. I can't wait.

You dive into the message. Once they open it and you tell them about a personal message or a personal story or actually a marketing email. I am so and so and I'm running my consulting business. I want to speak to you because I want to advance my services to customers like you. Just think of it that way. Now, another tip to add into the subject line is to personalize it and pique the interest of the end user. You could add something like this, you can start the email or the message with, would you like a promotion? Could you give me one minute? If somebody is at work and they see that email, they are like, well, [inaudible 00:28:53], if he has a minute to tell me how I can get a promotion, I will listen to that. Now, these are just examples. You can get very creative.

One thing that I would say, avoid spammy subjects. Don't just go and say, do you want to be millionaire? Click here. It will not even go to the email inbox. It will go to the SPAM or do you want to lose weight? Twenty pounds in two days, SPAM or any of the other spammy subjects. There are tons of spammy subject lines and you can do a quick Google line, Google search and you'll find a lot. I know in the training, we have covered that in depth. Just pay attention to these things, okay? Now, we covered the subject line. As I said, I have five powerful tips. If you notice, I am spending time on each one of these because I really want you to understand it because it will make all the difference for you in your business.

Let's take a look at the second thing. The second thing you need to pay attention to is the why. You need to state and up front why you are sending this email to your subscriber? You might ask me, Zane, why? Continue listening and you'll know why. Most people will scan the beginning of your email and if they can't figure out what ... email, guess what, they will stop reading. The second worst part is they could just delete your email that has some, engaging something that you want them to take. Always state at the beginning of the email, hi, Zane here, today, I want to tell you about the number one secret I learned to increase your productivity level.

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From the beginning they know why Zane send me his email, he wants to talk to me about productivity and then you go in and you start listing things and talking about things but that's another important thing which is number three. Number three is WIFM. This is an acronym that stands for, well, I'm not going to say what it is. If you know it then great if not, I had a nice little rhythm. The song or the jingle that plays inside each person's head. I guarantee you, it never stops playing. It's WIFM. That's What's in what's in it for me. That's the song that plays in the head of everybody.

What's in it for me? It plays 24/7, we're all human. Psychologically we want the things to work out for our benefit or to work out in our way. If somebody is reading your email, they immediately want to know what's in it for me. For the example I was using for the productivity, they learned why I emailed them which is productivity. Today's email, I wanted to talk to you about productivity. That spells out the why but the what's in it for me, as a subscriber, I will tell them from the technique I learned I could add five minutes to every awaking hour of your day or I could help you achieve something in 10 minutes or whatever the thing you're trying to tell them, you're giving them an angle of they will benefit from continuing to read this email.

Taking action of whatever you have in the email for them. If somebody who opened that email wants to be more productive and they know why I send the email and what's in it for them, I'm going to show them how they can achieve any task that they're doing in five less minutes. It doesn't matter which task it is. That's the WIFM, that's the what's in it for me. You need to do that regardless if it was an email that is content wise or a promotion. If it's a sale, what's in it for you? I'm giving you a 20% discount. If it's a sale, I'm giving you an early-bird special to my product. That's a WIFM, a what's in it for me.

Once you employ that in your strategy, that's when the fourth thing comes in handy which is the format of your email. You need to format your email in short sentences and short paragraphs because let's face it, you are sending emails every day. If your email will take 20 minutes to read, it will be deleted. Keep it short. Keep it sweet. Keep it creative and keep it engaging so they could scan it and read in them in two, three minutes. Also, you can give them longer emails but don't just do that all the time. As a rule of thumb, always keep your sentences shorter and your paragraph shorter even if your email is long, keep it short because people digest things in short sentences. Keep that in mind.

The second thing which is very, very simple is use bullet points because it breaks the email. A person who reads your email and doesn't look long, it doesn't look like it will take a long time to read that email. That looks like, wow, I want to learn about productivity and then what's in it for me. Number one, I'll teach you how to do A, B and C. Number two, how saving five minutes a day will help you

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get to bed sooner and number three, blah, blah, blah. You get the picture? Most people scan the email. Always include a PS section.

PS section is something at the end, when you say PS, I learned this tool or this technique from someone. PS, keep your eyes open on my next email because if you thought this tool was fantastic, let me tell you, you're going to be floored when I shared the next tool with you. That's the PS section. Also, a rule of thumb, include the links in three different locations. If your subscriber scrolled all the way down, you don't want them to scroll all the way up to click on your link. Make it convenient for them. If they got your message from the second paragraph or the second sentence, have a link there. If they needed to read more, have a link there. If they read all the way to the button, have a link there.

