Setting Up Your

AUTORESPONDER

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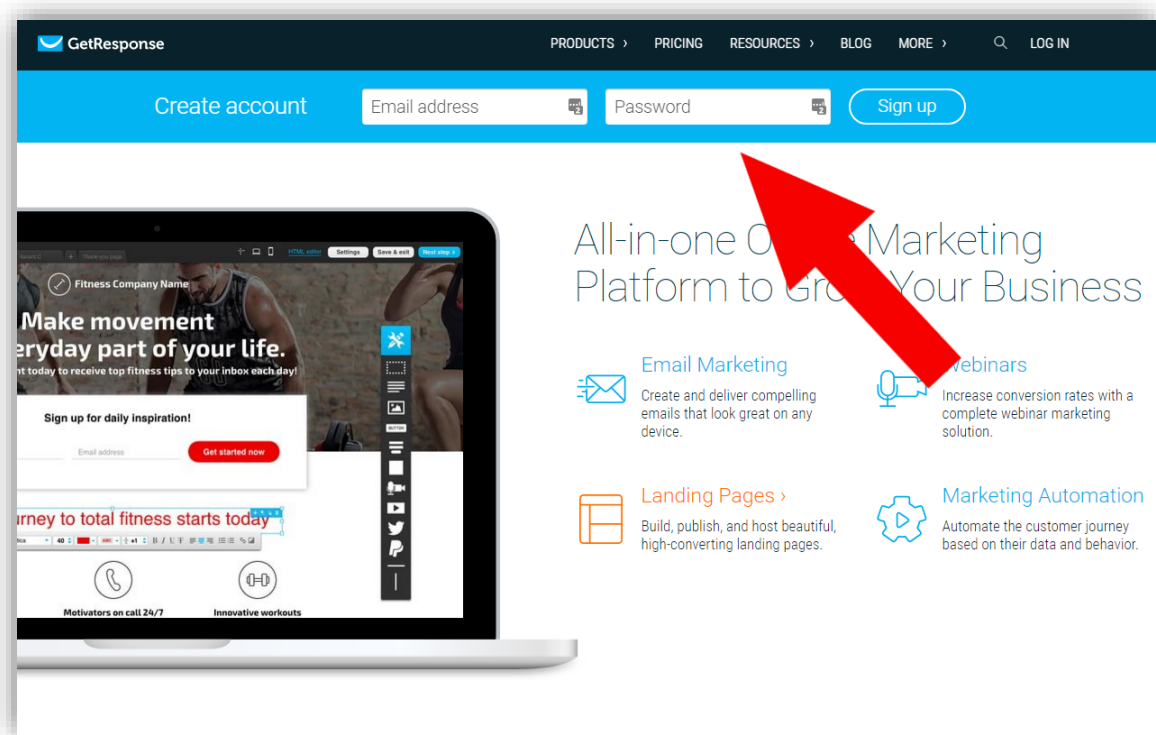# Setting Up Your Autoresponder with GetResponse

It's time to setup your automated email series for your offer using an autoresponder.

In this guide we'll be using GetResponse.

Signing Up
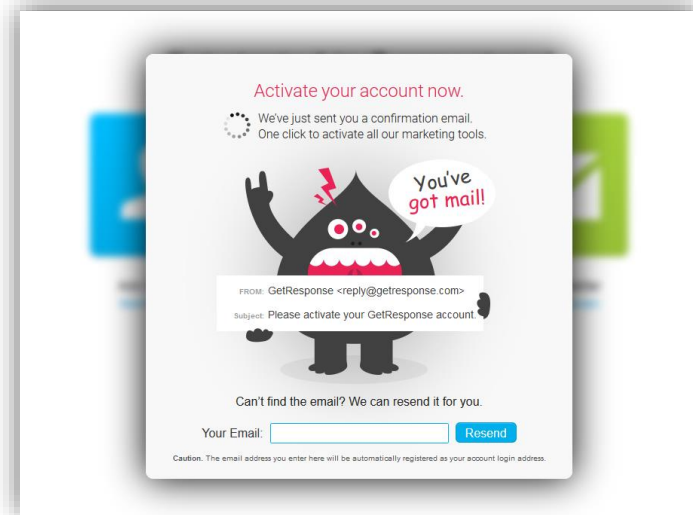
If you haven't already done so, click this link to sign up for GetResponse and get the first 30 Days FREE.

When you click on the link, you should be on a screen similar to the image below.

Now, in the section at the top that says, "Create Account", fill in your email and choose a password then click the Sign-Up button.

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After clicking the Sign-Up button, you should get a pop-up telling you to activate your account.

To activate your account, just go into your email and you should see an email from GetResponse like this one:
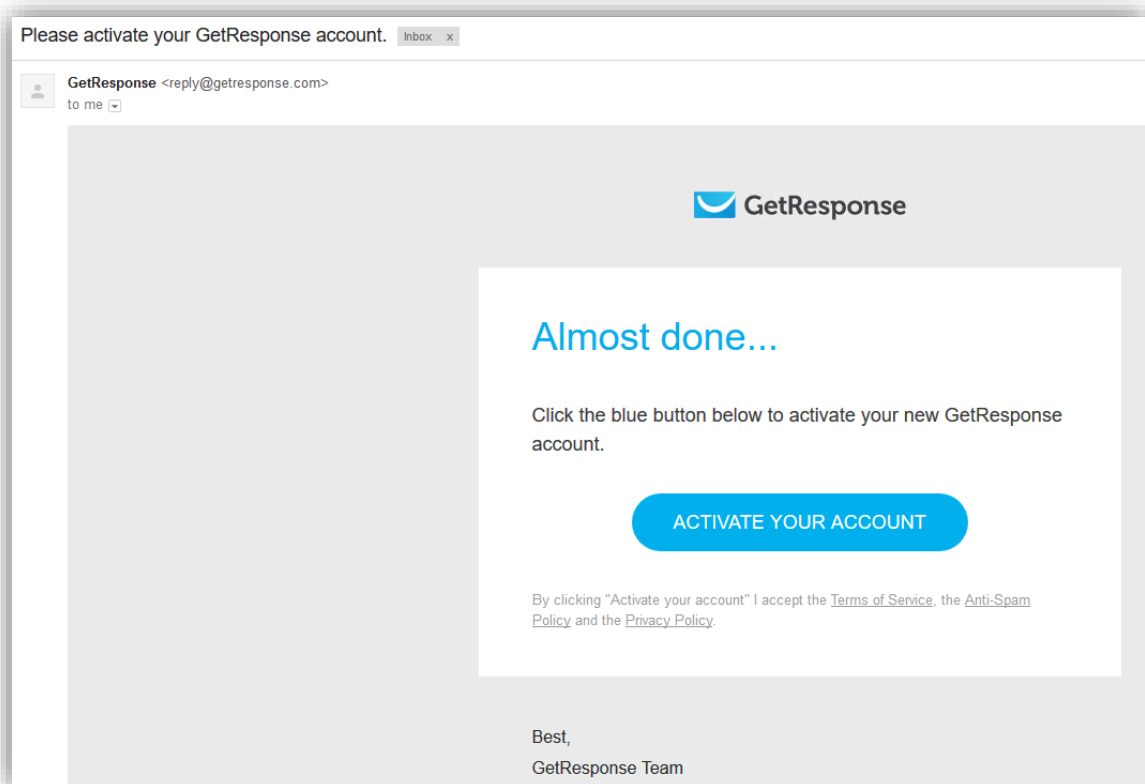
Click on the Activate Your Account button and you'll be taken to a screen where you just need to fill in a few details and your 30-day free trial will begin.

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To activate your account,
please complete account details.

Complete the form below and click "Activate free trial" button.

PERSONAL DETAILS

First name [   ] *

Last name [   ] *

CAN SPAM - by completing this information you help us authenticate your account, and adjust your email footers to comply with the CAN-SPAM Act and international spam regulations.

Phone [🇺🇸 ▾ +1 Mobile number] *

Company [optional]

Street [   ] *

City [   ] *

State [Choose state ▾] *

ZIP/Postal Code [   ] *

Country [United States ▾] *

BUSINESS INFORMATION - tell us more about your brand and receive customized resources and tips on marketing for your business.

Your website [optional]

Industry [Choose your industry ▾]

☐ I have a list to import

Activate Free Trial

By clicking "Activate free trial" I accept the Terms Of Service,

After you fill in your details, you be immediately taken to the GetResponse dashboard.

Next, we need to connect our domain email to GetResponse.

(If you haven't done this yet, please do so now by reading my Domain Email Setup guide before moving onto the next section)

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# Connecting Your Domain Email to GetResponse
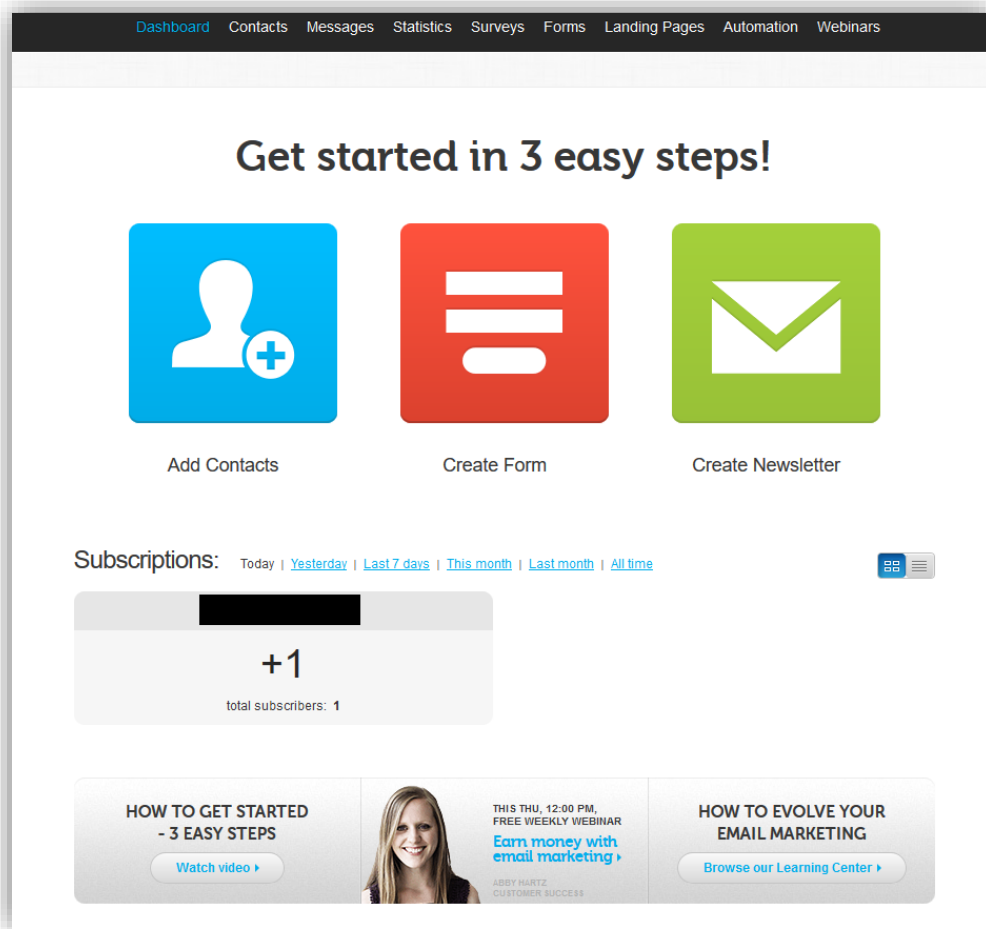
The dashboard may seem a bit confusing at first, but don't worry, you'll see just how easy it is to use GetResponse.

The very first thing we want to do is to connect our domain email which we setup earlier on our web hosting.

