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HOW TO GET SIGNUPS

USING AUTORESPONDERS

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REBRANDABLE!**

When most people think about how to get more traffic and signups with their autoresponder, they have a handful of good methods come to mind. Turns out there are quite a few ways to use an autoresponder to generate signups to your MLM biz-op, and you're about to discover 15 of these proven methods. Take a look...

1. Follow Up After The Signup

Whenever you get a new signup, you should add this person immediately to your personal team mailing list of signups. You can then send a series of follow up emails to promote related offers and training etc.

For example, if you promote a [Network Marketing company](#), then you might follow up with a series of emails that are designed to get them fully setup with how to get started with that specific business explaining how great your products are, telling your story around those products and how they've helped you.

2. Teach People How to Use What They signed up for

Another good way to use [your autoresponder](#) is by sending out a series of emails that helps people make the most of the biz-op they just joined you in.

For example, let's suppose you are promoting [LiveGood](#). You can then send out a series of emails which teach your signups how to make the most out of the major features of LiveGood:

- *Getting started guide.*
- *About the products*
- *How to get onto the weekly calls etc...*

And so on. Every email should teach them how to max out their potential with the business they just joined you in, and then encourage them to take action.

The reason for doing this is because when people take action and get good results, they're naturally more satisfied with their decision to join you in the business. This produces three benefits for you:

- *Reduces any possibilities of quitting your team or giving up.*
- *Makes it more likely your referral will continue to upgrade their position within your downline.*

Next

- *Makes it more likely your referral will start to tell others and build a team themselves.*

3. Distribute Ongoing [Freemiums](#) That Lead To More Leads And Signups

The idea here is to surprise subscribers with [unannounced bonuses](#) that will keep them opening your emails with anticipation. They never know when they'll get the next [freemium](#), so you can bet they'll open all your emails.

Now here's the key...

You're not just delivering a bunch of freebies to people. Instead, you're offering high-quality products that naturally lead to more signups and action takers in your MLM team.

For example:

- *You might offer a [free PDF report](#). If people like what they see, then they can re-brand and OWN that report but they need to join you to be able to do that.*
- *You might offer a [free marketing system](#) but if they like it they need to join and brand the biz-op first thus they need to join you first.*

Here's another idea...

4. Drive Traffic To Your Blog

What you do here is direct your list to your most popular archived, evergreen articles.

Here's why: if you can get people to get engaged on your blog, then you have a chance to put various links and calls to action in front of

them. This may include:

- *Links and calls to action embedded right in the articles themselves.*
- *"Feature PDF Reports" ads in your sidebar.*
- *Banner ads at the end of articles.*

Next idea...

5. Offer Your Subscribers a [Traffic Rotator](#)

The idea here is to offer a traffic rotator to your prospects and motivate them in getting started. Here are a few ideas:

- *You setup a simple traffic rotator within [LeadsLeap](#).*
- *You encourage your subscribers to join you first in [your biz-op](#). Then after you confirm they're in YOUR team then you add their referral link to your traffic rotator.*
- *You promote your link rotator that you setup on [LeadsLeap](#) and your teams' links are rotated and traffic is sent to everyone who are on your rotator.*

Next idea for making the most of your autoresponder...

6. Poll Your Audience

What you do here is use your newsletter to poll your audience and learn more about what they want. You can ask them questions to help uncover information such as:

- *What are their biggest biz building-related problems?*
- *What solutions have they tried?*
- *What are the shortcomings of these solutions?*

The answers to these questions will help you send out content and offers that your newsletter readers really want, which will in turn increase conversions and signups.

7. Build Relationships

If you just blast your email list with one cut-and-paste promo or pitch after another, your conversion rate is likely to stagnate. That's because your subscribers don't know, like or trust you – all of which are essential to signups in your business.

Point is, give your readers a chance to get to know you. You do this by:

- *Sharing personal stories. It's best if these are relevant stories to what they've also been struggling such as how to build a team or how to refer people to get signups, but sometimes you may just drop in notes about what's going on in your life, such as going on vacation or having a baby.*
- *Sharing case studies of what happened when you used a particular marketing system, traffic method or strategy. Be sure to share lots of data and results, but also share the personal side of the story, such as how you felt, which is inspirational and motivational.*
- *Allow real access. This means ask for feedback, and then answer your subscribers when they provide that feedback. You can also direct readers to a blog or social media platform to interact.*

Next idea...

