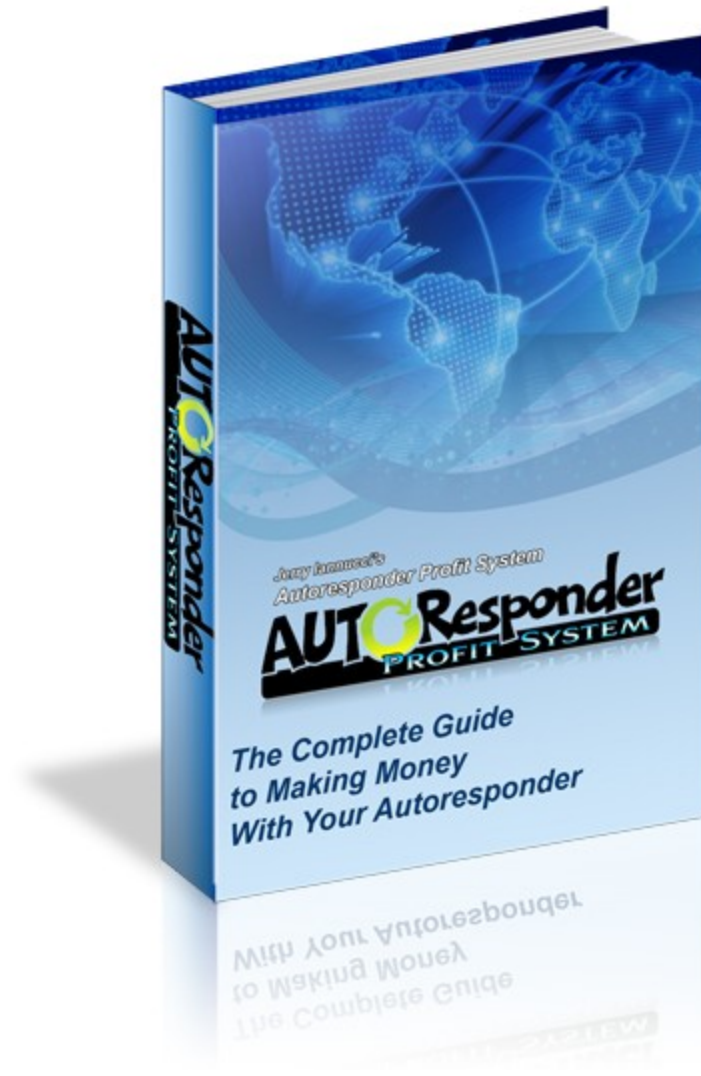


Autoresponder Profit System



by Jerry Iannucci

<http://www.AutoresponderProfitSystem.com>

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Introduction

Hello and welcome to Autoresponder Profit System.



Before we get started I thought it would only be proper for me to introduce myself. My name is Jerry Iannucci and I am from St. Louis, MO. USA.

I got my start in Internet marketing in 1996 while working for a company that helped businesses move their offline business onto the web. I was in charge of targeted link building where I was able to practice marketing in a wide variety of niches.

In 2002 I lost my job. Unfortunately there wasn't a huge demand for Internet marketers back then so I set out on my own to find ways to make money working from home on the Internet. What I found were thousands of other people who had the same idea as me and we were all competing for the same slice of pie. I tried nearly every type of program you can think of and spun my wheels for what seemed like forever barely covering my expenses.

In 2006 I joined a program that used an autoresponder to send out sequential messages to subscribers promoting the main business opportunity. The site eventually got shut down but I hung onto the autoresponder which at the time contained about 100 prospects. While most of those people never joined the business I was promoting I found that I could actually make more money by promoting other things to these people that they might be interested in.

I still have that same list today but now I have multiple lists with subscribers in the tens of thousands. Thanks to my autoresponder I am now earning more money than I ever have before by simply sending emails to my lists.

I created this ebook to show people how easy it is to build a list of their own and how to use their autoresponder to earn money almost effortlessly anytime they want. I hope you enjoy it.

What is an Autoresponder?

An autoresponder is a program that you can use to capture the name and email address of the people who visit your website. Your autoresponder can then be used to follow up with your visitors automatically with follow-up emails or with message broadcasts that can be sent to the entire list. These emails can be used to remind your visitors of the products and services that you are offering, give them more information about your business, or promote other products and services that might be of interest to them.

There are several different types of autoresponders.

