

Lesson #3

# **FTM Quick Start 2 - Presentation (Part 2 of 4)**

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# Introduction

Do you remember the acronym I've been using to setup your FTM site? It's M.E.M.B.E.R., right? Here's a quick recap...

- M - MAKE a domain registration.
- E - ESTABLISH web site hosting.
- M - MANAGE an autoresponder.
- B - BUILD your sales page.
- E - EQUIP the member process.
- R - RUN a test order.

Yesterday we covered "Make a domain registration" and "Establish web site hosting". In today's lesson we're going to cover "Manage an autoresponder".

## 3-Step Process For Managing Your Autoresponder

There are three simple steps that I want to walk you through in terms of managing your autoresponder for your FTM site.

### 1. SELECTION.

Your first step is to select an autoresponder service to use. Like domain registrars and hosting companies that we talked about previously, there are MANY options that you may consider.

In choosing an autoresponder service, the features list should always include standards such as personalization, unlimited message length, ample data collection fields, statistics and reporting, etc. These are usually standard.

In addition, for our purposes of an FTM site, you MUST have the following three features for your autoresponder...

- ➔ **Ability to use opt-in web forms.** Your provider must have the ability to setup an opt-in web form at your site where your members input their name and email address to register for your weekly lesson notification mailings.
- ➔ **Suitable number of follow-up messages.** Your provider also should make an ample number of follow-up messages available. This would

include the total number of lessons you plan to create (I.E. 52 weekly lessons) plus 20% more for extra mailings you'll be doing. Your provider should preferably offer unlimited follow-up messages.

➔ **Reliable and prompt delivery.** The fanciest of bells and whistles don't mean a thing if the emails aren't delivered successfully in a timely manner. This is the number one thing you look for in an autoresponder provider ... can they get your messages delivered reliably and promptly? (More on this in a moment.)

Some additional pluses include: built-in spam checker, free training materials and free customer support.

**IMPORTANT:** I strongly recommend that you choose a MAJOR player in the industry for this reason: they have built relationships with the top ISPs (Earthlink, MSN, AOL, etc.) and ESPs (Hotmail, Yahoo, etc.) to give you the highest delivery rate. Some smaller autoresponder companies get their emails blocked by these top ISPs and ESPs and thus your messages would not get through to your members.

Now, everyone always asks me the same question at this point: who do you recommend that I use for my autoresponder?

While I won't tell you "this is who you should use", I will tell you who I personally use. I use <http://nicheology.org/ar> and have for many years. There may be one or two other providers who are "as good" as Aweber.com, but you won't find anyone who is better overall. As of the time of this writing, they are \$19.95 per month for 10,000 subscribers (more than you'll need) with all of the features I've mentioned before.

Select your autoresponder service and open your account with them.

Then, it's time to move on to step 2...

## **2. SETUP.**

After you have paid for, and activated, your autoresponder service, it's time to setup your first autoresponder.

Unfortunately, this is going to vary from service to service, so I can't really walk you through this step. But don't worry.

All MAJOR autoresponder services will have complete instructions (Aweber.com, for example, has video tutorials) on setting up your autoresponder.

**Follow the instructions provided** by the autoresponder service that you have chosen in order to setup your sequence for members to your FTM site.

There are three things that I want to mention here as far as setup goes that will apply to whatever service provider you choose ...

- **Choose immediate delivery for message number one.** Set the "days" for delivery of message number one at ZERO in most cases. Whatever your provider tells you will deliver the first message immediately upon your member signup is what you want.
- **If possible, choose UNCONFIRMED option.** Some services require you to use double opt-in subscription confirmation. That means, when someone joins your list they receive an email with a link in it that must be clicked on in order to actually receive message number one and the following messages. If possible, turn this OFF for your FTM site purposes. Members have paid for access and requiring them to jump through an extra hoop isn't advisable.
- **Using a placeholder to keep your sequences timely.** This is very important, so pay special attention here. I encourage you to use a placeholder (example below) for the first 10 messages in your autoresponder sequence, scheduling them to be delivered every 3-4 days. Here's a sample of one that I have used

Subject line: [Membershipxyz.site] {!firstname\_fix}, this is a placeholder (please email me)

Hi {!firstname\_fix},

This is just a placeholder email message and you should NOT see it.

If you are reading this, you obviously DO see it and I need to know.

Please contact support at  
<http://www.membershipxyz.site/support.html>  
so I can fix it.

Thanks in advance!

Insert Name Here

P.S. In a future lesson, I'll actually explain why placeholders are important and how to use them. And why in rare cases (like now) someone will see them when they shouldn't.

Let me explain why this is important and how to use them –

Traditionally, you'd setup your FIRST message to go out to members and that's all you'd setup at your autoresponder at this point. Then, in 7 days when you've got lesson number two ready to go, you'd load it into your autoresponder as the SECOND message in the sequence.

The problem is this: there is usually a 24 hour lag in the time you insert a message into your sequence until it actually begins broadcasting to the subscribers.

So, if you put your message in 7 days after you put the last one in, it's not going to go out immediately. It will actually be on day 8 before members receive it.

Worse still is this: if you tell your readers, "I'm giving you a bonus lesson TOMORROW" and then it takes an extra 24 hours for it to begin broadcasting, they won't actually receive it until the **day after tomorrow**. This leads to confusion. And lots of emails wondering where the lesson is! (Been there, done that. ☺)

So, what I recommend you do in order to prevent this is to load a standard "placeholder" message (like the one I showed you earlier that I use) in your first 10 or so mailing spots in your autoresponder sequence. Space them out at about 3-4 days apart.

