

IM AR Series 1 Month

[Read this short into first](#)

Here is your auto responder series below.

One of the core elements of your series that you will see woven throughout is that I'm teaching them to be loyal to you by teaching them that they need to be doing what you're doing to them. I hope that makes sense. They are learning how to market to their list by watching you market to them (maybe that says it better). This is a classic strategy AKA Jeff Johnson with teaching you how to do mega product launches by performing one on you and getting you to help him do it. He made millions.

When you see things like; some of the emails are short. This it tell them that not all of your emails are long. If they are all long and they know it they will save them for later and that means maybe read it maybe not.

You can change your greeting and the close to whatever you want, these will work well or change it, but my advice whatever you choose 'be consistent'.

Below you will first see the parameters, next the map (everything is mapped out before it's done and everything is done for a reason) and finally the AR series itself.

When you build your list with this you'll have a loyal list that will love and respect you and buy what you recommend, so recommend wisely!!!!

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## Parameters

1. 7 day cycle with one promotion every 7 days
2. The theme is to champion list building and become a list building traffic guru/
3. The continuity throughout is: list building does not rely on Google, it's the safest and longest lasting form of IM, it's the most predictable of income strategies, it's 100% portable you can do it from anywhere.
4. First 2 products to sell are: 5figureday, and Optimize Press 2 (need 2 more)
5. The product giveaway's will flow like this:

Week 1. The money's in the list (this is their 2nd email). 2 cent face book clicks (3 days before the 1st promotion).

Week 2. Another giveaway PLR (to be determined) 3 days before the offer

Week 3. The power of the list (3 days before the offer).

Week 4. Another PLR (to be determined) 3 days before the offer

## The Map

1. The introduction - let them know something's coming tomorrow for free
2. Give away (the money's in the list)
3. Big tip on list building - let them know something's coming for free tomorrow
4. The 2 cent face book clicks
5. a cool little tip on how to use the 2 cent clicks
6. A positive mental attitude email
7. The promotion 5figureday

### Week 2 \_\_\_\_\_

8. A tip on how to treat their lists
9. A tip on copywriting that rocks
10. Tip on where to get free images for life.
11. PLR gift (to be determined)
12. A list building tip
13. A positive mental attitude email
14. Promote Optimize press

### Week 3 \_\_\_\_\_

15. A traffic tip
16. A positive mental attitude email

\*\*\*17. Tip J short codes plugin for free on where to get

\*\*\*18. The power of the list Gift

\*\*\*19. A List building tip

\*\*\*20. A positive mental attitude email

\*\*\*21. Promotion (to be determined)

week 4 \_\_\_\_\_

\*\*\*22. An IM tip about stay away from the shiny, shiny (stay focused)

\*\*\*23. A tip on traffic

\*\*\*24. A motivational story about a successful IM'er

\*\*\*25. PLR gift (to be determined)

\*\*\*26. A traffic tip

\*\*\*27. A positive mental attitude email

\*\*\*28. Promotion (to be determined)

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## **The series**

1. Hey (name),

Thank you so much I truly hope you love your product I created for you.

Just wait until you see what I have for you tomorrow for F.R.E.E. I'm not going to spoil the surprise but you're going to be super happy with it.

**And then on day 4, Holy Cow**, you're not going to believe it. I went out and bought the rights to a killer and I do mean killer traffic getting course just so I could give it away to you!

Hi, my names Jordan and here's what you can expect in your inbox. Each time. I will be giving you a huge tip on List Building, Email Marketing, how to work a lot less and make a lot more and of course traffic. Oh, yeah! Lots and lots of money getting traffic tips.

And yes, you will get it all for F.R.E.E.

Be real sure you've white listed this email or if you're using Gmail drag and drop it from promotions (if it landed there) into your general email because you're going to love seeing my emails come in.

Wait until you see what I've got coming your way, you're going to be loving it.

Watch for my emails.

Until next time, Name

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2. Hey (name),

You know how all the big marketers always tell you the money's in the list?

Well, they're 100% correct! it really is in the list, but there's a huge secret they aren't telling you. And if you have never had a Guru take you under their wing and share this with you when you start mailing to your list you're going to have a really bad day.

There is one thing you must know before you pick your niche, build your landing page or drive any traffic and it's in your F.R.E.E. report I've written for you right here (no opt in required): [Link](#)

Make no mistake, this is the guru level tip that will make or break your list building efforts.

Go get your gratis copy right now.

Tomorrow I'll have a very cool list building tip for you, so stay tuned!

Until next time, Name

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3. Hey (Name),

Do you know what the single most important thing is when you're getting people to opt into your list or stay on your list is?

Value.

That's right, VALUE!

If your freebie (your free item you're giving away) isn't valuable to your subscriber they won't opt in. Then if the information you give them in your emails isn't valuable then they won't stay on your list.