Hosted Scripts

This is an autoresponder you can install and run from your own website. These scripts are relatively inexpensive but you will need to have access to a webhost and some experience with installing scripts. You will also be personally responsible for any spam complaints received from your outgoing emails which could result in your emails being permanently blacklisted from many mail servers.

Subscription Services

For a small monthly fee you can get a professional autoresponder that manages all of your emails and makes building your list a breeze.

Most paid autoresponders are not very expensive. You can subscribe to a really good professional autoresponder service for less than \$20/month. Most paid autoresponders also have affiliate programs attached to them. By referring others to your autoresponder you can not only cover the monthly cost of your autoresponder service but also earn a profit at the same time.

There are a few big advantages to using a professional autoresponder service. One advantage is email deliverability. Spam is a huge problem on the Internet and many email providers around the world are blocking emails that come from suspicious sources. A good autoresponder service will work with these email providers to assure them that your emails are not spam and that your subscribers have specifically requested to receive your emails.

Imagine if you are sending an email to 1000 subscribers and only 20% of your emails are reaching their destination. This could be the difference between making \$100 and making \$20.

Most sequential autoresponders work basically the same way. Therefore this guide was created to be used with any type of autoresponder. If you already have an autoresponder I suggest reading any of the tutorials and watching any videos that came with it to help you understand how all of the features work.

Stay away from sites offering “free” autoresponders. These sites will usually put other people's advertisements into your emails and make you look very unprofessional. It's also very difficult to transfer an existing list to professional autoresponder when you are ready to upgrade. It's a small expense but it's better start good autoresponder right from the start.

If you don't have an autoresponder I recommend using [TrafficWave](#).

[TrafficWave](#) charges a low flat rate for unlimited lists and campaigns. They also pay their affiliates through a whopping 10 levels of referrals making this not only a great autoresponder but also a great way to make money while building your list. [TrafficWave](#) comes with a free 30-day trial so that you will have plenty of time to try it and decide if this is the right autoresponder for you.



- ✓ Lead Capture Pages
- ✓ 24/7 Follow-Up
- ✓ Sales Letters
- ✓ Broadcasts
- ✓ Contact Management
- ✓ Ad Tracking

30 Day Free Trial

Introduction to List Building

There are countless ways people can use list building to their benefit. Online stores can email their customers to let them know about a sale they are having, bloggers can email their subscribers to let them know about a new article they have posted, bands can email their fans to let them know the next time they are playing a show in their town.

For the purpose of this guide we are going to be talking about using list building as a way to make money working from home selling your own or affiliate products and services.

There are thousands of people coming online every day looking for ways to make money on the Internet. They often find themselves with a website to promote but no real knowledge of how to convert that traffic into real money.

Just having a website and some traffic isn't enough.

You need a way to capture the contact information of the people visiting your website so that you can follow up with them at a later time.

That's where list building comes in.

By offering your visitors the ability to opt-in to your email list you open the door to far more opportunities than you could ever have promoting a static website.

Let's say for example that you already have a great business opportunity that you want to promote. The company gave you an affiliate link and told you to get out there and promote it with everybody else. You start placing some ads and getting some traffic... but nobody seems to want what you are selling.

With list building you put that affiliate link in your back pocket and instead promote a squeeze page that offers a free ebook or report that your target audience would want to have. The only way for them to receive your free report is to opt-in to your mailing list by submitting their email address into

your squeeze page.

When this happens their contact information is automatically sent to your autoresponder which then begins sending out a series of pre-written emails to them. These emails can be used to let your subscribers learn more about yourself before you send them a personal recommendation for the business opportunity you were wanting to promote (the one in your back pocket).

Trust is very important!

Here's one of my favorite quotes:

"All things being equal people would rather buy from someone they know and trust. All things NOT being equal... people would STILL rather buy from someone they know and trust".

Having a personal relationship with your list subscribers is the quickest way to build trust which gives you a huge advantage over the people who are still out there trying to promote their generic affiliate pages to strangers.

Let's say you do all of this and they're still not interested in what you're selling.

Now that you have this relationship with your list subscribers you are not just limited to promoting that one thing. You now have the ability to find out what they are interested in and make recommendations to them based on their needs.

One subscriber to your list can turn into multiple sales for you over time.

It may sound like a roundabout way of promoting a website but it works and it is the reason that so many businesses are using list building to generate huge profits every day.

Building Your List

Now that you know some of the benefits of using your autoresponder to build a list let's start getting into some of the details of the things you will need to do it.

The first thing you are going to need is something that you can offer to people in exchange for them subscribing to your list. You will need a free report or an ecourse that you can deliver to them via email which would be of interest to the type people you are trying to attract.

