



## eZine Marketing A-to-Z

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## Introduction

On the Internet, it is very possible to make money without selling any product. One way of doing so is through starting your own eZine, also known as an electronic newsletter.

In a nutshell, you send out your eZine issues on a periodical basis to your subscribers. The good part is that you have a flexible choice in automating the process of sending out your eZine issues for you or manually sending them on a periodical basis.

As an eZine publisher, not only can you easily achieve the benefits a conventional newsletter publisher enjoys without having to chop down several trees in the process, you can easily and conveniently spread your marketing influence and expertise to your base of subscribers from the shoes of an ordinary individual.

In other words, you do not have to invest in expensive printing equipment, brick and mortar business, and hiring staff just to run your own newsletter publication, resulting in a lot of time, money and effort saved.

Basically, all you need to start your own eZine are an auto responder and broadcast feature to go with, enabling you to reach out to your massive subscribers whom you can regard as your prospects, too.

All in all, if you do not have the commitments of creating your own product for sale, then publishing your own online newsletter can be one of the wisest decisions you will ever make, given the benefits of impressive marketing power and influence it can offer to you.

### Making Money from Selling Advertising Space

If you would observe the company that delivers the daily paper to your doorstep for a business case study, you will come to learn that the newspaper publisher hires reporters, writers and other important staff to create the contents and deliver the papers to their readers.

In addition to the above mention, the publisher has to invest regularly in heavy duty machineries and tons of papers in printing tons of newspapers on a daily basis.

And in order to ensure that the newspapers are delivered on time, the publisher appoints agents at every part of the covered territory.

So, how does the newspaper company make money? It is obvious that selling a copy of the papers at less than a dollar would not even be able to even fund the operations.

The answer? Selling advertising spaces! You have definitely seen lots of advertisements in the newspaper. The publisher simply sells advertising space

in the papers to advertisers who want to leverage their advertising efforts on the paper's high readership.

On the same analogy, you can make money the exact way from your newsletter: simply by selling advertising space to prospective advertisers!

If your mailing list size exceeds 1,000 (5,000 is recommended) subscribers and beyond, you can start selling advertising space for say, \$10.00 per sponsor ad.

In this manner, you turn every issue you send out to your subscribers into a profit-pulling device. And since there is virtually no end to the stream of advertisers as products, services and businesses are cropping every single day in every industry imaginable, so are your money making opportunities.

## Mailing List for Affiliate Marketers

If you are an affiliate marketer who wants to make a comfortable living from referring your prospects to other people's product or service for decent commissions, then you must consider building your own mailing list.

Building your mailing list of hungry prospects can be one of the best investments you will ever make, as it is time and effort worth spending on. When you strike on a Joint Venture and have a new product or service to endorse, you can look no further than your own mailing list.

Granted, that most affiliates, as in more than 90 percent of them, are not making money from affiliate programs, but this often results from the same amount of effort focused on least effective methods.

While having your own mailing list is, by a long mile, not the only effective affiliate marketing method, you can make affiliate sales very quickly even in the next few hours after sending a sales message, provided that your mailing list is huge and responsive.

This is often true, because owning your own mailing list for you to endorse products and services to is one of the fastest-producing results, beating other affiliate marketing methods imaginable.

In a nutshell, the affiliate marketer who gets ahead of the pack is the one who owns a huge and responsive mailing list of prospects.

### Which is More Important – Product or Mailing List?

If you would ask this question, “Which one is more important – the mailing list or the product?” any savvy marketer would answer you, “The mailing list”.

Principally, any wise business person puts the importance of hungry demand (and not just any demand) in front of the product. In other words, there is no product if there is no demand! And a mailing list represents the demand or your business if you would like to call it.

If you frequent the Joint Venture forums and membership sites of any kind, you will find that product and service owners need mailing list owners more than the other way round.

This is because the mailing list owners have the prospects that the other type of partner is looking for to sell to.

And if you are a mailing list owner, you do not have to necessarily make money from selling your own product. You can sell advertising space or craft a Joint Venture with product owners in return of commissions, recurring or not.

Most of the biggest success web businesses on the Internet today often establish the mailing list (or subscribers) first before the product. One fine example is Friendster.com.

Friendster.com, in the nutshell, is a website that connects friends and potential friends from around the world through a free membership access.

While Friendster.com does not make money from the number of members who join the site, the business makes money from selling advertising space and partnering with other big time merchants and businesses, owing to the established number of members Friendster.com has recruited.

