

Internet Marketing TipSheet #8

How to set up an autoresponder

Setting up an autoresponder is very easy and it will allow you to stay in contact with your mailing list automatically.

There are many autoresponder programs to choose from, [Aweber](#) and [WAHM Cart](#) are very economical and easy to use. You can find free autoresponders, but they will include ads for other products. You don't want to send your mailing list someone else's ad.

The first step to setting up your autoresponder is to write your messages. You can use your favorite word processing program to do this.

Once your messages are written, log into your autoresponder. You'll need to select the list that you want to add these messages to.

Most autoresponders enable you to send your messages in plain text or HTML. You might want to use plain text, as not everyone can receive HTML messages. They can also take a while to download, and that can be very annoying to people on your mailing list with dial-up internet.

To add your messages, you will need to open the saved messages from your word processing software. In your autoresponder, click on the link that allows you to create a new message. If you are going to send your messages in plain text, you will want to cancel all formatting from your word processing software. To do this, copy the message from your word processing software and paste it into a plain text editor, such as notepad. From there, copy the text again and paste it into your autoresponder. You do not need to save the message into your text editor.

Your autoresponder will allow you to choose the amount of days to send this message from the last message you have sent. If you are setting up an e-course, you may want to send one lesson per day or one per week.

I personally recommend Aweber, as that is who I use.

[Click here to visit Aweber](#)

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