When choosing an offer make sure it is relevant to your target audience. If you are selling a video training course that teaches people how to make money with Twitter you might want to give away a free report about social marketing. You probably wouldn't want to offer them something about search engine optimization because even though it's Internet marketing related it doesn't directly relate to your main product.

The easiest way to come up with a free offer is to find a free ebook or report (hint: like this one) which includes giveaway rights. This obviously saves you the trouble of creating your own product from scratch and it means you can get started building your list much sooner.

Using someone else's product as your free offer is fine but if you really want to build credibility with your subscribers you will eventually want to create your own product.

Creating your own product isn't nearly as difficult as it sounds. All you need is a decent word processor such as of Microsoft Word or Open Office Writer and something to write about. Both of these programs have the ability to export anything you write into a pdf file which is the format that most ebooks are distributed in.

When choosing a topic to write about try and keep your target audience in mind. You are going to want to choose a topic that is interesting to you and

will be popular with other people. A report that promises to solve some kind of problem that the reader is having is usually a good place to start.

Spend a few hours researching your topic on Google. You don't need to become an expert on the subject but the more you learn the easier it will be to create a report that people will want to read.

If you don't want to create a new product from scratch you can also buy some PLR products to give yourself a head start. Private Label Rights (PLR) are reports and ebooks that you can rewrite and call your own. PLR products are often sold to hundreds of people so it might take some effort to make it truly unique but it's a lot easier than starting from scratch.

You can find fresh quality PLR ebooks and reports that often include ebook graphics and pre-made squeeze pages at Master-Resale-Rights.com.

If writing isn't your thing you can also hire someone to write for you. Sites like Elance and GetAFreelancer are filled with hundreds of people who are willing to create your product for you at a very fair price.

Another trick to creating a unique offer is to do an interview with someone who is an expert in their field. Most people would be happy to let you interview them if it helps to give them or their business more exposure.

You're not limited to just ebooks. You can do audio products and video too. You can actually spend about 20 minutes in front of a microphone and have your very own unique product with very little effort.

You don't need to be an expert to create an audio/video product either. Just talk about your personal experiences on a specific topic. Your subscribers will appreciate the fact that you are just a normal person and find it easier to learn this way. It will also help people get to know you a little bit better which will benefit you later on when they are on your list and they start receiving your emails.

Whatever offer you come up with make sure you put your own unique stamp on it. It will help you down the road when your subscribers start relating your products back to you and start to see you as an expert who's list they want to be on.

If you are giving away a downloadable product you are going to need a way to deliver it to your subscribers. Most people don't like to receive giant email attachments so it's always better to send subscribers to your website where they can download their free gift.

A simple webpage page with a link to your free download is the easiest way to do this. You can even take this opportunity to add an upsell offer or other complimentary ads to earn some quick cash from your free offer. You can see a sample download page [here](#).

How To Make a Lead Capture Page

Just to get it out of the way, a lead capture page and a squeeze page are the same thing. They are webpages which contain a piece of code from your autoresponder that are designed for one purpose... to get people on your list.

Here are 5 things that make up a good squeeze page:

1. An Attention Grabbing Headline - The purpose of your headline is to get your visitor to read the rest of your page. Getting the perfect headline takes a lot of practice. Check out <http://www.copyblogger.com> for some great tips to improving your copy writing skills.
2. An Eye Catching Graphic - A picture is worth 1,000 words. Having some kind of graphics on your page can really help your page stand out. You can get access to all sorts of stock photography that you can use from sites like: <http://www.istockphoto.com>
3. List of Benefits – I like to keep my squeeze pages short but if you have the room it could be a good idea to include a list of 3 to 5 of the benefits of your product. See “[Marketing Features Vs. Benefits](#)”
4. A Call To Action - Now that you have your reader's attention you need to tell them what to do. "Fill out the form to get your copy now". It sounds simple but it makes a big difference if you don't do it.
5. Your Autoresponder Code – This is the html or script code that your autoresponder gives you to make the sign-up form appear on your squeeze page. Just copy and paste the code from your autoresponder into the page where you want the form to appear. If you are not sure how to do this please refer to the documentation provided by your autoresponder.
6. The Privacy Disclaimer - Just another way to ensure people that you won't abuse their email address if they fill out your form. It's been proven that if you don't include this you will definitely get fewer sign-ups.

You Want to have People LOOK at this Headline so Make SURE it is Super Easy to Read and See!