Always, always, always, almost always do a spell check. That is the number one thing that you need to focus on once you have everything in place. Actually, the five, the fifth thing, I made a typo actually it should say the fifth is I used to work for a sergeant and he used to be a teacher. He always used to tell me, Zane, you have to spell check your spell checker. I know I touched on the format, on the spell checking and the format but I honestly believe that this is so important that I needed to create a slide for it alone. Spell check your spell checker. I'm not saying that the spell checkers are wrong but what this tells you is just spend a little time to actually test your email and read it before you send it to your entire subscriber list because this just look unprofessional and people are going to be like, well it's full of errors and it's not doing it for me and delete.

Worst, they'll unsubscribe on your list. You don't want that to happen so spell check your spell checker. Okay, guys? Now that I covered the five powerful tips, as I said, please excuse me for the typo. Now, I want to cover with you the types of emails. We covered the email strategy and mentality. We covered how to create killer emails by checking each one of these five powerful tips, the why, the what's in it for me, the content, the bullets and the spell checking. Now, I want to go and tell you about the types of emails. These are the emails that you send on daily basis. When it comes to emails there are three types.

There is content email or what is usually referred to as content marketing. That's when you're actually marketing a lot of content to your list and then you're giving them a sale. Why do people join your list? A lot of times people join your list because they're interested in the content that you're giving. When you deliver free content with no strings attached, you build loyalty that will get you click through. Click through is when somebody clicks on an email, on a link inside your email. Creating great content, I know it scares a lot of people but it shouldn't. It is so easy. It's so simple. Anything you get for free could be considered a content.

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You could give articles. You could give tips. You can refer people to other sites, other blogs, other content. If you have your own blog, send them to your own blog. To increase your authority, you don't want to talk about yourself all the time. That's when you actually start telling them about other people who contributed to your success and to your understanding of the niche. They'll think, okay, this list owner is not just trying to sell me because he's obviously not that shallow. He's actually sending me to somebody else's website because the content there will help me. Imagine what kind of loyalty you will build when you do this for your customer.

If you're really, really engaged and you want your customer to love you even more, do a seminar. Sorry, not a seminar, a teleseminar which means you get on a conference call all together and they start to hear your live. Do a webinar, do a training where they actually register and attend this one for your list and make them love you because they know that you're now, you're an actual person. You're not just an email that comes up every day to their inbox. You're actually a person who has given them amazing content. As I said, there are three types of emails. Number one is content email and it's also referred to as content marketing.

The second thing is relationship-building emails. It's important to build relationship with your list. If you're a little confused about what's the difference between content and relationship, they are intertwined but a relationship building email, it's an email that actually gives them a glimpse to you. It's an email that actually engages them with you personally. What does that mean? You send them a video. You are putting the face behind the email. You send them a video that you actually recorded with your iPhone or your Android or your camera. You just shoot a two, three-minute video and send it over to your list.

Guys, today I was on a hike. I found this fantastic, nice view of the Washington Monument and I just wanted to show it to you guys because I know some of my list, they live overseas, some of you they live in other states and they might never seen the White House or the Washington Monument so I made a video for you. I hope you enjoy it. That's a relationship-building email. Another relationship-building email is when you actually send them an email telling them to connect with you outside of your email especially if they are connecting with you on a social media website. You send them to your Facebook or you send them to your Twitter or you send them to your YouTube account or whichever platform you are using even if it's your blog.

You're building a relationship with them and look at it this way, I used a dating message, on your first day, they joined your list and now they like your stuff. You don't want to be still and keep them in one spot. You take them on a date by

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showing them a video and another date and then to Facebook and Twitter and you engage them in multiple ways that just strengthen relationships and make your relationship with them even stronger, even better. Whenever you have a follower, a following on Facebook and Twitter, you need to send social proof of that so people know that you're not just a nobody, you are actually somebody and you have 2,000 people on your Facebook and you have 500 people on your Twitter and you are building yourself up.

If you are still in the building phase then just send them to your Facebook and Twitter. When I first started my Facebook, I had zero people but now I have many. Look at it this way, send them to your blog. That's another great place for them to engage with you and your materials especially if you write your own blogs and your own post and your own things. They are getting first-hand view over your work and what you do. Do that, send them to your blog, let them engage with you outside of your email. As I said before, if you wanted to give them great content, do a teleseminar.

If you wanted to give them great content and build relationships with them, just do a Google Hangout. They'll see you on their camera. They'll see you actually in front of their eyes doing it live. There is multiple ways that you can use to create relationship-building emails with your list. Guys, as I said, be very creative. It's not that hard. The third part and the third kind of emails, that's actually where the fun begins, it's the sales emails because sales emails is where you make your money. That's when you start to monetize your list but guys, fair warning, sales is not the only piece of the puzzle.