This business is perfect example that demonstrates why every business should establish a need or demand before the product itself, and why you should do the same, whether you run a friends site or not.

### Publishing Your eZine – the Pros

There are several advantages publishing your own eZine can offer to you. Thus if the pros appeal to you, then publishing your own paperless newsletter can be ideal for you.

The most obvious reason publishing an eZine can be the most ideal business to you is that it is so easy to start that any individual can do. There is no need to invest in starting a brick and mortar business or even staff and heavy machines for that matter.

In fact, you can do this from the comfort of your home as the most important thing you will need is an auto responder equipped with broadcast feature. Auto responders such as GetResponse.com and aWeber.com are highly recommended when it comes to publishing your own eZine.

In spite of the low start up cost and monthly fees, you can make money from several profit centers within the spaces of your eZine issues. You can make money from selling advertising space, just to name one.

Most importantly, you get to build your own personal media and spread your marketing influence, making you more valuable to product and service owners thus do not be surprised if you receive Joint Venture proposals every so often.

Given some of the best reasons in the world of Internet Marketing, publishing your own periodical eZine can one of the best money vehicles you will ever acquire or even build.

### Publishing Your eZine – the Cons

As with any other types of businesses, publishing your own online newsletter a.k.a. eZine has its share of drawbacks, in spite of the several benefits it offer.

The purpose of this article is not to scare you away with the disadvantages of publishing your own eZine, as the benefits are often more attractive. However, I will also show you how you can easily tackle the cons.

One obvious challenge most beginning eZine publishers face is the creation of eZine content. Creating your own content can be tiresome, especially if you are not a gifted writer and that you run out of ideas every so often that your publishing schedule is threatening you.

A way of taking care of this problem is to create your content in advance. You can compile 30 days worth of content in one day, for example. If you are not blessed with writing skills, you can broker the writing task to capable freelance writers which you can find at places such as <http://www.elance.com/> or <http://www.rentacoder.com/>. While you need to pay for such services, you are at liberty to take the credit for written articles.

Alternatively, you can republish articles from article directories such as <http://ezinearticles.com/>. This is a free method you can use in making content, provided you include the resource box of the original author and that the article has republishing rights conveyed.

In conclusion, you can easily tackle the content creation challenge using the mentioned methods that do not require writing on your part, free or paid.

### Deciding the Type of eZine

When choosing a topic to publish your eZine on, you must consider some important success factors that can determine the flow and goal of your eZine.

You are encouraged to write non-time sensitive contents such as short tips, mini stories and interviews. Doing so enables you to create content in advance so that you can conveniently dispense to your subscribers at a later schedule.

Topic-wise, you will do well to cater to a starving market that will always be on demand for the kind of content you offer. And by this, I mean that you should zero in onto a demand that has been, is and will always be there.

Relationships and dating are niches that have been on Earth long before the World Wide Web came up, for example. The food niche will always be there as long as there are chefs cooking for anyone with a stomach to fill.

Having said that, you also want to have a steady stream of products or services of your own or an affiliate for you can endorse to your mailing list and make even more money.

This is also the reason why the Internet Marketing niche will remain one of the hottest niches there is, as products and services are created almost around the clock. As long as there Internet Businesses cropping out, there will always be needs to be fulfilled.

## Churning out eZine Content

Creating your own content can be a challenge if you publish your own online newsletter or eZine.

However, regardless of any topic you are publishing on, types of contents can be generally divided into four categories, namely factual content, short tips, mini stories and case studies.

Other than writing your own content, you can get your own unique content the quick and easy way by organizing an interview with an expert or leader in the topic.

Very often, this can be done for free and since the interviewee is writing out most of the content, there is nothing else for you to do other than giving the interviewee something valuable in exchange (maybe a meal!).

Now if you have money to spare, you can hire a ghostwriter to write your content for you without taking any credit. Recommended professional marketplaces where you can seek ghostwriters include <http://www.elance.com/> and <http://www.rentacoder.com/>.

Another little known and underused method in getting your own content is via public domains. If you are not familiar with the term "public domain", "public domain" simply means anything that is NOT protected under US copyright law.

This includes ALL works published before 1923 and, under certain conditions, works published up to 1978. And in this case, we are referring "works" to written materials such as reports, articles and books.