They Tried to Pay Me to Keep This Information from You

You can put your first point here.
You can put your first point here

You can put your second point here.
You can put your second point here

You can put your third point here.
You can put your third point here

Check It Out Now! →

Enter Your Name & Email Address Below

First Name:

Email:

Send Me the Report!

[We respect your email privacy](#)

Design Kreated Using [AdKreator](#)

Now that you know all the components that go into a squeeze page you probably want to know how to build one.

If you have your own webhosting you can create a simple squeeze page with any free html editor and host it yourself. Simply leave a space for the email form and then copy and paste the code from your autoresponder into your page.

If you're not comfortable with the idea of making your own web pages from scratch you can also hire a web designer to create your squeeze page for you. This is a good way to get a really professional looking squeeze page but if you plan on making multiple web pages it can start to get a little expensive. You will also still be responsible for hosting the pages on a website that you own if you want anybody to see them.

If you don't have your own hosting and you don't know how to make your own web pages then the easiest solution is to use [AdKreator](#). [AdKreator](#) gives you the ability to make your own professional looking graphic squeeze pages just like the one in the example above without having to learn html or complicated programs like Photoshop. It's not free but in the long run it can be a lot cheaper than hiring a graphic designer to create your ads for you. In addition to squeeze pages you can also design a wide variety of graphic advertisements and they will even host the ads for you on their servers.

Designs that YOU can Kreate right online
a point & click system so amazing you have to see it to believe it!

NO SOFTWARE TO DOWNLOAD
DESIGN SKILLS REQUIRED
WAITING FOR DESIGNERS

Splashpages - Banners - Peel Aways
Now Featuring SqueezePages! **WOW**

adKreator™
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GET STARTED NOW

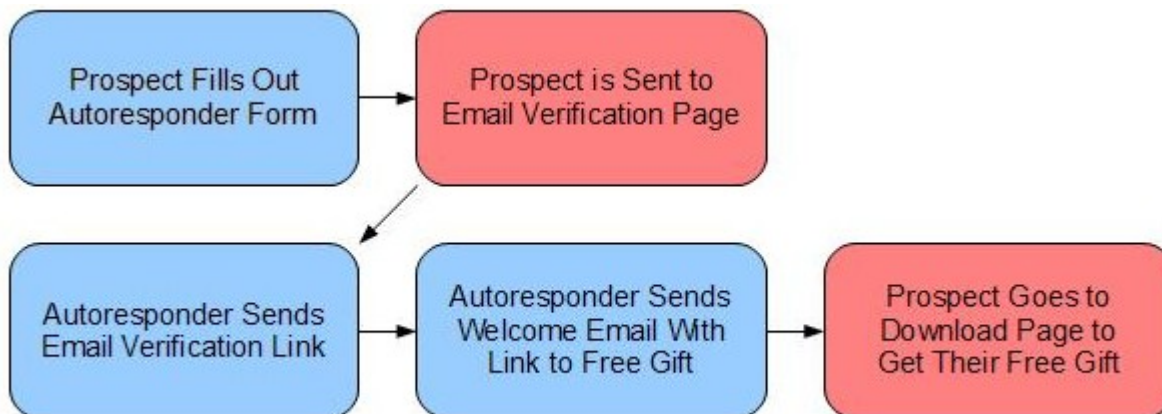
Profit System: The Front End

Just because you are giving away a free product on your lead capture doesn't mean you are giving up the chance to put some fast cash into your pocket.

The moment someone enters their name and email address into your autoresponder form they become a “hot prospect”. They have already demonstrated their willingness to take action on your offer. This is the perfect time to offer a complimentary product or service that you can earn money from.

When a prospect fills out your autoresponder form there are a few steps they must complete before they can get to their free gift. Along the way you can recommend other products and services to them.

Here's the basic way it works.



After filling out the form on the squeeze page your autoresponder will display a message to your new subscriber directing them to check their email for a verification link. This is necessary to ensure that they entered their correct email address and have agreed to receive emails from you.

Your autoresponders should have an option to redirect your new subscribers to your own email verification page. This would require you to create and host your own page but if you have the ability to do this it is well worth the

extra effort.

Thank You

A Confirmation Email Message has just been sent to you with the title:

Response Required, confirm your request for information from jerry-jvsmt

To access your ebook please follow these instructions...

1. Please whitelist "jerry@safelisttactics.com" to make sure you receive your email.
2. Check your email for a message from "Jerry Iannucci".
3. To receive your free gift please click the confirmation link inside that email.