To connect your email to GetResponse, click on the "My account" button located at the top right of the GetResponse dashboard screen. Then click on "Account Details".
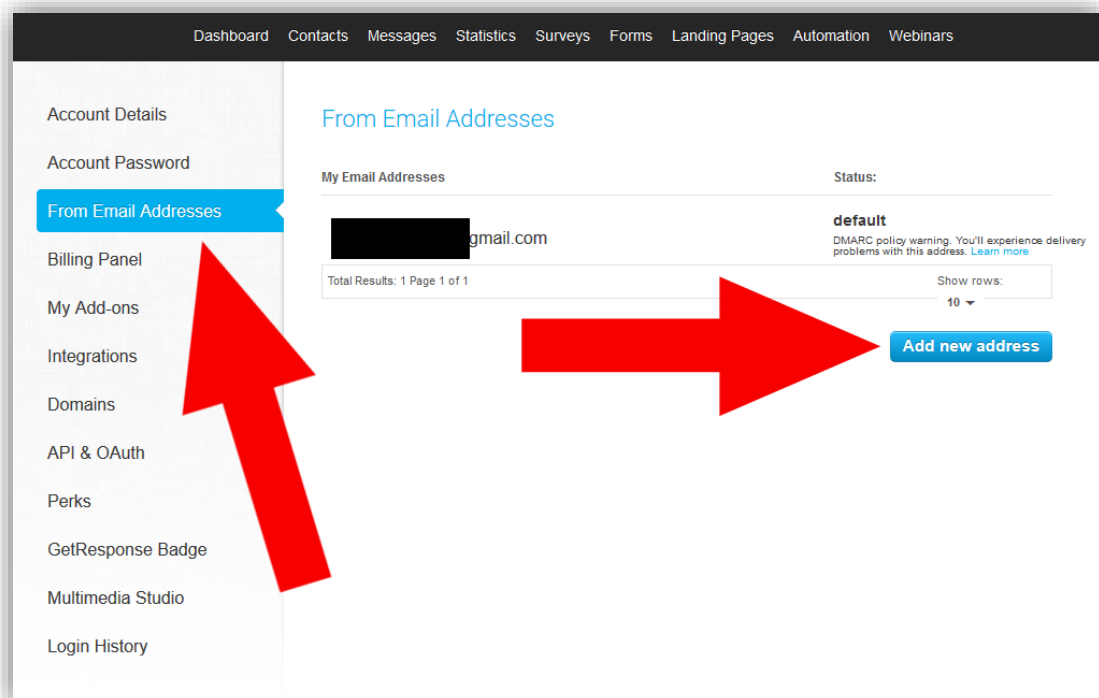
GetResponse FREE Trial Here
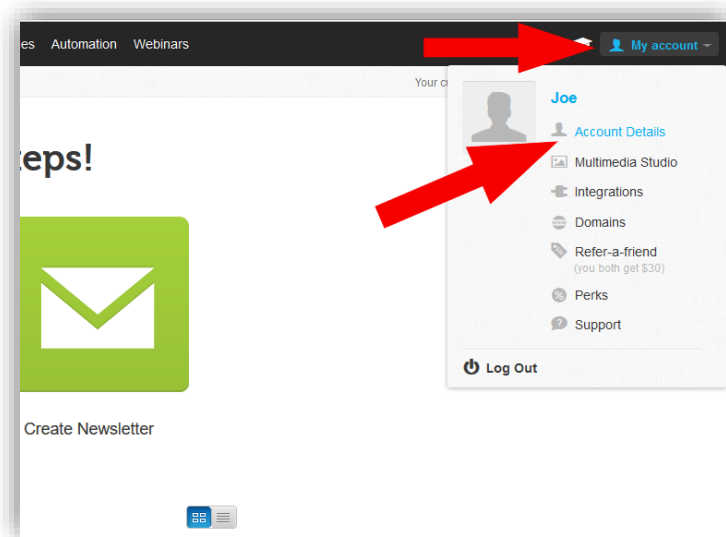
You'll now be in your account settings. From here, click on the "From Email Addresses" side menu.

It's important to add your domain email because:

1. It's more professional than sending emails from a popular free email service like Gmail or Yahoo mail etc.
2. Using these popular email services for your autoresponder mails usually leads to deliverability problems, and your emails will often end up in the spam folder because… that's what the spammers use.

Luckily, it's easy to add your domain email to GetResponse.

Just click on the "Add new address" button.

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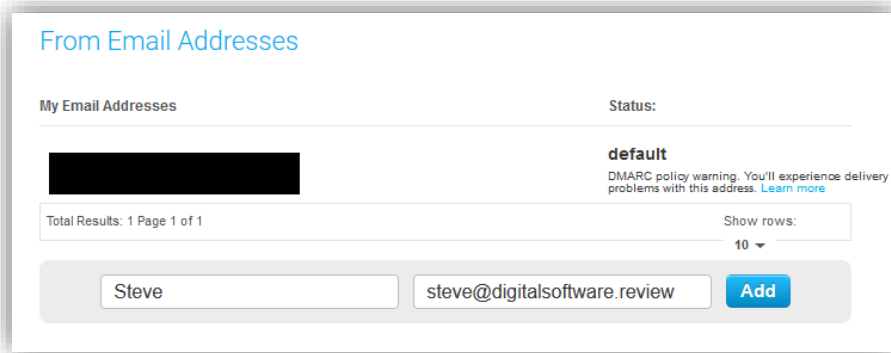
Now enter your domain email that you created earlier as well as your name. The name can be your real name, or a persona.

Using a persona is quite common in internet marketing especially if you are going to be working in multiple niches. And it's important for establishing expertise.

Let's say your name is Michelle Philipson and you were aiming to be a top Facebook Marketer and offering your service to big businesses.

And let's say you had a few affiliate side projects, a website promoting products to get rid of varicose veins. A dog training website and a weight loss website.

If a potential business client googled your name and found your affiliate sites, they might be hesitant to work with you because instead of being THE Facebook marketer that helps big businesses, now you're a Facebook marketer and a dog trainer and a person that recommends weight loss products and a person who talks about varicose veins.

To them, you're no longer the Facebook expert.
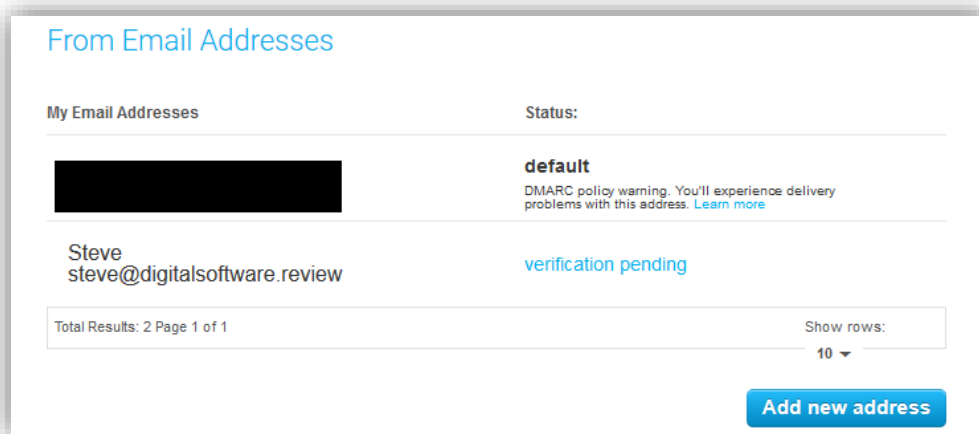
After entering in a name and domain email, it will be added to GetResponse and you will now just need to verify it by logging into your domain email and confirming the email GetResponse has just sent to it.
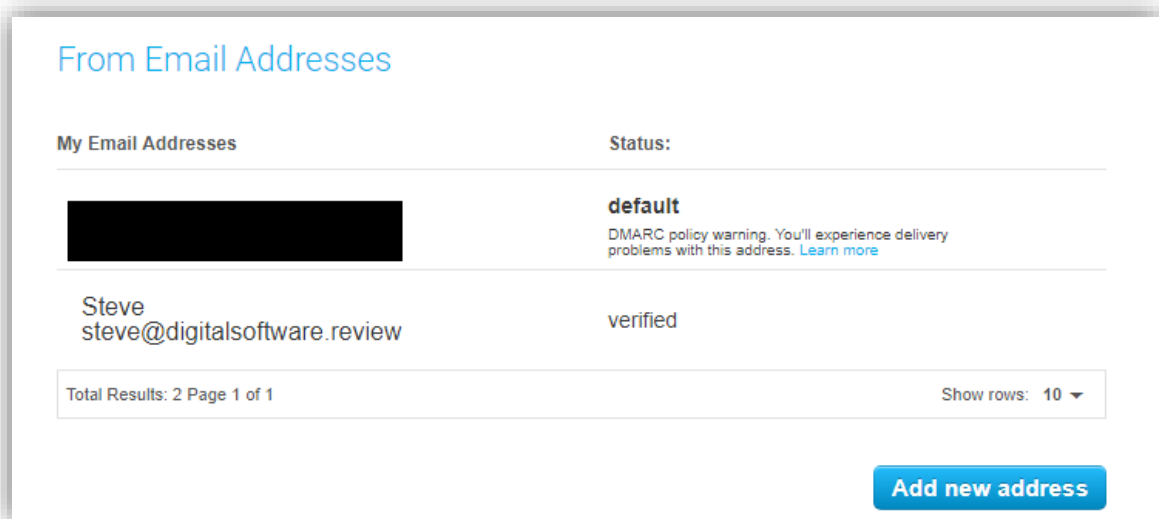
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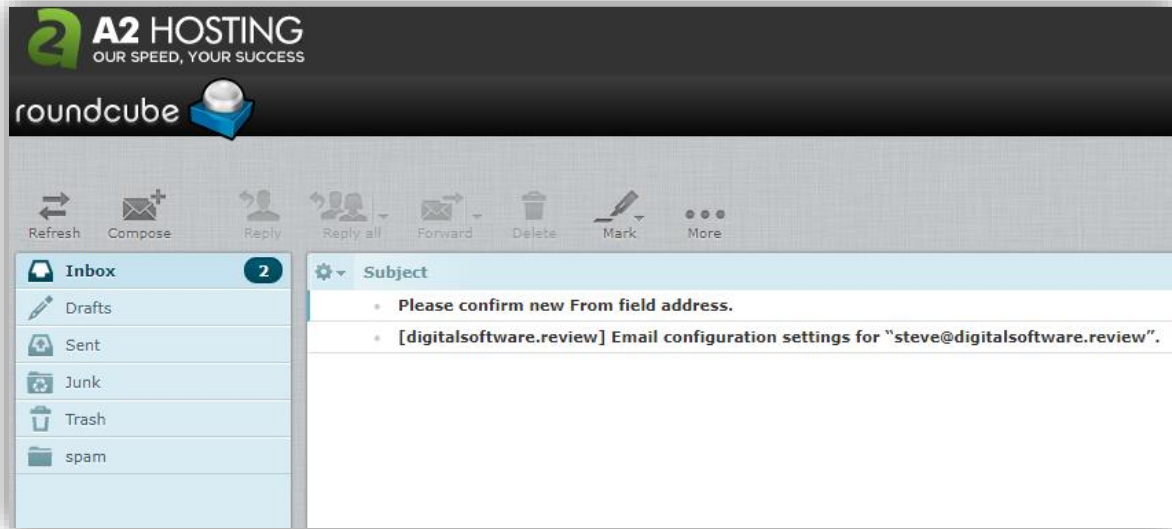
Log into your domain email, and you should see a new email from GetResponse asking you to "Please confirm new From field address"
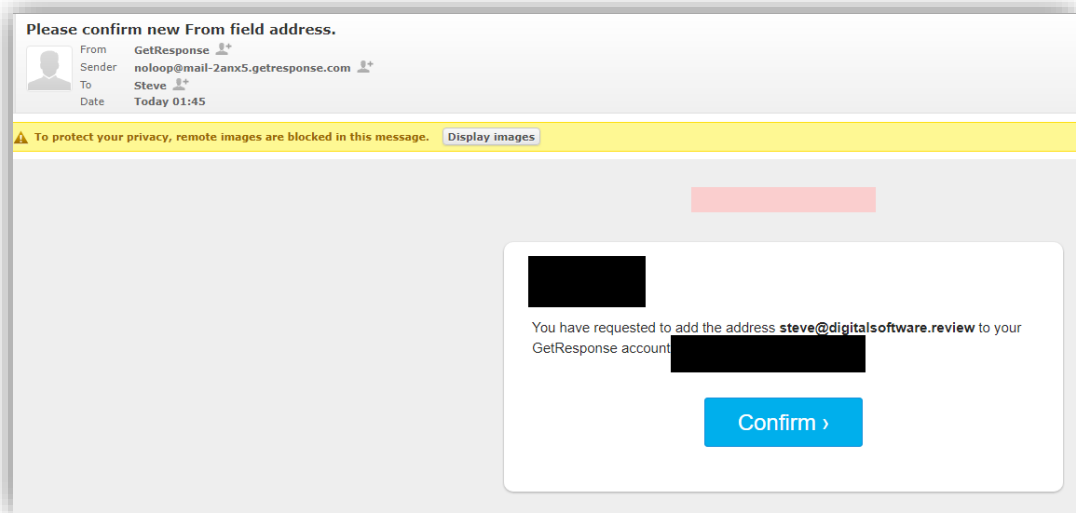
Open the email and click on the "Confirm" button.