8. Train and Motivate Your Signups

This is a great way to use your autoresponder, but it's something that a lot of MLM leaders overlook. Check out these ideas for what to send in your autoresponder series:

- *Send out a series of training emails that tell your signups*

exactly what to do to make money with your referral program or MLM business.

- Showcase other successful members and network marketers in **your MLM company** to motivate inactive or inexperienced affiliates.
- Send out other motivational material to get inactive affiliates excited about promoting your products.

Next up...

9. Offer Themed Emails

This is a good way to train people to open your emails, as well as build relationships with subscribers. The idea is to send out themed emails on a weekly basis that your subscribers can look forward to. For example:

- *Question Of The Week*
- *How I_____ (e.g., "How I Quit My Job and Started a Six Figure MLM Business")*
- *Case Study of The Week*
- *Resource of the Week*

Now here's something else...

10. Boost Signups By Stats

The idea here is to create a very targeted [lead magnet](#) with the goal of using the built in stats for your list. If your autoresponder has the stats tracking feature, you can check the stats and track everyone who clicks a link in your email

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and takes action particular offer. If your autoresponder doesn't have this feature, then you can register with [LeadsLeap](#) under your sponsor here.

For example, let's suppose you have "[Health and wellness Products](#)". You might create a lead magnet that you want to target for people that are into those kinds of products. You can easily check the stats and exactly WHO opens that specific email or even clicks a link in the email. You can then send highly targeted content and offers to those that are showing keenness in those topics.

Here's another idea...

11. Use It For Webinar Registration

Do you ever do webinars or perhaps your upline leader? If so, then you can use your autoresponder to allow access to your weekly live webinars. The benefit is that you can then follow up with your registrants to:

- *Remind prospects when the webinar starts and how to access the webinar etc.*
- *Send an offer a day or two before the webinar. For example, if the webinar is about [LiveGood](#), you might send them a [rebrandable getting started guide](#) with basics to getting fully setup.*
- *Follow ups after the webinar is to promote the biz-up that you mentioned within the webinar.*

Next...

12. Create a Multi-Part Series Around One Main Offer

People rarely take action with a biz-op the first time they hear about it. That's why you'll want to create a series of three to seven emails for EACH business opportunity you promote. Each series will consist

of related materials, all of which promote just one business opportunity. For example:

- *Five Ways To Retire With a \$10 a Month Platform.*
- *The Three Secrets to earning residual income while getting healthy.*
- *The Four Steps To Building A Global Business For Just \$10 per month,*

Here's another good idea...

13. Send Special Emails On Occasion

Here's a list of simple emails you can send out from time to time to drive traffic and generate signups to your MLM business:

- *Send out solo ads at least once a month or so to promote a particular biz-op or marketing tool.*
- *Survey members and get their feedback about how to improve your marketing system as well as your newsletter.*
- *Invite subscribers to connect with you via other platforms, such as social media and Telegram.*

14. Engage In Testing And Tracking

The idea here is to use your autoresponder to track and test campaigns before Pitching them on a bigger scale. This includes:

- *Testing the biz-op you're about to promote to see if it will generate interest.*
- *Testing the LeadMagnet or your PDF report name.*
- *Testing the marketing tool, offer or recommendation.*
- *Testing the email itself to see if it gets the click through*

(here you pay particular attention to testing the subject line, opener, benefits, call to action, P.S., design of the email, and when you send the email/time of day).

Once you've got a good conversion rate, then you can roll out your campaign on a larger scale.

And one more...

15. Warm Up a Cold List

Have you ever let a list grow cold from lack of activity on your end? Or have you noticed that even with active lists, certain parts of the list go cold? That means that the subscribers aren't clicking on your links. In some cases, they might not be opening your emails.

So here's what you do – send out a special autoresponder sequence to the "cold" portion of your list. This might include:

- A special [*high-demand, high-value freemium*](#) that you tout right in the subject line.
- Offer a free a tour only to people ready to take action *TO-DAY*.
- "Last chance" emails to stir up some urgency about opening your emails, downloading freemiums and taking advantage of signups.

Conclusion

So there's the question of the day: which of the above 15 ways to use an [autoresponder](#) are you overlooking? Good news is that now that you have this information, you can quickly implement any method you haven't started using yet. And that means more traffic, signups to your biz-op and commissions are coming your way!

Go back to [the PDF rebrander tool](#) for this PDF system and rebrand this report for yourself.