You have to pay attention to relationship building and content so when the sales time comes, people will take your bait and they'll start buying from you. The more you do this, the closer you get to achieving more sales because let's face it, if you're a beginner, you will be a little scared a little afraid but once you start doing it and you start to see results, everything will start clicking. Pay attention and take care of it by building your relationship and giving them content. We mentioned to mix it up. We gave you a ratio of four to one. We gave you a lot of different ways to mix it up. Right now, I'm just telling you of promotional offers and what they are.

When it comes to promotional offers, there are two ways or two types. There's what you call a hard sale. That's when it's a pure promotion. You're sending them one email and you're just telling them, go buy this thing. There's the second half or the second type which is the soft sale which is a passive way of marketing your content or your thing and that's when you actually send an email and you tease about things like let's use the productivity idea. You tell them about the tool that you use that helped you and helped increase your productivity and how that tool made you so successful and helped you in your

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business and then you just say if you're interested in that, here's the link to that tool.

Now, if you wanted to take that message and you make it a hard sale, then you say, yesterday I talked to you about a tool that I used in my business. If you are serious about increasing productivity, I want you to go right here and buy this tool. You see the difference in tune? That's the difference between hard and soft sale. Now, I'm not going to go into this in extra details because I know Dave has done a fantastic job with the video on the member's area. This is all tying it altogether, okay guys? Now, we have covered all type of emails. We covered all the concepts and all the ideas. Now, let's dive in into the last piece or the piece before last which is the difference between autoresponders and broadcasting.

An autoresponder, as you can see there are multiple emails. This is a series of emails or series of messages that you send to your subscribers on a predetermined intervals after they just signed in to your email list. When somebody joins your list, immediately, you send them a series of five to 10 emails or longer and that's called autoresponder because you went and you plug it in into your autoresponder and anybody who joined your list on day one they will receive this message, on day two they will receive that message and on day 10, they will receive the following message. Anybody who joins that list, they will go through the series. That is called an autoresponder.

Now, the interval and the length in between each message and the other differentiate. The length of the messages or the series differentiate but we recommend anything between few days into a week or two. Some of my autoresponders are short and sweet seven days. In seven days, I send them seven emails and then they just become subscribers and that's when I do broadcasting to them. Some of them I actually do it longer for 20 or 15 or 16 days which is two weeks because I am using a different strategy. I want to build stronger relationship and engage them even on a deeper level. I know they are with me.

Excuse me, I have to take sip or water. As you guys know, I'm on another role so you better give me good comments, okay, guys? The length is longer because I want to build stronger and longer relationship with these people. It's extended over a period of 15 or 20 days. Now this is a steady and reliable stream of content that will enable you to build relationship with your list and position yourself so they know that you are a trusted source of information and then start building relationship with them and then start to do broadcast and sales, okay, guys?

Now that we understand what an autoresponder message is, now let's take a look at what a broadcast is. A broadcast usually is a single, independent message

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outside of an autoresponder series. You just come into the message or come into your autoresponder, you type a message and you send it at that exact moment. It's called a broadcast. It's more engaging. It's more life than an autoresponder because that goes on a predetermined date. More on these is on the member's area. This is, I'm just tying it altogether so you understand how it all plays in creating killer autoresponder series. Okay, guys? Because these all play in with the last two strategies that I'm going to explain to you which is how to take all of these and make it as an autoresponder series.

This broadcast emails could be topical and it talks about specific event or specific breaking news or specific theme that happen in the industry. You can send that to all of your list or you can send it to just a portion of your list and that's what is called segmentation but we're not going to go into that. The beautiful thing about the broadcast is that's when you actually promote a lot of launches and new products and new things because they're happening now so you want people being engaged with that. That's when broadcasting comes in and becomes part of the puzzle.

Now that we learned all these, now I want to tie it altogether in six simple tips that will make you create the best autoresponder series when somebody joins your list. I showed you exactly what you need to do from A to Z. Right now, we're putting it into practice. Right now, we need to take all of that and create your auto series. What are the six things you need to check to make sure that your auto series is perfect? We need to start the auto series with a compelling autoresponder welcome email. What does that mean? That's the first email you send to a person so you want to introduce yourself.

You want to love and baby that new subscriber so they are more compelled to actually interact with you in the future. That is the number one area that I want you to spend time on when you create your autoresponder series. That's the one to 10 day series that anybody who joins your list will receive. When you're creating the autoresponder series, I want you to deliver on your promise. If somebody joined your list because you told them you're going to give them a free e-book, guess what, give them the free e-book. If you said you're going to give them a training, give them the training.