Your domain email should now be verified and you can use it with GetResponse for email marketing.

Now that your domain email is verified, it's time to create your first campaign.

Campaign Creation

At the top right of your screen you'll see a "Your current campaign:" label with a default campaign (this default campaign is just a dummy campaign automatically created when you signed up).
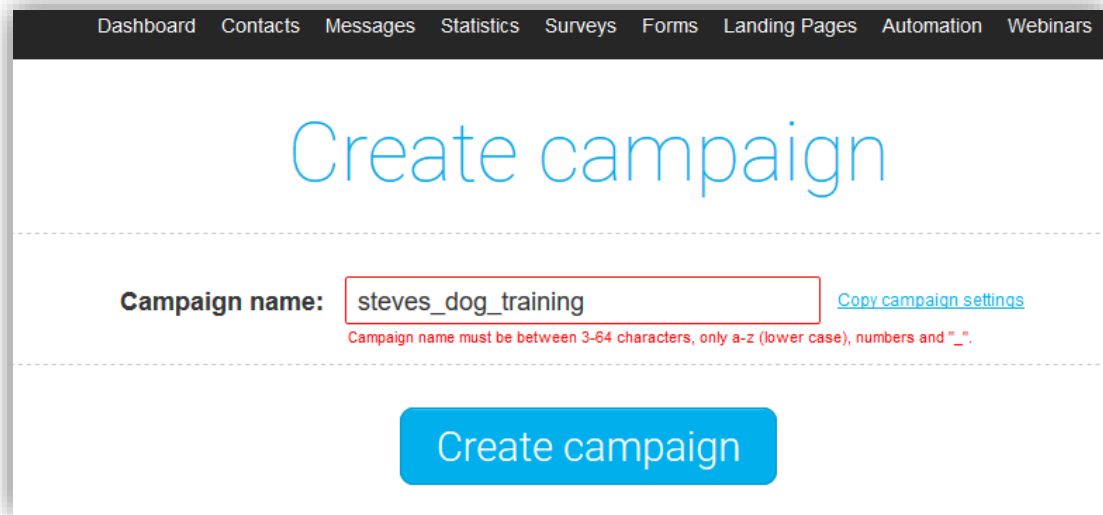
Click on the dummy campaign and a drop-down menu will appear.

Next, click on "Create campaign"

Once you click on Create campaign, you'll be asked to come up with a name for your campaign.

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I suggest either calling it something to do with your overall niche or specifically for your lead magnet that readers will be opting in for.

Once you have a name, click on the "Create campaign" button.

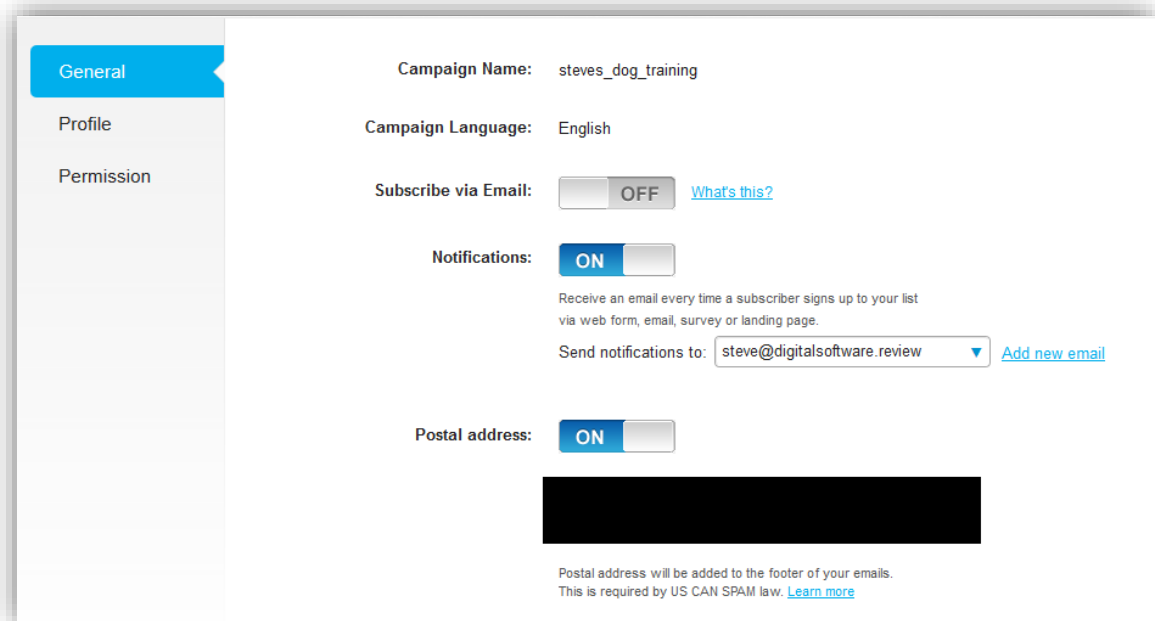You should now see a screen telling you that your campaign was created successfully.
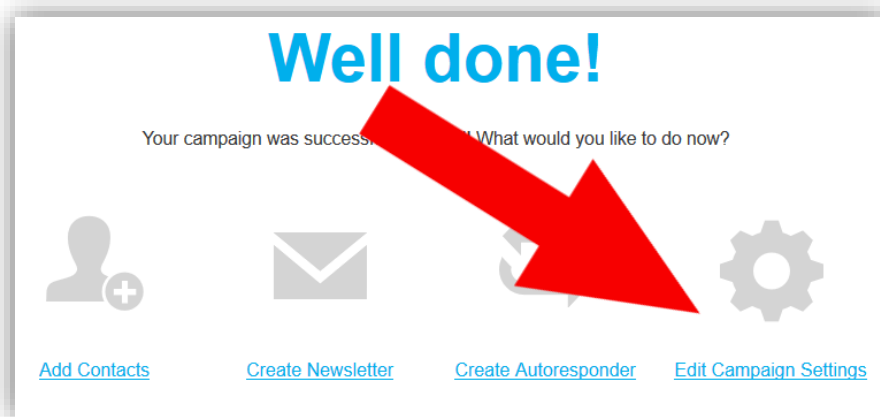
Now we just need to configure a few settings for our new campaign.

Click on "Edit Campaign Settings" and you'll be taken to the General settings for your campaign.
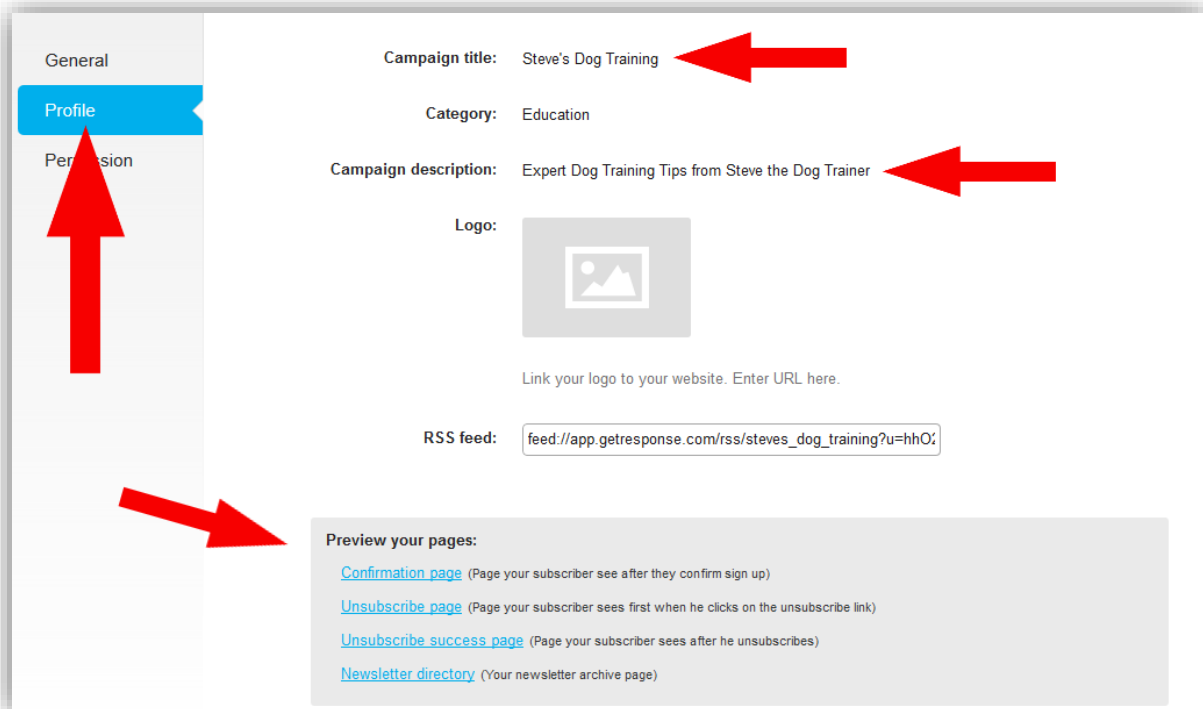
Campaign Settings

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The options on this page are straightforward so I don't need to go into too much detail here.

Just make sure a postal address is selected and the campaign name is correct. Then you can move on.

When you're done with this page click on the "Profile" sub menu.

In the Profile section of the campaign settings, you'll just need to enter in a Campaign Title and description. These will be visible to your subscribers when they first opt-in so just make sure it's relevant to your niche.

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You will also need to select a category. This isn't important, so just choose the option that is closest to your niche.

You can also upload a logo if you wish but that's also not necessary.

When you're done entering your profile settings, you can preview the pages where this information will appear.

Below is a preview of the confirmation page. This is the page your subscribers will see after they first opt-in to your list and confirm that they wish to receive emails from you.
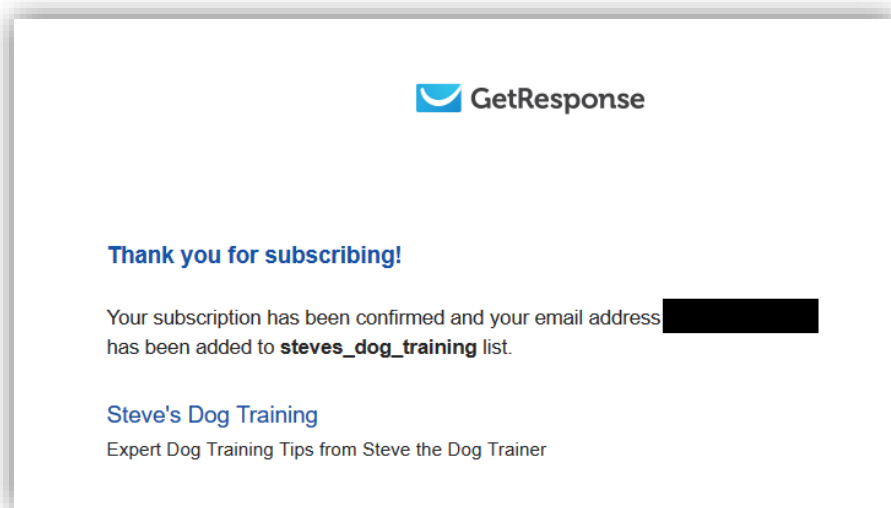
You can also preview the Unsubscribe pages and Newsletter directory.