Attention

If you do not receive a confirmation email in the next 5 minutes please use another email address. You can get a free email address from gmail.com.

Enter Your Name & Email Below

First Name:

Primary Email:

[Download Now!](#)

Your email address will be kept strictly confidential and will not be abused in any way.

This is one of my email verification pages. This page gives my new subscribers specific directions on what they need to do to verify their email address to receive their free gift.

Below this I put a “second chance” opt-in form.

This gives my subscribers the opportunity to use a backup email address in case they are having trouble receiving my autoresponder emails. It also works great for the people who tried to enter a garbage email address hoping to cheat the system. This gives them a second chance to enter a working email address.

Autoresponder Profit System

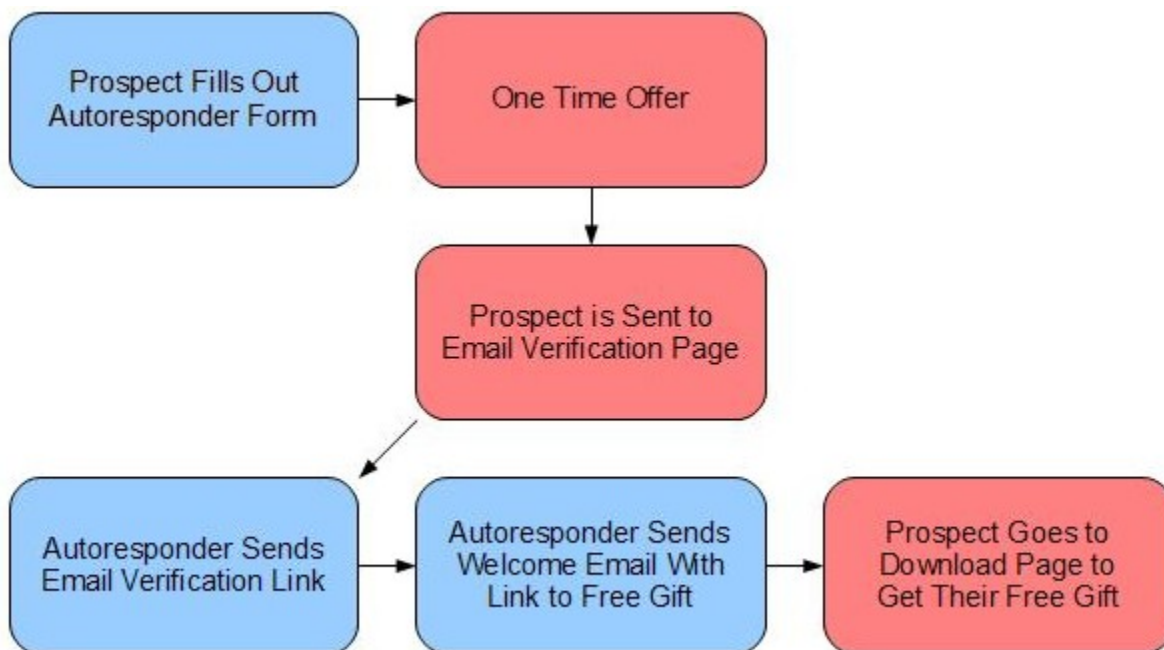
At the bottom of the page I will usually put links to some free bonus offers but you can use this space to advertise almost anything you want.

In addition to monetizing your email verification page you can also do this with your “download page” which is the last page your subscriber visits to receive their free gift.

As I mentioned earlier you can create a download page on your website that shows some “free bonus” offers to your subscribers which can also make you some extra money while building your list.

The best front end money can often be made by showing a “one time offer”.

A one time offer (OTO) is a page that tries to make a quick sale as soon as your subscriber fills out your autoresponder form. They will have one chance to accept the offer and if they decline they will be taken to your email verification page.



You can use your OTO page to sell almost anything you want but I suggest using it to try and sell a product which compliments the one you are giving

away for free.

 **IMPORTANT: Before You Continue...**

**You're Only Going To See This Page ONCE
Ever, So Read Every Word Very Carefully!**

DO NOT CLICK "BACK" OR "REFRESH!"

(To skip this offer, scroll down to the bottom.)

**"Here's Your *Only Chance* To Get Your
Hands On This Never Before Seen Package
That Rakes In Huge Profits For You Day
In And Out, In Record Speed!"**

**Imagine The Most Valuable Package of The
Hottest Products For a Price So Low That You
Don't Even Need to Read the Sales Letter.**

**This Will Only Be Made Available To A Select Few Members That
Act Quickly Before This Offer Is Completely Gone Forever...**

If you don't want to create your own OTO you can use [OTO Gold Mine](#) which gives you a variety of pre-made one time offers that can easily be added into your autoresponder campaigns.