That way, you build immediate trust because far as you welcomed them and said, welcome to my list and I am so and so and I'm passing at A, B and C and here is your gift. Towards the end, remind them why they subscribe to your list. What does that mean? You tell them, I am passionate about A, B and C and I honestly believe that everything that I will show you and teach within the next five to 10 emails will truly transform your life depends on your niche. If you're trying to help them lose weight, my, over the next five to 10 emails, I will show

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you the tips and tricks that I use myself to lose weight or to become more self sufficient or to learn English as a second language.

It depends. Each niche has its own thing. Number four tip, always be yourself. Never pretend to be somebody else even in writing because people will catch it. If they know that you're a phony. The unsubscribe button is the next place that they'll hit you. Be yourself all the time. They'll love it. As always provide them with engaging material that has a clear call to action. What does that mean? If you've given them a sales email, tell them buy here. If you've given them a content email, tell them to read about the number one rule, click on this link. Give them clear direction.

Even in your subject line, you could give them direction like free report and then between two brackets, click to find out details. See, you gave them an actual call to action and the subject line. Last but not least, keep your messages short and sweet but keep them effective and follow all the things from the entire program to make sure that those messages are what you need. What are the takeaways of today's program? I know I have covered tons of material and I hope you're not bored by now because I literally have been talking for an hour about email marketing but I know that you are serious about your business and you want to succeed. The takeaways are, I explained how powerful email marketing is, how to find the right balance between content, relationship and promos.

I explained the three rules of email strategy because I know these rules will help you when you are down to your autoresponder series and then I gave you five ways that if each one of your autresponder emails had or has, you will know you will get results. I covered the why, the what's in it for me, the subject line and all the good stuff that I shared in the past hour. I gave you the three most-used forms of emails which is the types of emails and they're content, relationship and promos. I explained the difference between autoresponder and broadcast and then I tied the entire picture together with six simple steps to utilize when you write your autoresponder series. This brings me to the end of this presentation.

You always know what I say at the end. Thank you for listening but most importantly, take action. Take action now. When you're on a break, go and write your email series, go write the autoresponder series that I just talked about for the past hour. Okay, guys? Thank you very much for listening. Now, I'm going to go back to Andrew and see if we have any questions or any remarks or feedback. I hope people are writing about all the good stuff I shared.

Andrew: My, they are.

Zane: Fantastic.

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Andrew: Zane, that was just tremendous. Wow.

Zane: [inaudible 00:57:58].

Andrew: There's some stuff there I hadn't really thought of before that I am actually going to go out and implement. Yeah, man. I'm starting listing a new niche. The stuff you said in particular about the first two weeks really stood out to me for that reason. Anyways, we're running a little over time right now so I want to keep this quick. Zane, before we go, while you're here, could you just breakdown, this doesn't have to be limited to what you just talked about but just breakdown the two or three most important things that the people listening right now need to begin doing to get their business off the ground and start achieving the kind of success that you and so many others have achieved.

Zane: Sure, definitely. Guys I've been involved in creating this program. The number one thing that I want you to do is actually ... The video is in the member's area. They are in a sequential form. Each video ties into the next video. Watching an entire module all at one sitting or if you don't have the time, at least come back and watch it and don't let time lapse like a week or two before you watch the next module or the next video because you will forget it. Once you do that, take action. If you, for whatever reason, didn't understand something or you're missing something, we have the forum where you have tons of support. You have coaches answering questions, you have your fellow students and I wanted to highlight there that a lot of the fellow students who are answering some of the questions now, they've got the answers from me and other coaches.

Now, they are paying back by answering you. If you get an answer from a specific member and it's not a coach, don't take that and say, well, I want that coach answer. We will answer you but 90% of the people who are answering back, they got an answer from me, and Jeff and Dave and everybody who is on the forum. These are the two things that if you actually pay attention to and do, I know, I will see you succeeding.

Andrew: Amen to that. All right, Zane, thank you so much for taking some of your precious time and sharing this wonderful information with us. Looking at the comments here, people love it. Thank you, thank you so much.

Zane: [inaudible 01:00:32].

Andrew: To those listening right now, we're almost at the end of this weekend. Can you believe it? We only have one segment left.

Zane: Wow.

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Andrew: It's going to be on outsourcing, presented by, wait, it's going to be presented by me. God. I better get on that.

Zane: I was fearful you'll say presented by Zane. I was like, wait a minute. No. I don't have that.

Andrew: If you want to, it's on you man. We're going to roll.

Zane: I need to go rest my voice now.

Andrew: Yeah. I'd imagine. It's all right. It's all right. Actually I am prepared guys we're just joking around. We're going to be back in five minutes. Check out the counter on the screen here. Make sure you back in five minutes. You get to hear me breakdown some outsourcing secrets for you.

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