Just a quick word on unsubscribes.

Even if you're the best email marketer ever, people will unsubscribe. This is normal so don't take it personally.

You just want to ensure that you keep the number of people who unsubscribe from your email list as low as possible.

You do this by:

- *Providing them with value and*
- *Not spamming them with annoying crap and endless sales pitches.*

When you're done with the Profile settings, click on the "Permission" sub-menu.

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The first option in the Permission settings is "Enable confirmed opt-in".

What this means is when people enter in their email and opt-in to your list, they will first receive an email asking them to confirm that they want to receive emails from you.

There are pros and cons for enabling confirmed opt-ins:

Pros

- *You will get a much more targeted and responsive email list when you have confirmed opt-ins as they are subscribers who are confirming that they want to receive your emails.*
- *You will also have less people unsubscribing since they know and have confirmed that you will be sending them emails. When you don't have a confirmed opt-in, a lot of people who opted in to your list for your lead magnet will not be aware that they will be receiving more emails from you and when they do, they will get annoyed and unsubscribe because "they never gave you permission to email them".*

Cons

- *With confirmed opt-ins enabled you will get less subscribers. Because the confirmation email is an 'additional step' your readers have to take. Each additional step in the sales/marketing process leads to more people 'dropping out'.*

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Having confirmed opt-ins is optional but I recommend that you keep it enabled. It will result in a smaller but much higher quality email list.

Assuming you've enabled confirmed opt-ins, you'll need to confirm a few settings for the confirmation email that will be initially sent to whoever opts in to your list.

IMPORTANT: Make sure the "From" and "Reply-To" fields are set to your domain email and not the default email you signed up for.

Next change the "Message subject" (this is the subject line of the confirmation email that will be sent) to the provided option from the drop-down list that is the most relevant to the lead magnet or reason why the person just opted in.

When you're done with this, click on the "Customize confirmation message" button. This will allow you to change the actual confirmation email that gets sent.

On the next page is an example of one of the confirmation emails that you can select.
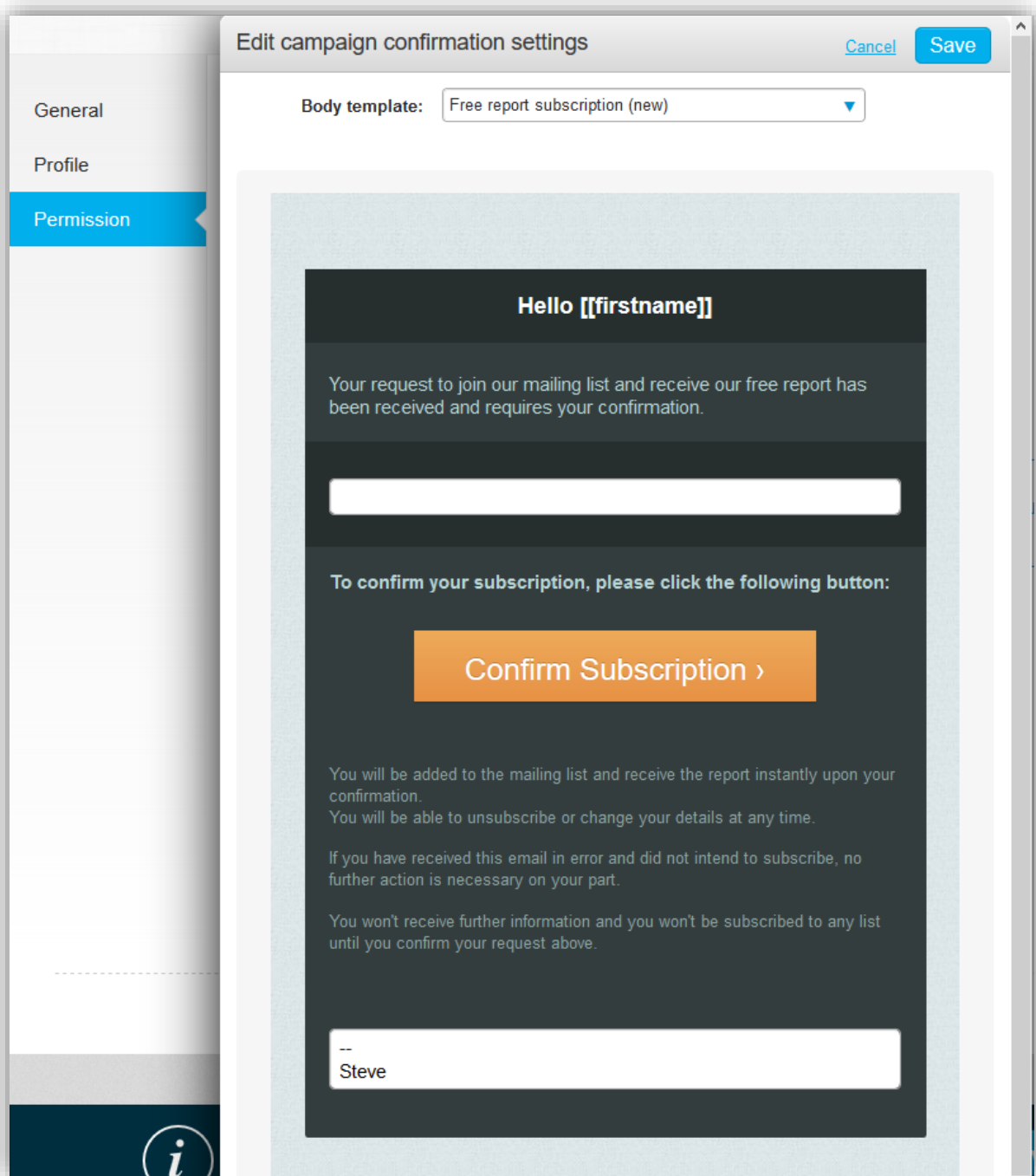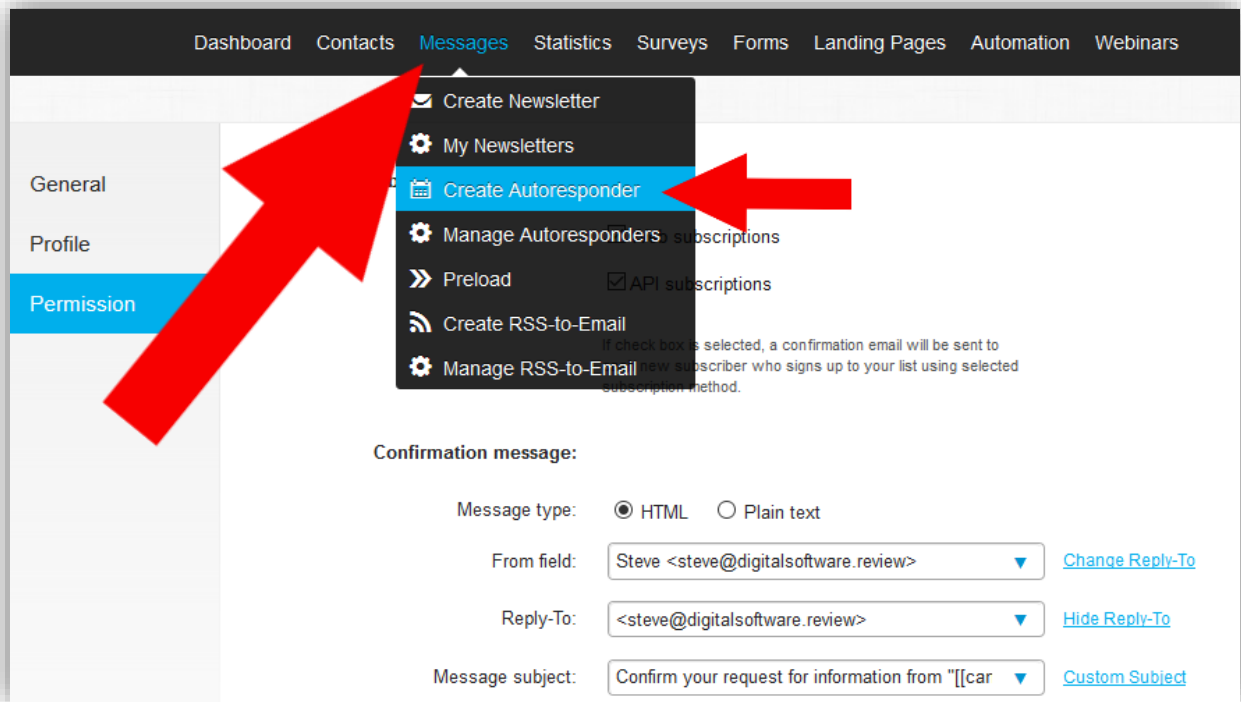
You can choose one of the other templates by clicking on the "Body template" drop-down menu at the top.

Once you've chosen your confirmation email, click the "Save" button and then you're done with the basic campaign setup.

Now we can schedule your initial emails in the autoresponder.

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Creating Your Email Autoresponder Series

To setup your campaigns autoresponder, look for "Messages" in the top menu, and from the drop-down click on "Create Autoresponder" and you'll be taken to the Create Autoresponder section (image below).

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The Create Autoresponder section is where you will choose when your emails go out to your subscribers.

You should see the "On day" option is 0.

Day 0 is the day that the subscriber opts-in.

Day 1 is one day after the subscriber opts-in.

Day 2 is two days after the subscriber opts-in and so on…

Directly under the "On day" option is the "in" option. This option is the campaign that these emails will be in (the campaign that you've just created).

Next, we have the "Send message" option. This option lets you choose when this email will go out.

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The first email you send out is the email 'delivering' your lead magnet. So, you want to send this out asap as your subscribers will be expecting the lead magnet the moment they opt-in to your list.

Do not delay this. Make sure it's set to "immediately". This will ensure that your first email is sent the as soon as your subscriber opts-in to your list.

Directly under this option is a row of checkboxes with each day of the week. This will let you choose which days of the week your emails will be sent.

If for example, you prefer not to send your list emails on a Sunday, you will uncheck Sunday as an option.

For this first email, you want all the days enabled.

It's time to get your first email into Day 0 of your autoresponder. So, when you're happy with these initial settings, click on "Create new email".

You'll now be on the section where you will choose a name for your first email, create a subject line and select which email address the message will be attached to.

The message name:

This is just a name for this first email. It's for your reference only so call it whatever you like since your subscribers won't see this name.
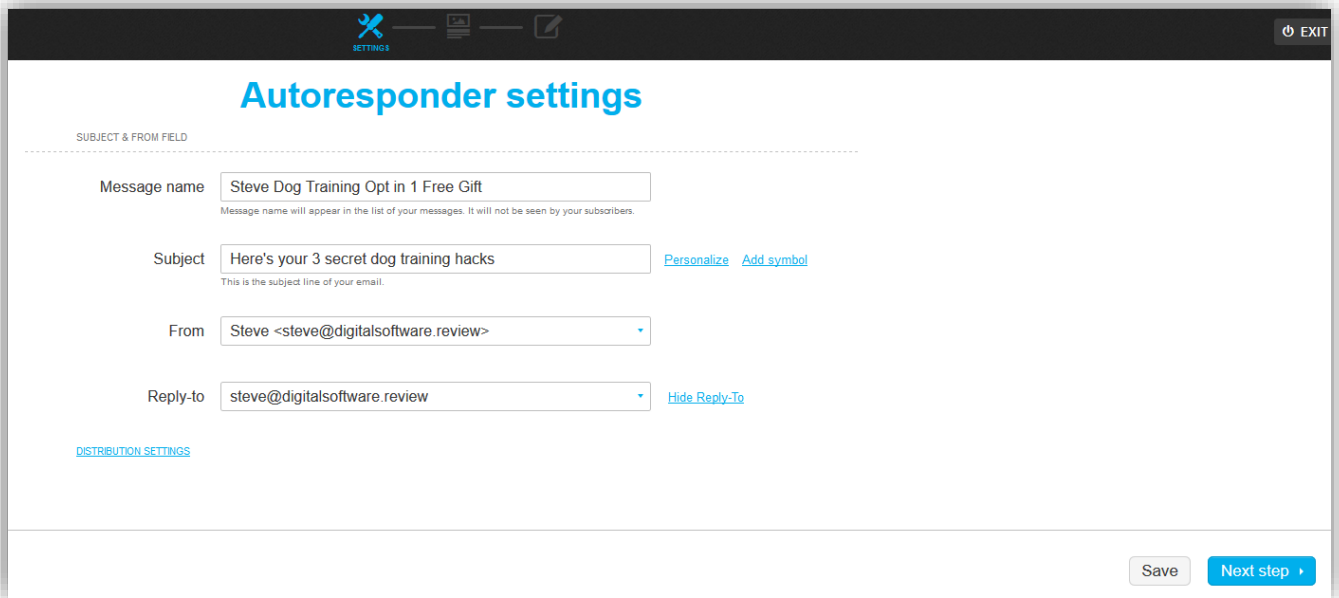
Subject:

This is the subject line of your email.

