

# GPS Business Academy 90 DAY QuickStart Program



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with Jennifer Hoffman

## MODULE 3 – Newsletters & Autoresponders –

### An Introduction

#### Your ACTION Steps

1. Find a newsletter and autoresponder service provider you like, are happy with, and that meets your budget as well as your level of technical expertise. While you can hire someone to create and produce your templates, newsletters, and autoresponders, this is something you should also know how to do yourself.

Examples of providers in the video are:

Mailchimp.com  
Constantcontact.com  
Aweber.com  
Madmimi.com

2. Write the autoresponder emails for your website's signup box, anywhere from 3 to 5 short emails that your new contacts will receive when they sign up for your newsletter.

You can use the following example for your emails:

Email 1: thank them for signing up and include a link to your free gift and confirm they have received it.

Email 2: Ask a question or make a point about some aspect of your free gift, keep it short, 2 paragraphs, and friendly.

Email 3: Invite them to join you on social media and include links to your Facebook, twitter, and linked in, as well as any other accounts you may have.

Email 4: Invite them to a free webinar or course you are giving (you should be giving at least one a month) and tell them about a product or service you are

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featuring or think would be a good place for them to start. You can also offer a discount coupon for 'new customers'.

Email 5: Let them know you are available for them, send them to your scheduling page of your website if you do individual or group coaching or sessions.

You can write the content in a word document and transfer it to your autoresponder template, which is covered in another lesson in Module 3. \*\*

For now, create the content for your 5 messages and remember to be friendly, personable, and caring, as this is the first contact your prospects have with you.

I am here to support your business success!

Jennifer Hoffman

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Remember to send your questions to [support@enlighteninglife.com](mailto:support@enlighteninglife.com)

\*\*NOTE: Always write your content in a word document before you copy it to your newsletter service. I speak from experience here, if you don't and you're entering in the newsletter website, you will lose everything if you lose your connection or the browser closes.