Don't expect to make a lot of money on front end sales since most people are just looking to get their free product. However, if your offer is good enough and if it compliments your free offer you can usually expect a certain percentage of your subscribers to buy it.

If set up properly your front end sales should be able to easily generate enough cash for you to cover the cost of your autoresponder service plus your advertising expenses.

But as you will soon discover the real profits are in the backend sales.

Profit System: The Backend

Now we are getting to the good stuff.

I'm sure you've heard the expression that the money is in the list. That's true but the real money is in the follow-up emails that you send to your list and the relationship that you build with your subscribers. If you are not building your list and sending out emails then you are missing the whole point of having an autoresponder.

So how do you write follow-up emails?

Well, first I want you to know that you don't have to be a brilliant copywriter to make money with your autoresponder emails. What is important is that you be yourself. You are looking to make a connection with your readers. If your reader doesn't like you or your style they will unsubscribe and that's ok because you'll know that the ones who stick around are the ones who are actually interested in the information you are sending them.

Structuring Your Email Series

One of the big advantages of using a sequential autoresponder is the ability to write a series of emails that can be sent out to your subscribers over a period of time. You will want to write at least 5-10 emails that you will load into your autoresponder that will be sent out every few days. If you want to you could even load up your autoresponder with several years worth of emails. It might take some work at the start but once it is set up your autoresponder can run almost entirely on autopilot making you money 365 days a year.

I like to structure me emails series to almost tell a story with each email giving hints at what is to come in the next message. Each message should also remind your readers what you sent them in your previous email.

Your first email should simply be an introduction to your new subscribers. It tells them where they can download the free gift you promised them on your squeeze page and it gives you a chance to tell them a little about yourself and your business. You should also explain to your subscriber what they can

Autoresponder Profit System

expect from you in the future. You probably don't want to try and sell anything in your first email but if you want to include a link to another free gift this is a great way to let your reader know that they should expect to receive other links from you in the future.

Hello {!firstname_fix}.

My name is Jerry Iannucci.

I just wanted to introduce myself and thank you for signing-up to receive my free report.

Thank you!

So, who is Jerry Iannucci?

Well, I am a full-time Internet marketer living in St. Louis, MO. (USA) who has been working online since 1996. When I am not sitting in front of my computer I do concert lighting for local and national bands around in town.

Nice to meet you!

Over the next few weeks you can expect to receive several emails from me that will better explain how you can easily take advantage of all the features my free gift offers you.

You can unsubscribe at any time with no hard feelings but if you really want to see this system in action you will want to stick around.

What's next?

Check your email tomorrow for a special trick that I use to earn twice as much money in half the time.

You don't want to miss this.

Talk to you soon!

Jerry Iannucci
jerry@autoresponderprofitsystem.com
<http://twitter.com/JerryIannucci>
<http://www.GetRichWithJerry.com>

PS - If you are in a hurry check out this free report that reveals my top 5 money making secrets.

Email Subjects

The subjects of the emails you add to your autoresponder should have one purpose... to get people to open your emails and read the rest of your message. Try to avoid subjects that sound like sales pitches. Keep it personal and try to only provide enough information so that they need to open the email to find out what you are talking about.

Name Tags

Most autoresponders allow you to add little pieces of code inside your emails which get replaced when your email is sent. One of the most useful ones is the “name” tag. For example, if one of your subscriber's names was “John” and you sent out an autoresponder email that said “Hello {!firstname}.” John's email would say “Hello John”.

Using name tags in the body of your emails is a great way to help your emails come across as more personal. You will also find that emails which contain the name of the recipient in the subject tend to get opened more often.

Check your autoresponder documentation to find out what tags you can use in your emails.

HTML vs Text Emails

Some autoresponders give you the option of sending your emails in html or text format. Most people can receive html emails but you don't want to exclude anyone who can only receive text. That's why it is a good idea to send both.

What I do is I compose my emails with the text editor and then copy them into the html box. If there are links in my emails I will highlight them with my mouse and click the “link” button to make them clickable.

Most autoresponders can determine if the subscriber can receive html or text emails and will send the appropriate one for you.

Formatting Your Emails

Try to keep the width of each line in your emails to about 50 characters. The way I often do this is to type a line of 50 X's on a row and try to keep my lines from going longer than that.

Formatting your emails this way simply makes them easier to read.