From:

This is the email address which "the email will be sent from". Make sure that your domain email is selected.

Also make sure that you click on **"Change Reply-To"** and ensure that this is also set as your domain email.

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Once you're happy with these settings, click on the "Next step" button.

This will take you to the email template selection section.
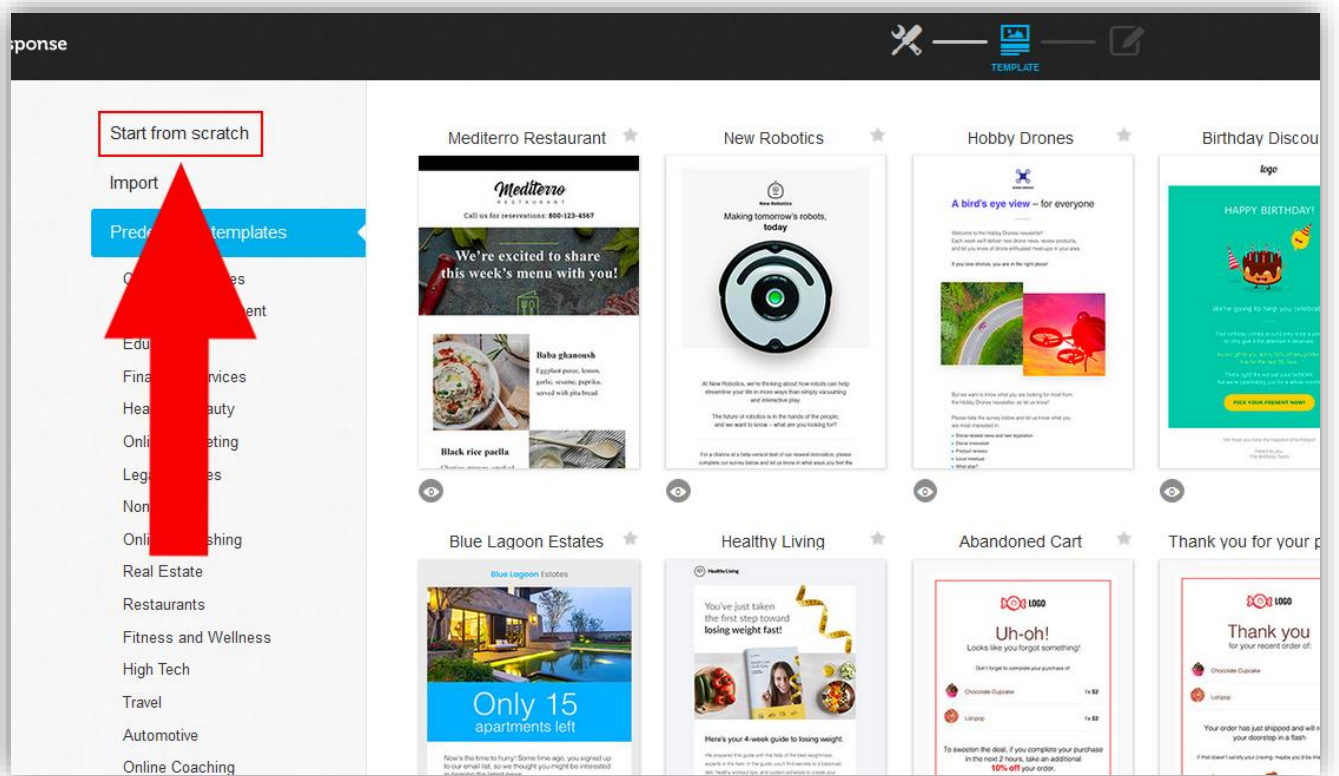

From here you can select a fancy newsletter style template to use for your email. This will largely depend on the type of niche you're in, and your personal preference.

I personally just prefer to send plain and simple emails, and I recommend you do the same when just starting out.
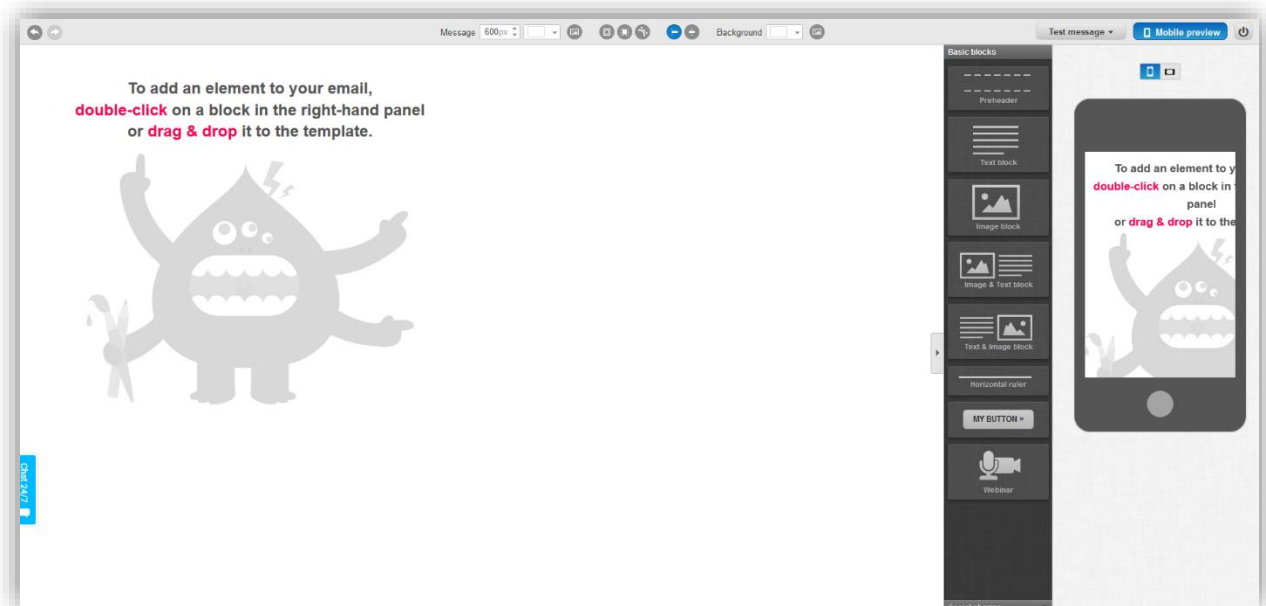
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To do this, click on "Start from scratch" from the side menu. This will take you to a basic template selection screen.
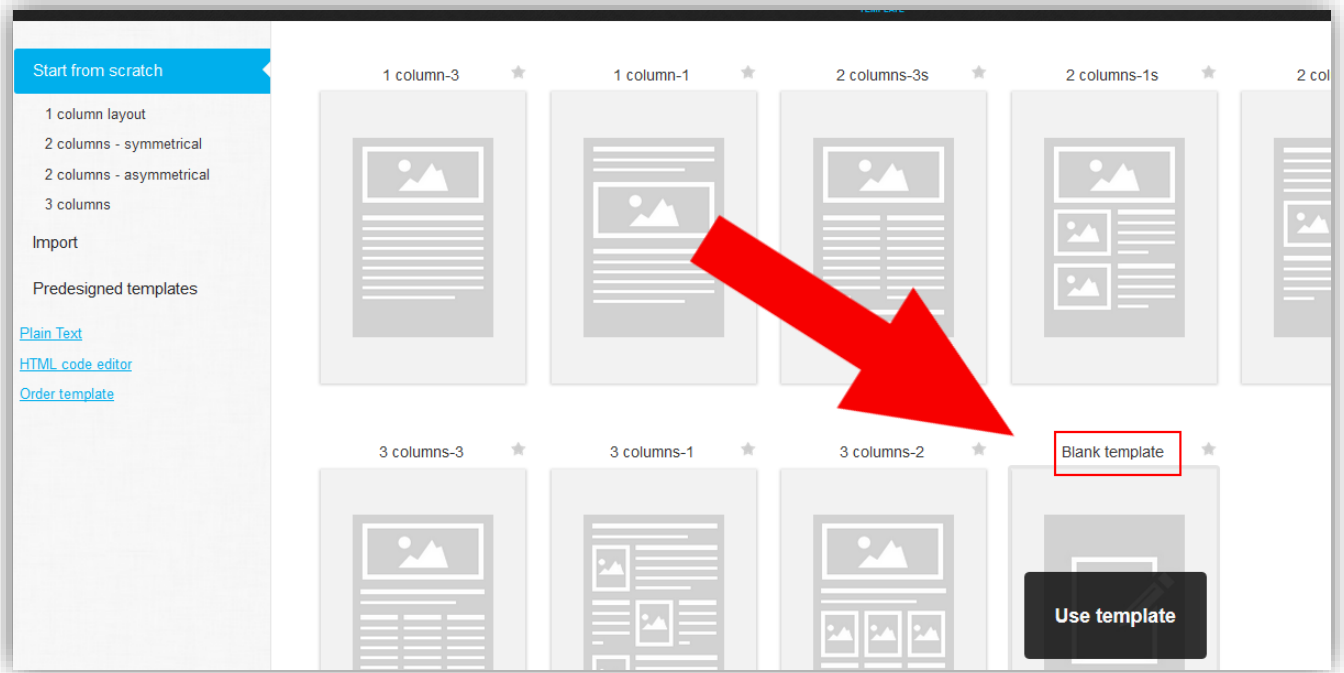
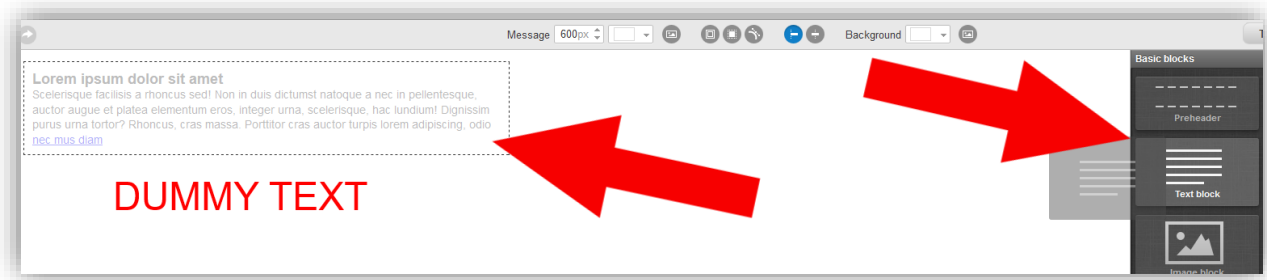Here, I always select the Blank template and click on "Use template".

You'll now be taken to the email creation section.

The email creation section is easy and straight-forward to use since it's just drag & drop.

