

## Give Potential Customers A Preview With Autoresponders

Building customer interest and excitement is the first step to successfully marketing many products. Autoresponders play a vital role in building this interest and excitement. For instance, if you were developing an ebook, you may want to start telling your website visitors and opt-in subscribers about it. Start building interest; tell them what this product will do for them, and how soon it will be available.

Do more than build interest by telling them about it. Use an autoresponder to let them preview your product! Even though you will be selling the product, you can allow your potential customers to preview the information. Have you ever seen previews for movies that will be playing in theaters soon? It is the same concept.

Load one chapter of the ebook into an autoresponder, and put a form on your website where your visitors can enter their name and email address to receive the preview chapter free of charge. This gets their name on your list of potential customer. Each week, send a reminder email, letting them know how close the release date is, and what they can expect from your product - keep building interest and excitement.

Finally, a couple of days before you are ready to launch your product offer those that received the preview the option to buy a pre-release copy. You can opt to offer a discounted price, or leave the price as it will be on launch day - the choice is yours.

Take a look at the list of people who signed up to receive the preview. How many of them are still 'subscribed' to that list? They've had the option to stop receiving notices about your product, but they chose to keep receiving the information you were sending. These are highly targeted prospects for your product. They have already shown you that

they have an interest in your product, and a large number of those people are simply waiting on the autoresponder broadcast message that will let them know that it is time to pick up their copy of your product!

Isn't automation a wonderful thing? Using an autoresponder, you are able to see how much of a market there is for your product, and build a great deal of interest in it before it is ever released. This is the key to making sales on launch day. Use autoresponders to build the interest. Get your prospects excited about what is about to come - and on launch day, give them what they are waiting for and watch the sales pour in!

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