Republishing and repackaging public domain information can help you save time and effort from creating new ideas and content as they are readily available. On top of that, you do not have to pay royalties or copyright fees on that work.

If you fancy the idea of publishing content without any writing on your part, this method is for you.

## The 3 Best eZine Formats

eZine publishers today use any one or more of the 3 most commonly used eZine formats which I am about to describe to you in this article.

Ultimately, you can decide which format is the best choice for you, though each winning format has its pros and cons.

The text eZine is the most commonly published. The advantage of this format is that other than writing, you do not require any special skill to use a Word or Notepad program.

While the HTML eZine format requires a certain degree of HTML skills on your part, you can add more sophisticated features to your eZine issues, making them more appealing to your subscriber thus increases your readership value, something that text eZines do not have.

You can decorate your eZine format, change your fonts, include pictures, and more. However, the drawback often faced by HTML eZines is that they often get trapped into spam filters before they reach their subscribers' inboxes.

The third and least used among the 3 formats is the PDF eZine. Publishing your eZine in PDF format can consume a lot of time and effort on your part but often make up in quality readership

Due to the commitment, PDF eZines are usually published on a monthly basis. The great part, though, is that you can put in your affiliate links in your PDF eZine issue and allow your subscribers to pass the eZine issue around.

Given the choices, however, you do not have to necessarily choose strictly one eZine format, as some eZine publishers today do publish in more than one format.

## What You Need to Start an eZine Publication

Starting your own eZine can be a lot easier than you think. This is because in the most basic necessity, all you really need to get started publishing your own paperless newsletter are wealth of content, auto responder with broadcast feature, and a website (which is optional).

Content. You can compile weeks of content ahead in advance and slowly dispense them to your subscribers. For example, you can compile 100 short tips in one day and dispense 10 tips once a week. In other words, you can compile 10 weeks worth of content in just one day!

Auto responder. Your auto responder is your asset. You need an auto responder to send your mails and eZine issues to your subscribers and store your data base of people subscribed to your newsletter. Some recommended auto responders include GetResponse.com and aWeber.com.

Website. You may be surprised that this is actually an optional component. In short, there are eZine publishers publishing their newsletters without a website!

But of course, having your own website can offer you tremendous advantages, such as the ability to bring in more subscribers and having your newsletter indexed in the top Search Engines.

These are the things you need to get started on publishing your own eZine at its bare minimum. Do not underestimate the little you need, though, because several eZine publishers today succeed well with only an auto responder and contents, with or without a website. And you can, too!

## Converting Visitors into Subscribers

If a person visits your website and leaves, chances are that he or she will not come back, especially if there are no compelling reasons to do so. After all, we all behave rather impulsively on the Internet, so much so that we can easily forget where we were 10 web pages ago.

But the bottom line is that your visitor may not come back to your website again. If 1,000 visitors visit your website, leave and never come back again, you can imagine the amount of potential revenue lost, simply because they do not come back. You could have converted a fraction of the visitors into your customers.

Some may say that creating unique content can keep some of the visitors coming back, but very often, unique content is not the solution. The real, long-term solution lies in converting your visitors into subscribers of your mailing list.

Before your visitor leaves your website, you want to convert him or her into your subscriber via a simple opt-in to your mailing list. You do this by asking for your visitor's name and email address through your opt-in form.

And if your visitor signs up to be on your mailing list, you can still follow up with him via email. You can get your subscriber to consider your offer, or endorse another offer to him or her.

All in all, you want to convert as many visitors into subscribers as possible and obtain the potential revenue you rightfully deserve – the easy, wise way.

## Making Every Webpage Work For You

If you own one-page sales letter business models or content-based websites, you should turn every webpage possible into subscriber snatching devices for you. The good news is that not only is this method extra effective, it is just as extra effortless when it comes to applying the concept.

Since visitors can come and leave without remembering your website in the future (which is very likely to happen), you can still follow up with your visitors

easily by seeking their permission to opt into your mailing list through your web pages – on autopilot!

You can create a pop up window to appear after your visitor attempts to close the window or leaves your website, asking for your visitor's name and email address so that you can follow up with him or her in the near future via subscribing to your mailing list for free.

This way, you can convert a big portion of your visitors into subscribers, giving you a chance to follow up with them on other offers you may have in the future.

Alternatively, you can insert an opt-in form within the spaces of your web pages. This method is effective, especially if you are afraid of Internet users who have pop up killers installed in their web browsers, set to block any pop up windows.