Email Body

What you put in the body of your autoresponder emails is entirely up to you. Try to keep your emails personal. When you write them pretend that you are speaking to just one person. Tell a story, share an article that you think you that they would be interested in reading, or give them a link to some free resources that they can use.

Don't write like you are trying to sell something but don't be afraid to recommend a product or service that ties in with with your email.

Signature

Don't just stick your name at the bottom of your emails. This is valuable real estate and a chance to give your reader more information about you or your business. I like to include my email address, my blog, and my Twitter address. You can also include your Facebook page, your Skype id, or even your phone number if you want.

Including as much contact information as possible makes it easy for your subscribers to contact you with any questions they have. Taking the conversation off your list is a great way to build your relationship and it also opens up the opportunity for you to make personal recommendations to your subscribers by finding out their specific needs.

I guess along with that I should also remind you to always use your real name. Nobody wants to buy from someone named “makemoney1234”. Show them that you are a real person and that you are there to help them. The more your readers get to know you the better your relationship will be.

Include a PS

The last part of your email that your reader will see will be the PS at the bottom. This is the perfect place to reiterate the point of your message and give them one last chance to visit the link you are promoting. If you are not promoting something in your email then this is the perfect place to give your reader a free report to get more information.

You can also use a PPS in your emails to tell your subscribers what they can expect from your next email. “*PPS – Keep your eyes peeled for an email from me in 2 days where I will reveal my 6 best money making secrets*”. This is a great way to keep your subscribers interested and it makes sure that they will be looking forward to receiving your next email.

To see first hand how the experts write their emails go ahead and subscribe to the lists of some of the popular Internet marketing “gurus”. These guys make millions of dollars from their lists. It's a guarantee that you will learn something new by observing their techniques in action.

While there is no limit to how many emails you can load into your autoresponder you will probably want to create at least 5-10 emails to start with. The first few emails should be used to build trust with your new subscribers with free offers and advice while later emails can be used to promote paid offers. I'll go into this in more detail in the next chapter.

Managing Your Autoresponder Campaigns

Now that you have some emails loaded into your autoresponder you are probably wondering how often you should send them.

I like to set up the first few emails in my autoresponder to send every day. After a few days they start sending out every 2 days, then 3 days, and eventually every 7-14 days. I do this to spread out the amount of time my subscribers receive emails from me but I know that the day they join is when they are most responsive so I try to send out my emails more often at the beginning. I then try to send something out at least once a week so my subscribers don't forget me.

If someone wants to unsubscribe from your list your autoresponder should automatically include an “unsubscribe” link at the bottom of every email you send out.

Don't freak out when people unsubscribe from your list! Unsubscribes are good. It tells you that people are receiving your emails but the content isn't right for them. You want these people to unsubscribe because it tells you that the people who are left are actually interested in the emails you are sending.

Obviously if 95% of your readers are unsubscribing then you might want to go back and make sure your content matches the information that your subscribers signed up to receive.

We all want to make money but if you want your subscribers to stick around you need to balance the sales pitches with free content. Nobody wants to be sold to but if you provide your subscribers with valuable information they will be far more likely to accept your recommendations for things that do cost money.

You can either create content yourself to send to your list or you can use a site like EzineArticles.com to find free articles that you can load into your autoresponder. Just make sure you respect the terms of the article's author before you publish it to your list.

There are plenty of free affiliate programs that you can promote to your list to make money. A good trick is to send your subscribers links to “freemium” sites. These are products or services that offer something of value for free to your subscribers but charge a premium to access advanced features. This is a great way to give away something for free but still make money every time someone you refer upgrades.

Broadcast Emails

In addition to scheduled emails your autoresponder should also gives you the ability to send an email to your entire list using a “broadcast” feature. These are very helpful for promoting new products or making announcements that your subscribers will want to know about today.

With a large enough list it's possible to earn a lot of money while spending only a few minutes composing a broadcast email in your autoresponder. Of course it helps to have a really big list but even a small list can earn you some serious money if your subscribers trust you enough to buy from you.

Test Your Emails

Before you start promoting your lead capture pages always make sure you sign-up for your own list. It sounds simple but you would be surprised how many people fail to do this.

Joining your own list will allow you to observe the entire process just as one of your subscribers would see it. It gives you a chance to read your autoresponder emails right in your inbox and make any changes to your follow-up series before anybody else sees them.

Once your autoresponder emails are in place the only thing left to do is start sending traffic to your squeeze pages.

