AUTORESPONDER
BUYER'S
GUIDE

THE DEFINITIVE 2016 GUIDE FOR CHOOSING THE BEST **AUTO-RESPONDER**

HYBRID CHEAT SHEET

Hybrid Cheat Sheet

Mark every step of the process as you do them. That will help you to keep track of everything you need to do. Include additional steps if necessary.

☐ 3 Main Criteria For Ranking Autoresponders

☐ Integration – How well it integrates with other 3rd party solutions.
☐ Segmentation – Ability to send highly targeted emails.
☐ Automation – Perform functions based on subscriber's actions.

☐ 3 Factors To Determine the Best Autoresponder

☐ Credibility – Company history, can impact your emails ending up in spam.
☐ Deliverability – Determines how many of your broadcasts hit the inbox.
☐ User Interface – How easy is the interface to use and carry out functions?

☐ 3 Levels of Autoresponder Users

☐ Beginner – They are building a list because it was advised, they don't have a plan
☐ Intermediate – They have a list and strategy and plan to use it to increase sales
☐ Advanced – They send very targeted emails, use segmentation, and view results

Resources List

☐ Auto-responder Services

- Aweber
- GetResponse
- SendLane
- MailChimp
- InfusionSoft
- Constant Contact
- Ontraport
- Sendpepper

☐ Landing Page Builders

- Profit Builder
- Thrive Content Builder
- Optimize Press 2.0
- LeadPages
- iGloo Page Builder