For simple emails, the only element we'll ever need to use is just 1 text block. There's no need to get fancy by adding buttons and images.
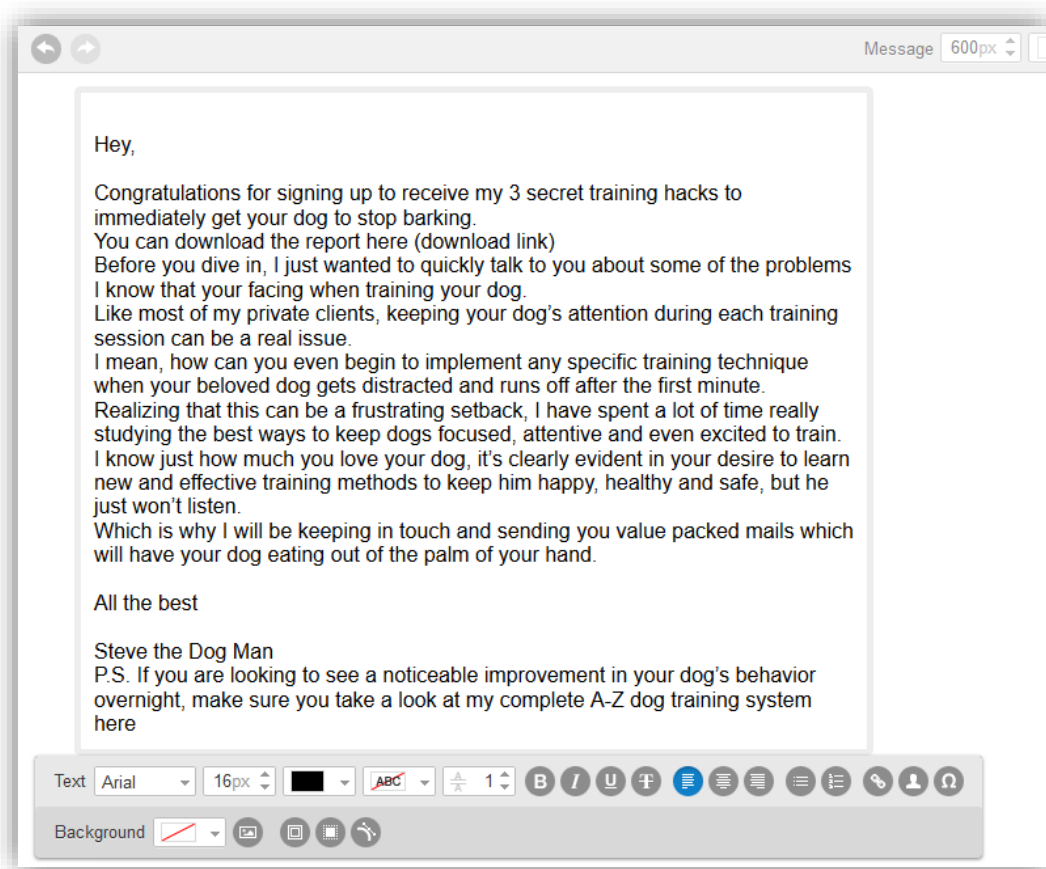
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DUMMY TEXT

Start by clicking and dragging the "Text block" onto your page.

You'll see a block of dummy text appear.

Delete the dummy text.

Hey,

Congratulations for signing up to receive my 3 secret training hacks to immediately get your dog to stop barking.
You can download the report here (download link)
Before you dive in, I just wanted to quickly talk to you about some of the problems I know that your facing when training your dog.
Like most of my private clients, keeping your dog's attention during each training session can be a real issue.
I mean, how can you even begin to implement any specific training technique when your beloved dog gets distracted and runs off after the first minute.
Realizing that this can be a frustrating setback, I have spent a lot of time really studying the best ways to keep dogs focused, attentive and even excited to train.
I know just how much you love your dog, it's clearly evident in your desire to learn new and effective training methods to keep him happy, healthy and safe, but he just won't listen.
Which is why I will be keeping in touch and sending you value packed mails which will have your dog eating out of the palm of your hand.

All the best

Steve the Dog Man
P.S. If you are looking to see a noticeable improvement in your dog's behavior overnight, make sure you take a look at my complete A-Z dog training system here

You can now write your email, or copy and paste it from Word or wherever if you've already pre-written it.

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From the email in the example above you can see that it doesn't look very appealing to read, so I'll just tidy it up a bit.
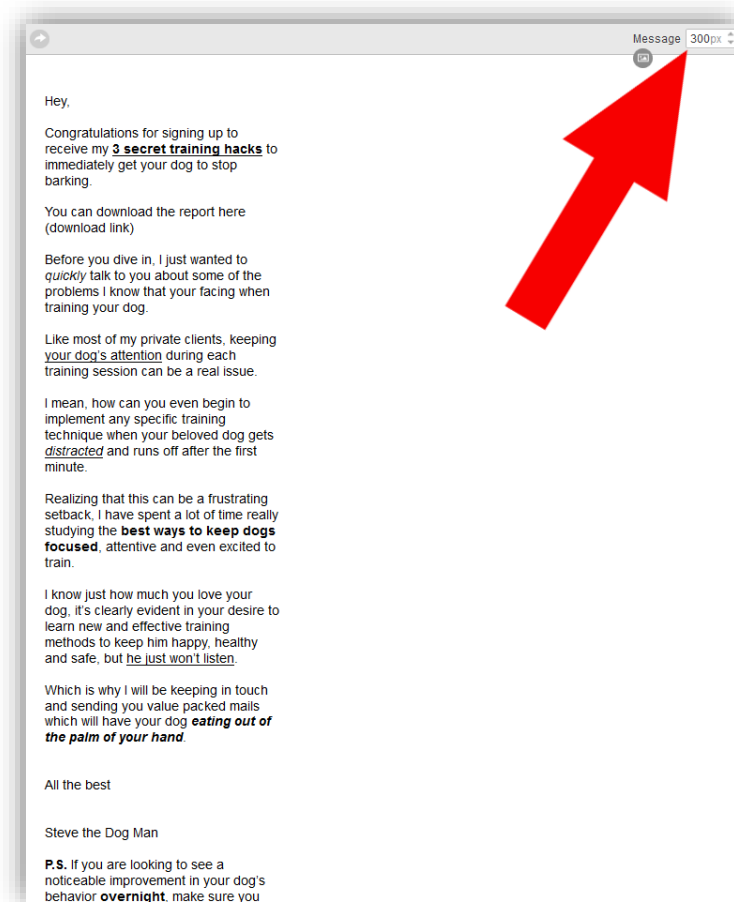
By using some **bold**, *italics*, <u>underlining</u> and short paragraphs, you can see the email looks a lot easier to read now.

You can also shorten the length of the lines by adjusting the "Message" number in the top right.

When you're happy with the layout, it's time to include the actual link to the lead magnet.

If your lead magnet is a YouTube video, then just copy the video URL. In my example I will be using a PDF that I uploaded in the Installing Divi & Initial Setup Guide.

If you haven't already checked it out, make sure you do now as it shows how to upload your lead magnet to your website and the next image might not make sense if you haven't.

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File name: dogtraininghacks.pdf
File type: application/pdf
Uploaded on: September 14, 2017
File size: 6 KB

URL	are.review/wp-content/uploads/2017/09/dogtraininghacks.pdf
Title	dogtraininghacks
Caption	
Description	

Copy the URL of your lead magnet that you uploaded in the Media section of your WordPress website (highlight the whole URL and right-click > copy).
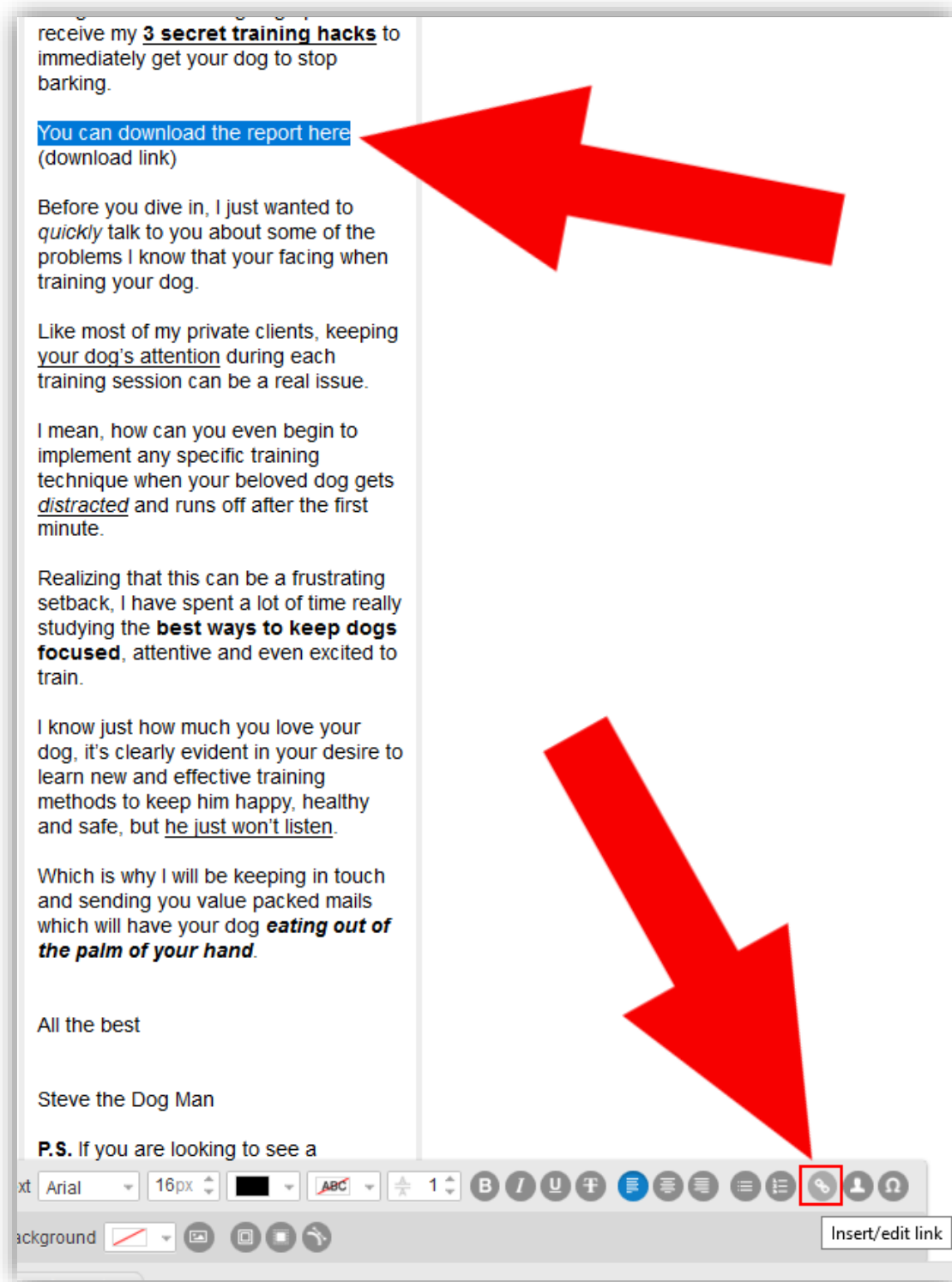
Now select the words in your email that you want to turn into a clickable link for your lead magnet.