In conclusion, turning every webpage you own into subscriber snatching devices with little effort can be responsible for huge subscriber-pulling results.

### Doing Ad Swaps

Here is a little used technique you can implement to build your mailing list for no additional cost. I call it “using subscribers to make subscribers” like much in the context of “using money to make money”.

This simple list building formula can be summed up in two words: ad swap.

Generally, you trade advertisements with other eZine publishers, preferably of the same mailing list size or bigger. You broadcast the eZine publisher's advertisement to your mailing list while the eZine publisher endorses your ad to his list. Yes, you are actually cross endorsing or cross promoting each others offer to each of your mailing list.

Your advertisement's goal should be to get as many subscribers possible from the other eZine publisher's mailing list to sign up for yours.

The result: you grow your mailing list. This method does not require money, which means it can be done for free. And the return of subscribers? Infinite!

You only have to do this with one eZine publisher at least once, because his subscribers who are also your subscribers can now be followed up within the boundaries of your mailing list.

Perform ad swaps with as many eZine publishers as possible and soon, you will have a huge mailing list of your own – built free.

**Building Your List with Articles**

You can build your list simply by writing articles, whether you have thought of it or not.

Quite simply, you write and submit your articles on your topic of expertise or business nature to popular article directories where eZine publishers and readers are looking for the information you provide.

Leveraging your viral marketing efforts on article writing can be rewarding, if done right. In the real sense, you are actually proving your worth and demonstrating your expertise about your business through the articles you write.

So, how can this method in effect build your mailing list? The answer: the resource box you attach to your articles. In your resource box (also known as bio box), you include a brief detail about yourself and your business site together with its URL.

It is strongly suggested that your resource box URL links to your mailing list's landing page where you can get your visitor's name and email address, which will in turn help you build your mailing list at no cost.

If your articles are found worth sharing, eZine publishers will republish your articles together with your resource box for their readers and subscribers. The wonderful result: viral marketing without effort on your part!

You can start by writing and submitting your articles to trusted article submitter sites such as <http://www.ezinearticles.com/> and begin your article marketing journey today.

## Building Your List with Paid eZine Advertising

Some Internet Marketers can get clueless when it comes to unleashing the full potential of paid eZine advertising. One of the most common dilemmas is that whether should the Internet Marketer advertise the product or service he is selling directly to the subscribers of the eZine he is paying advertising for?

This can be a wise method, but with ifs and buts. For one, the advertisement must be compelling and attention grabbing. Secondly, there is no telling if the eZine's subscribers constantly practice a buying habit until you put some money to find out.

Investing even a small sum of money can be risky to a number of Internet Marketers who are on tight budgets. But in spite of the risk factors, eZine advertising can still be rewarding, if done right.

Thus the solution: the marketer would be wiser if he or she uses eZine advertising to build his or her mailing list. It makes sense, anyway. Since some eZines display more than one sponsored advertisement, you can grab the subscriber's attention by giving a free or risk-free product or offer through your ad.

When the subscriber clicks on your ad, he or she can opt into your mailing list in exchange for the free offer, which can be a free report or even a trial service.

While you are not making a hard sell through your advertisement just yet, building your list by getting other eZine's subscribers subscribed to your eZine allows you to follow up with them in the future, as and when you have new offers.

### Refrain from Buying Bulk Mailing Lists

I am sure that you have definitely come across advertisements that read: "1,000,000 email addresses for \$29.99". And these bulk mail companies can even offer you these names in a CD at your doorstep.

Sure, having 1,000,000 subscribers is the best thing that could ever happen to any Internet Marketer and often sounds too good to be true. But very often, it always sound too good to be true.

What many beginning marketers do not really know is that these bulk companies harvest the email addresses using robots and other wares on the Internet. That is how the 1,000,000 email addresses come about, whatever the amount is.

Now, the really awful part is that if you purchase the so-called 1,000,000 names even at a low price, not only is it a waste of money, you are risking being accused of spamming. It is no longer a surprise how you often receive spam mails on Viagra, OEM Software and things you do not even need in your inbox.

That is so possible, because of the 1,000,000 names, no one knows you or even ask to be subscribed to your mailing list.

On top of that, not all 1,000,000 email addresses are really in use because a portion of them can either be own by the same owners (one owner can own more than 1 email accounts) or are obsolete.

When you read such ads again, tell yourself that it is a waste of money.