Getting Traffic To Your Lead Capture Page

Once you have your squeeze page set up with your autoresponder code you can start driving traffic to it. There are many free and paid resources for doing this. I will try and list a few of them below.

Traffic Exchanges

These are websites which cater mainly to Internet marketers and home business opportunity people. If your squeeze page targets these people then traffic exchanges can be an excellent place to get free traffic.

The way traffic exchanges work is that you spend some time looking at other people's webpages for which you earn advertising credits. You can then spend these credits to have other members look at your page. If they are interested in what you are promoting hopefully they will sign-up.

Because most people using traffic exchanges are only there to earn credits for their own sites it is important that your squeeze page is very short and able to catch your viewer's attention very quickly.

You can find a list of the top rated traffic exchange programs that is updated every week at [Affiliate Funnel](#).

You can also get a complete list building system which includes premade squeeze pages and autoresponder emails when you join [TE Profits](#). [TE Profits](#) is a list building system designed to build your downline in traffic exchange programs and also help you earn an income from your list. [TE Profits](#) is a great program to join and is easily adaptable to promote whatever you want.

Credit Safelists

Credit based safelists work very similar to traffic exchanges except that you will be earning credits for reading emails that other members send you. You can then use these credits to email your own ads.

Credit safelists can result in a lot of email in your inbox so it is important that

you create a new email account specifically for your safelist ads. I suggest reading [Safelist Marketing Tactics](#) for information about how to use safelists for the best results.

[Viral Mail Profits](#) is a free program that will help you manage all of your safelist accounts and make your daily mailing a breeze.

Viral List Builders

These programs are very similar to credit based safelists. The biggest difference is that the number of people you are able to send your ads to is usually based on the number of people in your downline. You also receive far fewer emails from other members making your ads much more responsive.

If you are unable or unwilling to refer new members you can also purchase an upgraded membership which allows you to send your ads to a significant portion of the membership every few days.

You can find a weekly updated list of the top safelist and viral list builders at [List Hoopla](#).

Other forms of advertising include pay-per-click advertising, search engine optimization, directory submissions, article marketing, social networking, banner ads, ezines, blogging, etc.

You can never have too much traffic. The more often your squeeze page is seen the faster your list will grow which means more money in your pocket.

Building Downlines For Profit

Most autoresponder services offer some kind of affiliate program that rewards you when you refer new members to their service. Some of them even offer you the ability to earn through multiple levels of your downline with mlm payment structures.

The best way to make money with an autoresponder is to build your list and create a relationship with the people on that list. However, there is nothing wrong with earning some extra money referring people to your autoresponder as long as they are joining for the right reasons.

If you choose to promote your autoresponder as a business opportunity the best thing you can do is to teach your referrals how to make money with their autoresponder by building a list. Once they have their list in place and start making some money of their own you will be able to earn commissions from them month after month.

What's the best way to do that? Give them a copy of this book!

Did you know that you can even make money giving this book away? Please visit the [Autoresponder Profit System](#) website for information on how you can replace all of the affiliate links in this book with your own and earn big commissions by simply giving away free copies of this book.

Final Thoughts

It has been nearly 6 years since I wrote Autoresponder Profit System.

Recently I sat down again to give the book a much needed update and to remove some of the “recommended resources” sites that had closed. What I found is that while some of the sites I was promoting back then were gone and forgotten the vast majority of the information I wrote about list building is still valid today.

As an affiliate marketer you are generally at the mercy of the owners of the sites you are promoting. But your list is your own. It will stay with you for as long as you want to keep it.

I will say that list building should never been thought of as a get rich quick scheme. It can take a long time to build a list and plenty of trial and error to figure out how to properly monetize it. It's never going to be perfect and some people just won't have the patience needed to make it work.

But once you start putting those pieces into place and the gears start turning you will hopefully begin to understand what a finely tuned list can achieve. At that point it only becomes a matter of fueling your engine with enough traffic to get as many subscribers to your list as possible. Once that happens the sky is the limit!

Thanks for reading!



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Recommended Resources

Autoresponder

[TrafficWave](#)

Squeeze Pages

[AdKreator](#)

Traffic Exchanges

[Affiliate Funnel](#)

[TE Profits](#)

Safelists and Viral List Builders

[List Hoopla](#)

[Safelist Marketing Tactics](#)

[Viral Mail Profits](#)

Other Resources

[CopyBlogger](#)

[Eance](#)

[EzineArticles](#)

[GetAFreelancer](#)

[master-resale-rights.com](#)

[OTO Gold Mine](#)