With the words highlighted, click on the "Insert/edit link" icon.
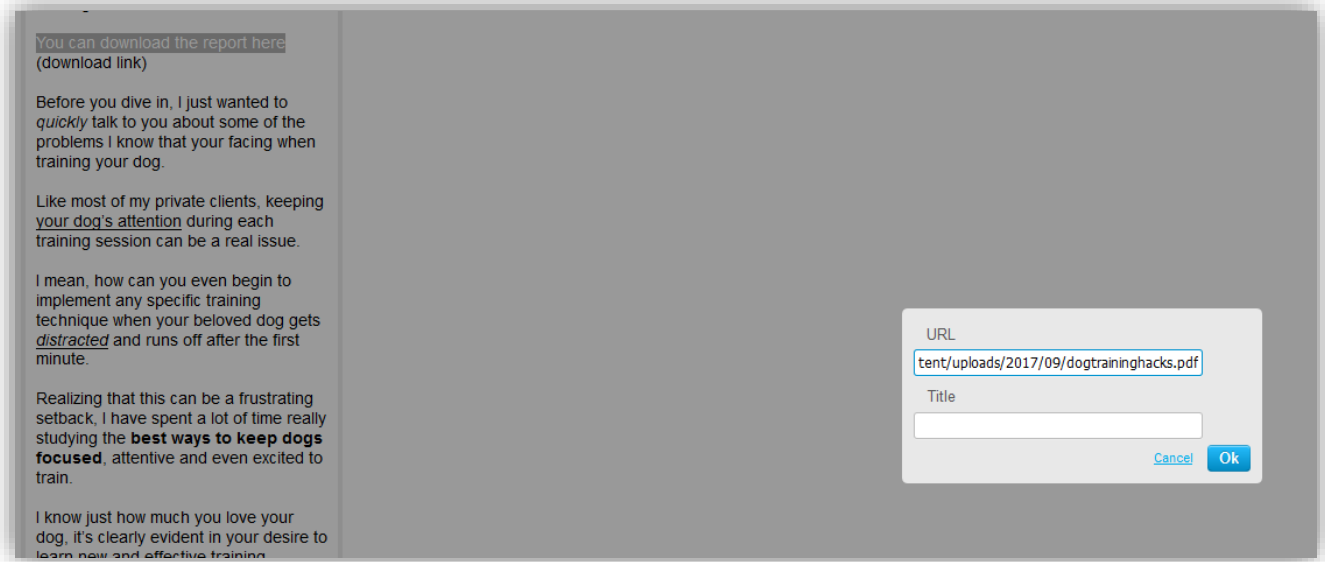
A small pop-up box will appear after you click on the "Insert/edit link" icon, now paste the lead magnet URL in the section that says "URL" and then press the OK button(ignore the "Title" section).
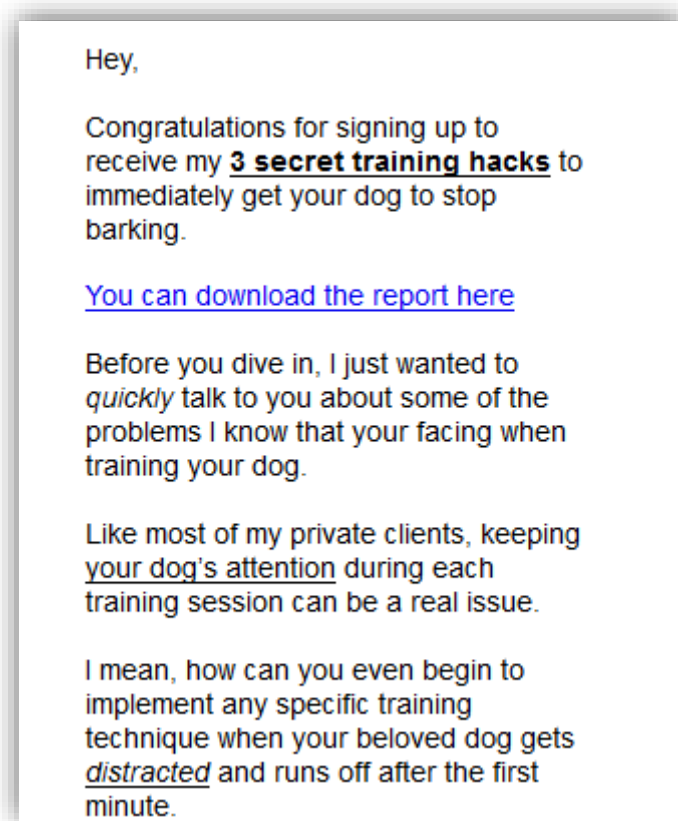
The highlighted words have now become a clickable link where your readers can access and download your lead magnet.

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Follow the same steps to link to your offer, if you wish to do so in the first email. This can be a link to your sales page, affiliate link, etc.
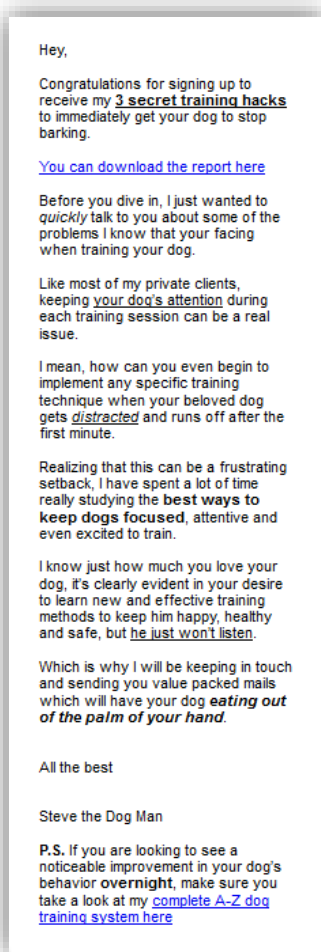
Your email is looking good and you're almost done.

Now you need to get the "Plain Text" version of your email looking nice.

At the bottom right, there will be an option "Plain Text", click on it, and it will open the Plain Text Editor
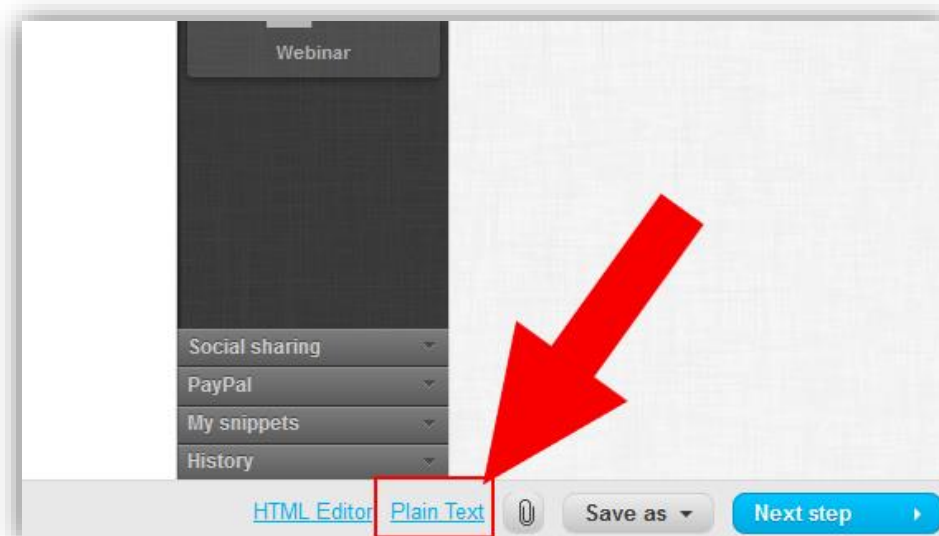
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Some people only view their emails in the Plain Text format (no clickable links, images, etc.), so it's important to make sure our emails look good for them as well.

In the Plain Text Editor, first click on "HTML to Plain"
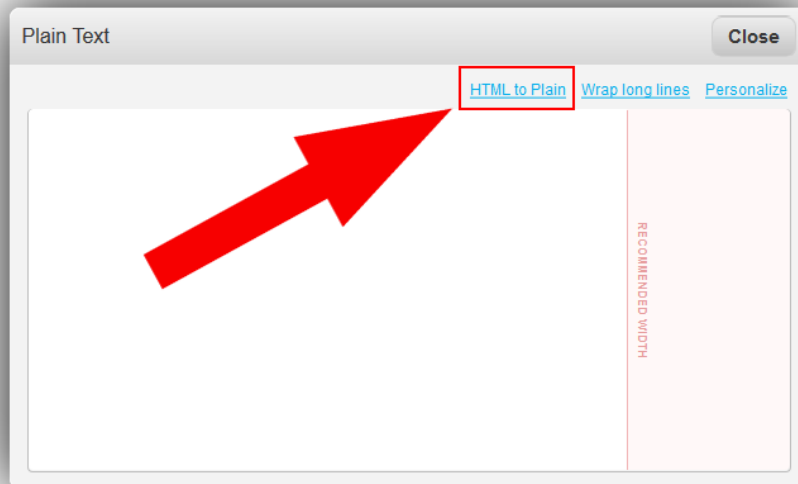
This will convert your email into the Plain Text version in the editor.

Next, click on "Wrap long lines". This will make sure that each line doesn't exceed the recommended width.
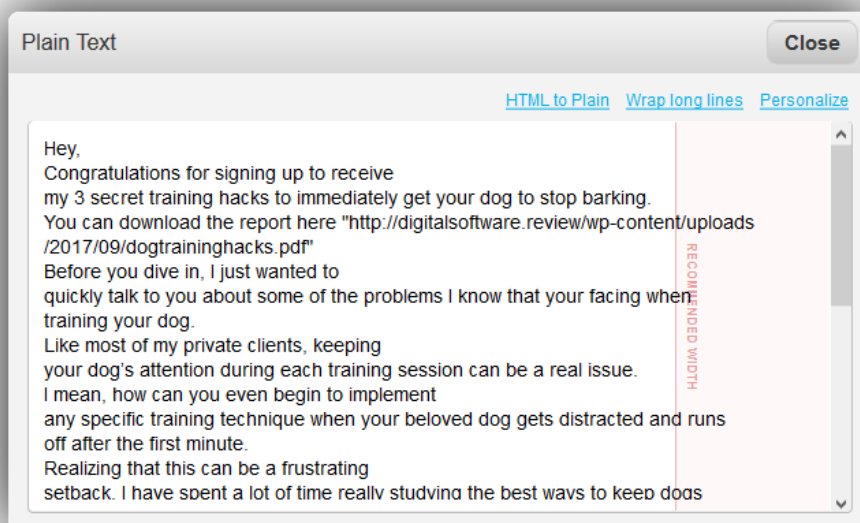
Now, tidy up the layout by making sure there's space between each paragraph.

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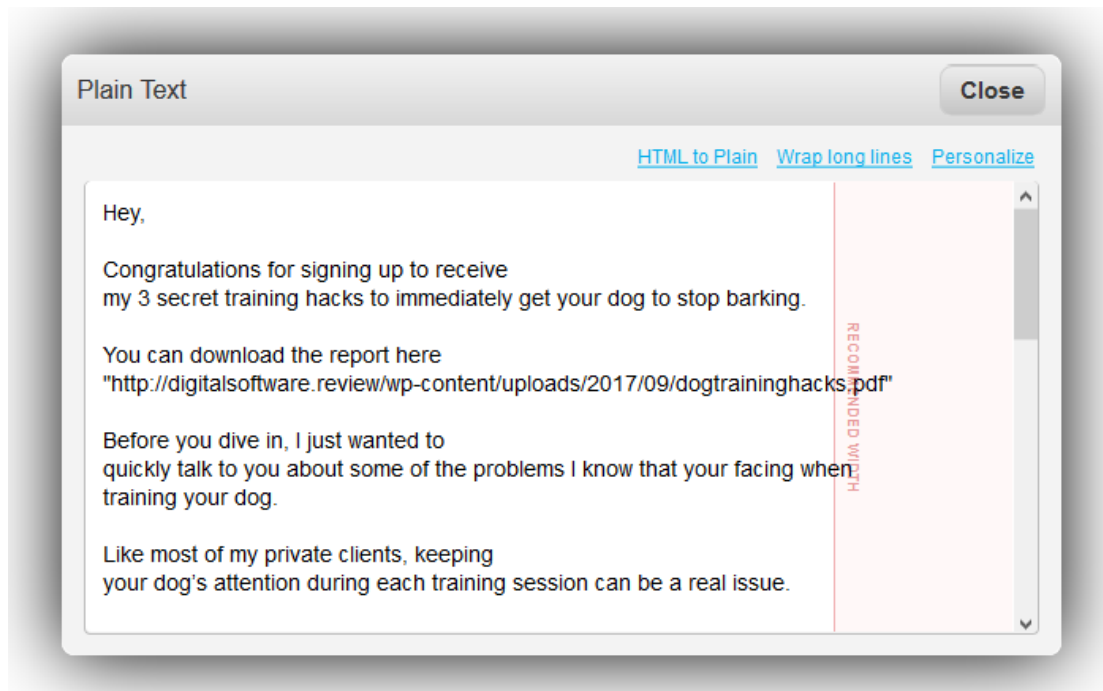
When you're happy with the Plain Text version, click on the "Close" button.

There's just one more step then our first email is complete. This final step is the SpamScore test.

Click on the "Test message" option in the top right of your screen and from the drop-down menu, click "SpamScore".