### The Inherent Weakness of Safe Lists

How would you like to send your commercial emails to people you do not know, but are expecting to receive such mail from you? Wait a minute. That does not sound right. How can this be?

It is simple, if you know what is really going on. Everybody who is on these lists, also known as safe lists, knows that they will be receiving emails from other members. This is possible because that is one of the conditions of their “safe list” membership.

And those who join these lists are willing to agree to this condition because they themselves would want to send out their own commercial emails to the others on the list.

The result: everyone is sending emails to each other but no one is reading them!

It gets worse when some savvy members sign up for the membership using a free or less-frequently-used account to store the useless emails they will never bother to open and read.

Having said that, it is always wiser to start your own mailing list and build it with opt-in subscribers, no matter how tempting safe lists can be or how many members there are in a safe list.

### Using Free Reports to Build Your List

Aside from pre-selling your products and affiliated offers, the other purpose of your free viral report should be to build your mailing list.

This is because if you are unable to pre-sell, let alone sell, the products and services featured in your free report, the last ditch effort should be to collect leads. In short, if you cannot convert the reader into a ready buyer, you should then attempt to convert him or her into your subscriber.

In that manner, you can still follow up with your reader on future offers and have a chance at converting him or her into your customer, preferably lifetime.

You can do so by offering a lifetime update to your report or a unique notification list your reader will be interested in subscribing to, which leads to having him or her subscribed to your mailing list.

One of the few success factors in viral marketing of your free report is quality.

If your readers find your information worth sharing, and you encourage them to do so by giving them the right to give your report away for free, you will be able to have your name, status and links within the report passed around without any effort on your part – simply because others are willing to do so for you!

## Landing Page Success Tips

Also known as the “name squeeze page” or “lead capture page”, you can build your mailing list by funneling all of your would-be subscribers through the creation of a landing page. Not only do you do the work just once, your traffic driving efforts can be focused onto just one effective method.

The following are tips in creating a successful landing page that converts visitors into subscribers on a very huge percentage.

Success Tip 1: Offer a freebie in exchange for your visitor’s email address. I very much endorse this method of building your mailing list. You can offer a special report or a sample of your paid product to your visitor in exchange for their details such as name and email address.

Success Tip 2: The landing page must be written professionally. When writing your page, treat it as if you are writing a sales letter. While you are not necessarily making a hard sale or try to get someone to buy your product upfront, being able to entice your visitors to give their details to you is just as important as selling.

Success Tip 3: Other than your opt-in form and perhaps important disclaimers and terms, there shouldn't be any other links on your landing page.

Success Tip 4: Rub in the benefits of the freebie you are offering more than a mere subscription to your newsletter. You should focus most of the attention of the letter on encouraging your prospective visitor to download your free offer. Later, you gently remind your prospect that he or she has nothing to pay but just merely subscribe to your newsletter in exchange for the freebie.

As a final reminder and conclusion, in order to build trust, you can include your hand-written signature or a photo of yourself explaining where you are coming from and how you can help your visitor through your free report on offer.

## Building Your List with Give Away Ventures

With the awareness of the importance of list building, comes a recent Internet Marketing trend which was started just a couple of years ago for the mutual benefits of all Internet Marketers and mailing list owners.

This method is more recognized as a “starting a Give Away venture”.

In a real sense, a Give Away event is much like a big time version of ad swaps. In a nutshell, a group of mailing list owners partner together and pool in their individual gifts in one limited-time event.

Each participating partner contributes a gift to the event. The gift can be a free product, membership pass or a product he is already selling (if he is kind enough to offer into the event).

The participating partner prepares a Lead Capture Page where he gives the gift in exchange for the subscriber’s email address. In other words, in order for a visitor to download the digital gift, he must opt in and subscribe to your mailing list.

When the gifts are pooled together into one event (site), every partner will then endorse the Give Away event to their own mailing lists.

The result: lots of visitors to one event as a collective effort of several participating partners!

With so many visitors downloading gifts from one focused event, it is a true win-win situation. This is because the visitors get to download several free gifts for their own use and every partner gets to build their own mailing list!

You can easily get notified about a Give Away event in the making by communicating with other Internet Marketers often or participating in Internet Marketing discussion and Joint Venture boards.

## A Popular Auto Responder Marketing Technique

Marketing through auto responder series is a popular strategy to increase repeat website visits and sales. Here is a popular strategy.

