



I HELP BABY-BOOMERS PREPARE FOR A FINANCIALLY SECURE RETIREMENT

Does retirement seem a long way off, and you've never given it a thought?

Or maybe you're already retired and discovered the lifestyle you hoped to enjoy is financially unattainable?

Whatever your age, it's never too – early – or too

late to start planning for a financially secure retirement, and an auto-responder is the most essential tool in your tool-box.

THE MYTH OF THE EXPENSIVE AUTO-RESPONDER

EVERY online or offline business person 100% needs an auto-responder. It is the program you use to save 'lists' of contact details of customers and potential customers (prospects) who expressed interest in your service / product. It may take a prospect as many as 7 reminders from 'being interested' to 'making a purchase'. So don't let an eventual sale - from interest **you** generated - go to the marketer who bothered to collect contact details and email follow up information. Most serious marketers have more than one auto-responder for different purposes.

You may think that your contacts database is on social media, but you do NOT own any social media platform. They can shut you down or jail in an instant. But you can keep a copy of your email list.

Don't be dismayed about paying for an auto-responder. How else can they enhance the product and provide you with support? The trick is to avoid high monthly costs as your list size increases. What seems like an attractive free trial may quickly become expensive after – say – 1000 contacts.

The myth is that, as a **new** affiliate marketer, you must pay a high monthly fee. Not so. Here are some low cost, and one free, auto-responder and why you might like to use them or not. If you are learning affiliate marketing there are some excellent and low cost training programs that specifically use certain auto-responders.

*NOTE: some of the links below are affiliate links, so if you register I may earn a small commission **at no extra cost to you**. This is how I fund my online business. If that's not OK, just use the info but don't click.*

LOW COST AUTO-RESPONDERS (A/R)

- [MailChimp](#) – Very popular and well respected A/R, but I don't use it myself as they dislike the 'Make Money Online' niche so you can run into trouble if that's your niche.

- [SendSteed](#) – this is an excellent unlimited, free-forever mailing program that includes free advertising from the sister program LeadsLeap. There is a low cost \$19.95 a month pro option. It has the best features of any a/r I use and the pro-option gives additional features such as PDF hosting, free referrals, a co-op advertising program and more sophisticated mailing options. Even free members can earn commission if they make sales. The training and help inside the program are second to none – just make sure you use it, or you’ll miss out on features I’ve not seen inside more expensive software. Sadly it doesn’t automatically link to the affiliate marketing training program I recommend below, but otherwise is top-notch, and my number 1 choice. To maintain the quality of their subscribers SendSteed insists on double opt-ins. At first I disliked this, but now I see that I’m rewarded by the higher open rates on my mailings.
- [MailerLite](#) – another excellent option. Start free for up to 1,000 contacts, then the price rises as you increase your number of contacts. I have happily used MailerLite for a long time and you’ll quickly be at home if you have used Aweber or GetResponse, but I don’t know of any affiliate marketing training program that uses it in their explanations.
- [Aweber](#) and [GetResponse](#) – the market leaders for small businesses. Both excellent pieces of software with the advantage that they are used as demos in some training programs, so you can more easily ‘follow along’ if you’re new to auto-responders. I tend not to use them much as, after a free trial for 500 contacts, the monthly costs increase quite steeply as the number of contacts on your list grows.

With the exception of MailChimp (which I never tried), I have used and had good experiences with all the auto-responders above. Although no-one likes paying a monthly fee, the options above let you start for free (optionally free forever with LeadsLeap) and, used properly, your auto-responder will soon become an income-stream. So no serious business person should be without an auto-responder.

WHAT TO WRITE IN YOUR EMAILS?

Many people wonder what to write in their emails, so their auto-responder remains unused – which is why you might see it as a cost rather than a profitable generator.

I felt the same until I took this low cost training. >> [Click Here](#) <<. Now I enjoy emailing and, as I’m in more frequent contact with my subscribers, I’m starting to see better results with the offers I make.

A NOTE ON RECURRING REVENUE

Remember - many auto-responders have an affiliate program that can at least pay for your own monthly subscription and ideally bring you a regular monthly income on top of whatever your main business may be.

You can earn a welcome source of recurring revenue from Auto-responders that have modest monthly fees. Even though I no longer use it, I still receive commissions from one of the market leaders.

Once people know and love their auto-responder they’re unlikely to go through the hassle of changing – until they reach the dangerous point when the monthly fees start to be an ‘ouch’.

That danger point doesn’t exist in the free version of [LeadsLeap](#) and even if you move to Pro for the extra features, your monthly cost is capped at \$19.95, which you can reduce if you introduce other customers.

INSUFFICIENT INCOME TO FUND A DREAM RETIREMENT (OR DAILY LIFE)?

- My reason for starting a part-time online business was to improve my retirement income. If **you** realize that your retirement dreams will be unaffordable, it's wise consider starting a business that will help bring in extra income – to reduce debt now and increase your retirement income.
- If you search online you will almost certainly be led astray by false hype and dreams of 'fast money making schemes'. Trust me – they don't work. You will end up poorer rather than richer. If it was so easy, everyone would be driving round in fancy cars or sipping drinks on the beach with a laptop.
- Beware - building an online business isn't as easy as you may be led to believe. There are sharks!
- Don't make the mistake I made - by thinking you can learn and do everything yourself. Unless you're already an online marketing professional, **you don't even know what you don't know!**
- Be wary of anyone selling you expensive training programs without you first having a good look round their offerings as a low cost or free member.
- If you'd like to learn more about the problems that can happen when you start with Affiliate / Internet Marketing, >> [click here](#) <<.

[Here are the resources and the affiliate marketing training that I recommend.](#)



Your Internet Marketing Problems Solved - Click Here

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