Then...

- ➔ When you are ready to use a REAL message, simply replace the placeholder with your actual mailing message. It will then go

out instead of the placeholder.

- ➔ If you find that you don't need any message at that time, just update the "days until delivery" to 7 (or whatever your regular interval from the last message should be) and then replace the placeholder with the real message at the regular time.

And if you just can't figure out what in the world I'm talking about with this placeholder business, just skip it and deal with the extra emails you'll receive if your message arrives a day late! 😊

Up next...

### **3. SEQUENCE.**

Finally, you'll want to craft your initial message that your members will receive via email immediately upon subscribing to your autoresponder. You will load this to your autoresponder as MESSAGE ONE.

As I explain a few important things about this, let me refer to my own first message as an example. (Note: Feel free to modify this for your own use.)

```
Subject Line: [Membership XYZ] {!firstname_fix},  
your download link for lesson #1
```

```
Hi {!firstname_fix},
```

```
Welcome to Membership XYZ! I am thankful you  
have joined and look forward to sending you  
lessons week after week for the next year.
```

```
This is gonna be fun! And profitable. :-)
```

```
You can download your first lesson if you haven't  
already done so at the link below...
```

```
http://www.MembershipXYZ.site/members/1-  
quick\_start.html
```

```
Each week I'll send you an email with a download  
link to the next lesson in the series. This
```

email will always include [Membership XYZ] in the subject line. Look for it.

Also, you may want to whitelist myname@membershipXYZ.site which is the email address the lessons will originate from.

Enjoy the first lesson. See you in 7 days.

Best regards,

Insert Name Here

P.S. If you'd like to become a Membership XYZ affiliate, please visit <http://www.MembershipXYZ.site/affiliates.html> for details.

There are a few things that I want to mention here as important about this first lesson...

→ **PREPARE a brand with your subject line.**

Notice that I use [Membership XYZ] in the above email subject line (and it will appear in ALL emails you receive as a member). You'll want to create your own one word "brand" (or initials such as MTP for "Membership Training Program") to include as the first part of every email you send. Mention this to members (as I did) in this initial email. This will allow them to easily spot your mailings among their cluttered and crowded inbox, thus eliminating a lot of extra customer support for you. ("Hey, where's my next lesson?")

→ **PROVIDE instructions on whitelisting.**

While there is a good chance that they'll receive most (if not all) of your emails if they receive that first one, there is always room for filters to zap your emails before the recipient gets it. So, as an extra precaution, instruct your subscribers to whitelist (I.E. Put on an approved list) the email address that your mailings will originate from. (You will designate



this in your autoresponder account.)

→ **POINT them to lesson number one.**

Your initial email should provide members with a link to the first lesson for them to download or access. NEVER provide the content in the email itself (I'll explain why in a future lesson, so stay tuned!) but rather always fulfill the lesson at a page at your web site (which we'll talk about next week as we discuss creating your first lesson). At this point in our series, you haven't setup the actual first lesson or its accompanying download page, but you can go ahead and specify a page in this initial email message. <http://www.yourdomain.com/lesson1.html> will suffice. (Obviously, replace "yourdomain.com" with your actual domain name!)

→ **PROMOTE a secondary agenda.**

Did you notice the P.S. in my above email? In it, I pointed members towards my affiliate program so they could promote my site for me. It is partly because of this that I was able to sell out all 1,000 memberships within the first few days WITHOUT doing a major "launch" and WITHOUT involving high-profile joint venture partners. Never underestimate the power of a simple P.S. where you promote some kind of secondary agenda. Now, since this is your FIRST email and these are PAYING customers, I don't recommend that you try to sell them anything. Instead, mention your affiliate program or your newsletter or some other freebie that they can access.

When you have this initial email loaded to your autoresponder, you'll have things in place for us to begin working on your web pages (which we'll do tomorrow).

After completing today's assignment you should have: your domain registered, hosting for the domain and your autoresponder setup.

## **This Week's Assignment (Day 2 of 4)**

- 1) Select an autoresponder service.** Join Aweber.com (or your preferred autoresponder service – many are listed at Google.com by searching "autoresponder".) and pay for your autoresponder service.

- 2) Activate your first autoresponder.** By following the instructions given to you by your autoresponder service provider, activate your sequence for your FTM site. (If you feel comfortable doing so, input placeholders.)
- 3) Create and load your first message.** Write your initial email message for the sequence by modeling my own that I provided for you earlier. Load this to your autoresponder sequence as message number one.

That's it for today. See you in 24 hours.

### **Coming Up Next ...**

After the 4 daily part of Lesson #3, we'll be moving on to...

Lesson #4: "*FTM Quick Start 3 - Production*"

In this lesson we'll take an in-depth look at planning your first several lessons for your site and actually writing that all-important first lesson. This is going to be a great lesson for both beginners and experienced internet marketers, so stay tuned! (Note: I've even got a special bonus for you: a copy of the template that I design my own Fixed Term Membership lessons!)

Autoresponder: <http://nicheology.org/ar>

Aweber tutorials: <http://www.nicheology.com/members/department67.cfm>

Advanced Aweber: [http://www.nicheology.com/members/Aweber\\_Advanced.cfm](http://www.nicheology.com/members/Aweber_Advanced.cfm)