### EZINE EBOOK

Instead of trying to publish a small daily or weekly eZines, try publishing one large monthly eZine (similar to a monthly magazine) as an e-book format delivered via auto responder, preferably an Adobe .pdf file.

You could have it made up of a large number of articles per issue and insert regularly featured areas throughout like inspirational quotes, industry tips, favorite sites and advice from the pros. You could also insert full-color graphics, multimedia components like audio / video file links and ads.

Then you can charge a monthly rate, with an annual discounted package purchase, and sell advertising spots to sprinkle in your auto responder announcements for each issue and with an informational series to announce your monthly eZine to new prospects.

In summary, by using customized marketing techniques like an eZine eBook, tailored to fit your own products and services, you can reach out and increase

your website traffic and sales opportunities. Internet marketing can mean more ways to grow your business.

## Auto Responder Improvements

Stuck in an auto responder rut with only your eZine going out regularly? Get out of the rut with some of these ideas for improvements.

1. Provide back issues of your eZine archives via your auto responder instead of hosting all your archives online. This will give your subscribers and web site visitors easy access to them and offers a chance to include graphics, audio and video and other components all rolled up in .pdf files for quick, easy download.

2. Help with tech issues and publish your entire web site, save it in a pdf file, and load it into an auto responder. Sometimes visitors don't have enough time to read your entire site or they lose their Internet connection or time online. So this way, they could print it out and read it offline.

3. You could offer your eBook via an auto responder. Often your visitors won't have to download it or have the software to read it right away, so this way they can take it "to go".

4. For a handy - and nice legal - touch, you could include the terms and conditions to purchase transactions and load them into an auto responder that is triggered with each purchase. This could include return policies, purchases, refunds etc.

Publish free reports to send via your auto responder. The reports should be related to your business or web site & contain info, ads and links to your sites. People love getting freebies.

Collect vital customer satisfaction information by publishing a survey to send via auto responder to those who sign up on your site in exchange for a free eBook, software or trial period at your membership site. This type of information will help you understand their needs, likes & dislikes better.

Instead of answering each customer question that is e-mailed to you, publish "Frequently Asked Questions" and make them available via auto responder to those who sign up. To save time and support headaches.

Instead of publishing all of your customer testimonials or endorsements on your website, publish only a few there. And set up an auto responder form that invites visitors to receive a complete list via your. Give them a power-packed list; it's more effective to include all of them.

Mix and match. Change your auto responder strategy to change your auto responder results!

## Auto Responder Marketing Techniques

The Internet offers many means of affordable marketing with auto responders. Here are a couple of popular ways of using them.

### ARTICLE DIRECTORY

Some webmasters set up link or article directories on their sites. They create a directory on a specific industry topic, placing their own ad or banner along the top. Then they invite others to add their website links via a link exchange program, listing themselves in your directory.

Or they invite articles to be submitted that include a resource box at the bottom of each with a link to the author's website. This results on increased traffic as sites link up across the World Wide Web. Enter "link exchange software" or "article directory software" into a favorite search engine for help with each.

## TEACH A COURSE

Some marketers write up a simple step-by-step instructional class in their area of expertise. Then they break it up into smaller portions or messages and set them up in an auto responder as email messages, including short ads within each message to invite sales & website visits.

Then they invite website visitors to sign up through an online form or email subscription address offered through the auto responder service. As people sign up, they will learn more about the products and services through the teaching series.

## Do the Two-Step!

Top sales pros confirm that it often takes seven or more communications or sales messages before prospective customers make a purchase. They also confirm that it's generally easier to sell to a referral, because someone they know gave positive testimonial

about their products or services.

What would happen if you combined both of these powerful ideas? A nifty and thrifty two-step. Try this two-step tip:

1. Collect leads with your auto responder. Ask for mailing addresses and telephone numbers, too, for additional ways to follow up with each person. When you download the e-mail digest of everyone's e-mail addresses and other information from those who requested additional information from your auto responder, follow up multiple ways. Send postcards. Call. Mail sales letters and other promotional pieces.

2. Publish a price list of all the products and services that you offer in an insert, direct marketing package and / or .pdf to be made available via auto responder. You could also include order forms, product descriptions, and other sales material. Then send to the people in #1 above with monthly updates, announcements of new sales and products / services, and a request for referrals.

So why not improve your closing ratio and reach out even farther at the same time? Do the two-step!