



My First Autoresponder

Here is where you'll map out your first autoresponder series. Here are a few things to keep in mind:

1. Timing. How soon after the previous email do you want to send the message? The next day? A couple of days later? Just remember that your prospects are hottest in the first week, so I recommend that you send a message at least daily the first week.
2. You'll want to ensure that you have a compelling subject line.
3. Think about the goal (Call to Action) for each email:
 - Getting to Know Me (I.e, connecting on Facebook, etc.
 - Delivering Free Content
 - Recommending My Low Cost Product
 - Recommending My Medium Cost Product
 - Recommending My High Cost Product
 - Promoting "Back-End Offers" like affiliate products, etc.
4. Think about the content that you want to deliver in each email. You can deliver the content solely in the message or give them a teaser and send them to your blog to read the rest. It's up to you!

Welcome Email (Sent Instantly When They Subscribe:

Subject Line: _____

Goal/Call-To-Action: _____

Content: _____



Email #2:

Days After First Email: _____

Subject Line: _____

Goal/Call-To-Action: _____

Content: _____



Email #3:

Days After First Email: _____

Subject Line: _____

Goal/Call-To-Action: _____

Content: _____

Email #4:

Days After First Email: _____

Subject Line: _____

Goal/Call-To-Action: _____

Content: _____



Email #6:

Days After First Email: _____

Subject Line: _____

Goal/Call-To-Action: _____

Content: _____

Email #7:

Days After First Email: _____

Subject Line: _____

Goal/Call-To-Action: _____

Content: _____



Email #8:

Days After First Email: _____

Subject Line: _____

Goal/Call-To-Action: _____

Content: _____

Email #9:

Days After First Email: _____

Subject Line: _____

Goal/Call-To-Action: _____

Content: _____



Email #10:

Days After First Email: _____

Subject Line: _____

Goal/Call-To-Action: _____

Content: _____