(You can also have a test message sent to your email address and preview how your email will look on different browsers with the "Send test message" and "Inbox Preview" options – optional but recommended).
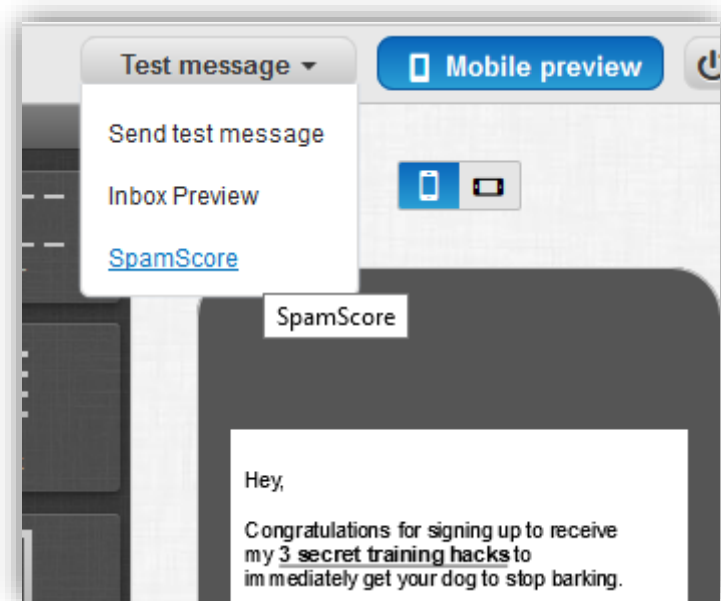
Once you click on SpamScore, your email will be instantly analyzed to check whether it will be delivered without any issue or if it will most likely end up in the Spam folder.

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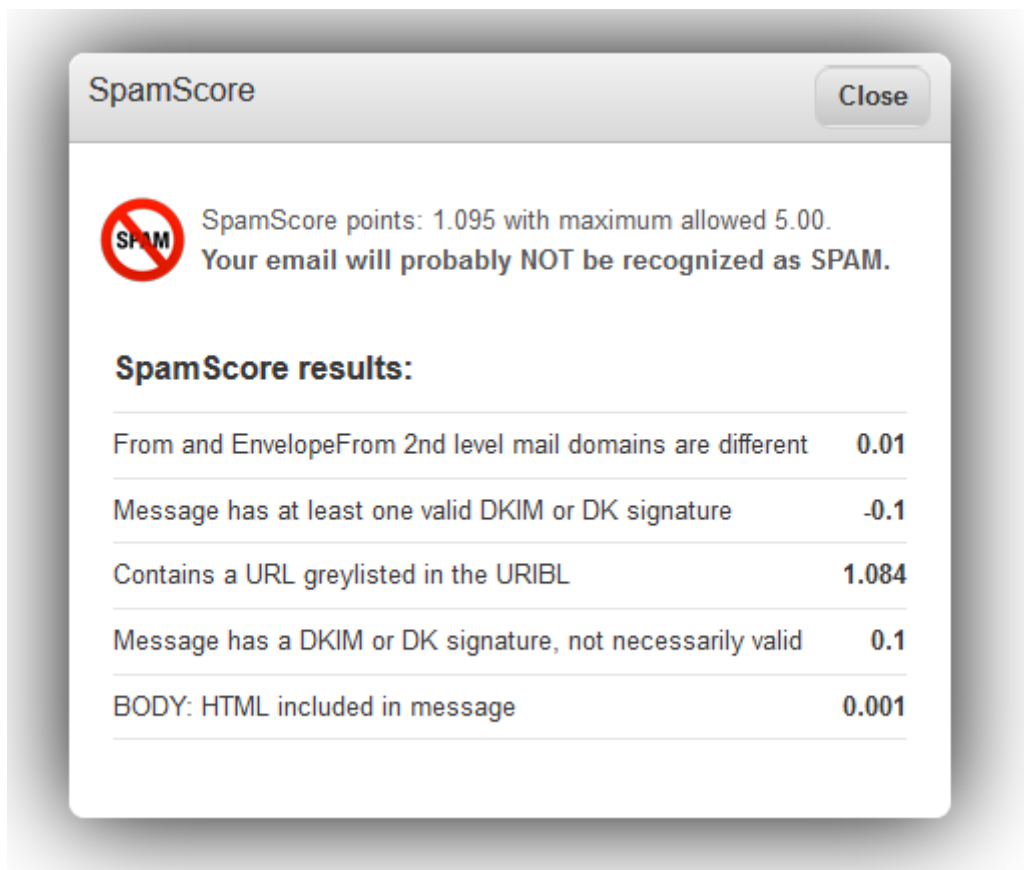
If the SpamScore says that your email will probably **NOT** be recognized as SPAM then you're good to go.

Click the "Close" button.

Your email is complete. Click on the "Next step" button in the bottom right corner, which will take you back to the "Create Autoresponder" screen.

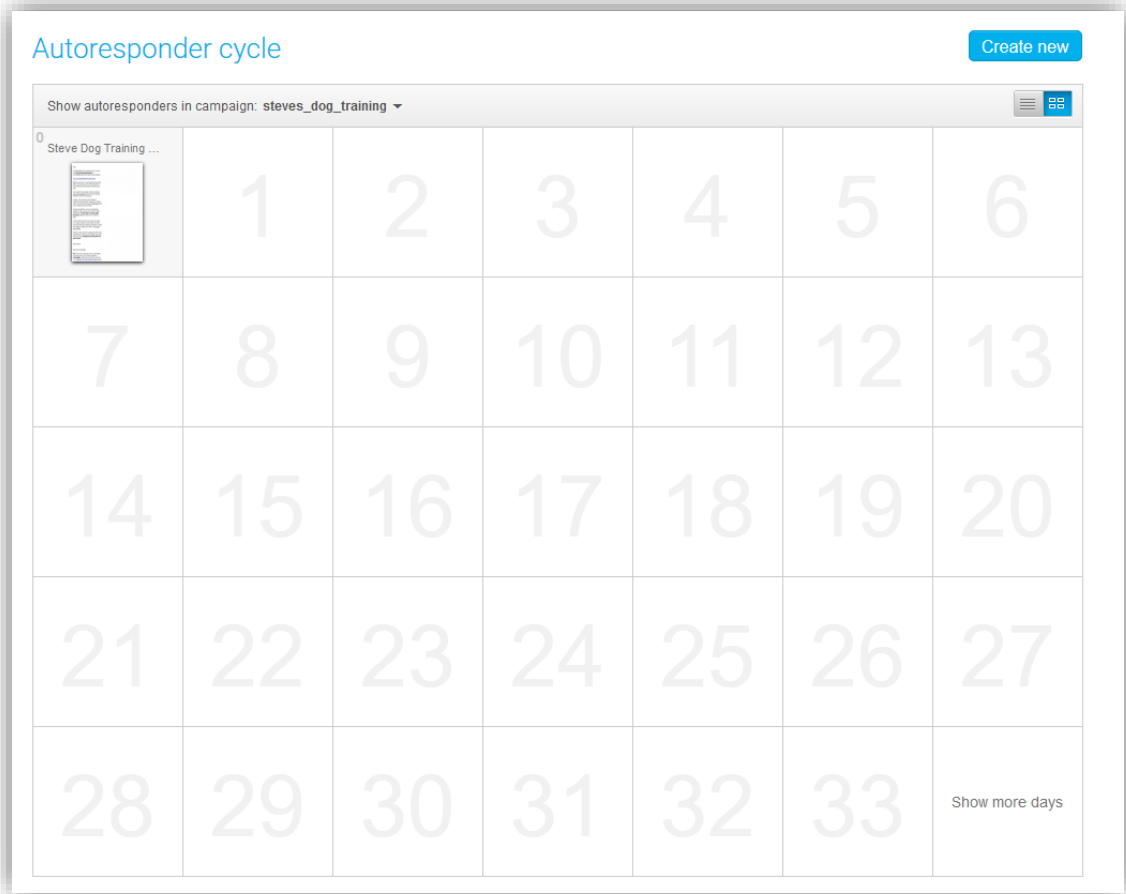[GetResponse FREE Trial Here](#)

Now, click on "Save and publish".

Congratulations, your first email is complete and loaded into your autoresponder.

After clicking on the "Save and publish" button, your email will be loaded into your autoresponder and you'll be taken to the Autoresponder cycle screen, here you can view all the emails in your autoresponder series and quickly load more.

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To load the second email, click on the "1" block in the autoresponder cycle.
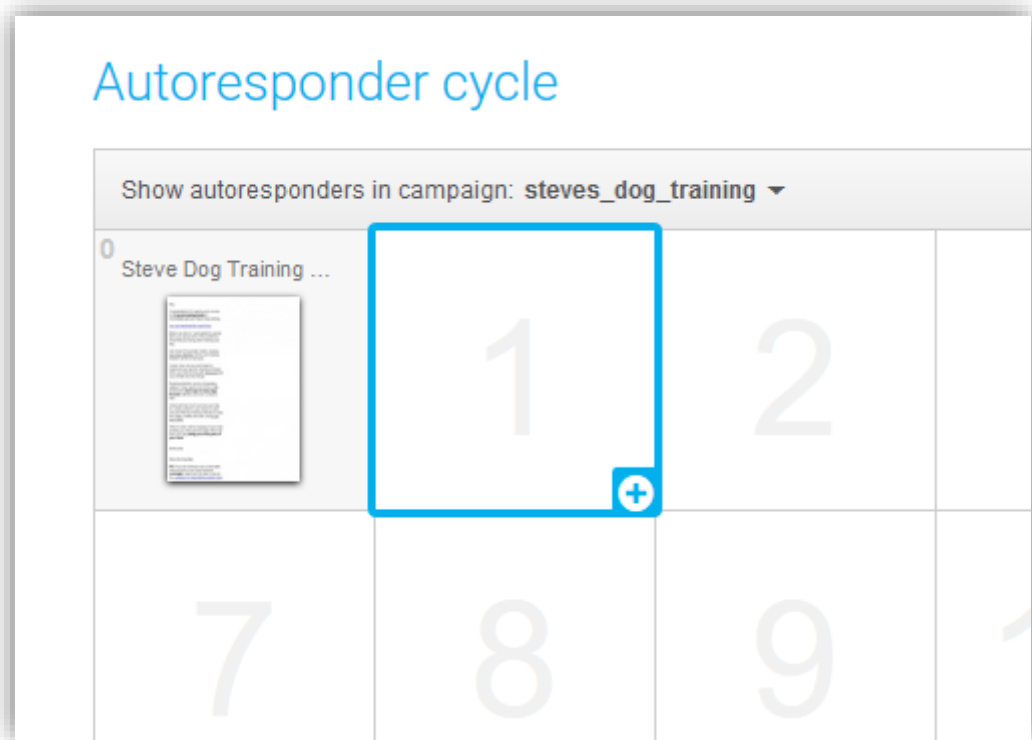
This will take you to the autoresponder creation screen to setup the email that will be sent 1 day after your subscriber opts-in.

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The only real difference with this email and all future emails compared to the very first email (Day 0 email) will be correctly configuring the "Send message" option.

The first email was set to be sent "immediately".

All future emails obviously cannot be sent immediately so you must decide when they will be sent.

By default, future emails will be set to be sent "same time signed up".

This means that if a subscriber signed up at 9:34am then the email to be sent 1 day after will be sent at 9:34am the day after they signed up.

You can also choose for the email to be sent at an exact time by selecting "exactly at" in the Send message option.

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By selecting "exactly at", you can set an exact time for your email to be sent.

GetResponse has a handy "Time Travel" option which you can enable, so if you were to set the time for the email to be sent at 17:00, by enabling the time travel option, your subscribers will receive the email at 17:00 their local time.

For example:

If time travel is OFF:

I'm in South Africa, so if I set the time to be sent at 13:00, the email will be sent at 13:00 (South Africa time).

So, my subscribers in New York will receive the email at around 7:00am (New York time) that day and my subscribers in Perth, Australia will receive the email at 19:00pm (Perth time).

With Time Travel ON:

My New York subscribers will receive the email at 13:00 (New York time) and the Perth, Australia subscribers will also receive the email at 13:00 (Pert time) .

Once you've decided on when to send the email, click on "Create email" and follow the same steps we used to create the first email.

Rinse and repeat for the rest of your emails.

That's it.

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