It's the same reason you're staying subscribed here, because I give you INSANE value every time I email you. That's right, every time you get an email from me in your inbox it will have something of value in it.

Another killer reason you'll stay subscribed with me is that you won't be able to stand the thought of what you'll be missing every single day. All the great stuff that everyone else will get at no charge but you won't unless you're on the list.

We'll guess what when you discover how to treat your subscribers like this they won't get off your list either, and what better place to learn how to do it than right here.

Remember I told you I had a complimentary juicy hot traffic course for you?

Well, that's what you're going to get tomorrow.....

Until next time, Name

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4. Hey (Name),

Remember when I said that today I was going to give you a super hot traffic course absolutely F.R.E.E.?

Well, without any further a due here you go: [Link](#)

Have a fantastic day!

Until next time, Name

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5. Hey (Name),

I sure hope you like your course from yesterday!

Here's a great idea on how to use it to make some extra nearly f.r.e.e. money and use it to explode your list.

Once you get your Face Book fans built up to 5,000 or more which will happen in a hurry you can sell one time blasts to your face book wall for and easy twenty bucks if you're at 5,000 to 10,000. Then generally around forty bucks if you're at 25K or more.

THEN, you use your new revenue stream to get buy more 2 cent clicks. It becomes a self funding proposition that can explode your friend count through the roof.

Until next time, Name

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6. Hey (Name),

Did you ever hear the story of kinney's shoes. This is one of the very best marketing stories I've ever heard.

A long time ago in the 1800's two guys were sent to South America to go sell shoes by the same huge European footwear company. Neither of the two men had any idea the other was there as they were in separate cities.

The first young man telegraphed back to the company "Please get me out of here, what are you CRAZY, none of these people wear shoes, this is impossible". Well, the company sent him a plane ticket and a pink slip.

The second young man telegraphed back to the company "Please send me all the shoes you have, this place is an absolute goldmine, no one wears shoes!".

The company sent him loads of shoes and boots and he sold untold numbers.

This second young man George Romanta Kinney went on to found the nation's largest shoe store while the second man was looking for work.

Do you know the ONLY difference between the two?

They thought differently.

Think about that....

Until next time, Name

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7. Hey, (Name),

As you know I literally scour the web looking for the right programs that will serve you in your online list building money getting efforts.

Well, I've uncovered a gem that I really think you should have a look at: [Link](#)

The guy that created this system is making bank and so are many of the people he taught it too.

You know me, I'm absolutely not going to hype this thing, but it's really worth a second to have a look for yourself: [Link](#)

I've got sweet little tip for you tomorrow that will put some of the pieces together for you too.

Until next time, Name

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8. Hey, (Name),

Your list that you will be building is pure gold to you and it can help you build the wealth that you truly desire, but only if you do certain things correctly.

One of those things is to treat them well. Yes, we went over this in the report I gave you called "The Money's In The List". However, what you really want to do it think of it like this:

How would you treat your best friend or a member of your family that you love? You would always be looking out for their best interests right?

Well, adopt this mindset towards your list and watch what happens. Do you think for a second that people can't feel what kind of a marketer you are when they are getting to know you on your list?

Absolutely they can, and they do.

Sure, you're a marketer and so NO ONE can fault that every so often you have to mail an offer to your list, hey everybody's got to eat right!

But only mail them offers that you know are top drawer and will really benefit them. Always do everything you can and bend over backwards to help them in every way you can.

They're not stupid, they can feel you want to help them and you know what? They will respect you for it.

Until next time, Name

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9. Hey, (Name),

Here's a quick copywriting tip that will really help your conversions so you get more people on your list.

When you're writing a squeeze page spend 70 to 80% of your time on the headline.

Why?

Because if the headline doesn't grab them and make them want more they will hit the back button and then the rest of your copy doesn't matter.

Until next time, Name

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10. Hey, (Name),

Today's quick tip is a tip on where to get f.r.e.e. images for life. You know you're always needing images whether it be photos or vector graphics, it's normal, all marketers need them.

Well here's where you can get them at no cost forever. Yes, read my lips (ok, technically read my email because you can't see my lips) **BE SURE TO CHECK** for any copyright challenges. Yes, all the places you're about to discover say they are copyright safe but **NEVER** take anyone's word for it.

So, here you go one url for all the images you will ever need **GRATIS!**

<http://search.creativecommons.org>

The interface is brutal simple, play around with it for a minute or two and you'll be off to the races.

Have fun and enjoy!

Until next time, Name

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11. Hey, (Name),

Today I have a fantastic new report for you all about \_\_\_\_\_.

And guess what, it's yours absolutely F.R.E.E. with NO opt in or anything else required!

It's immensely valuable and I truly think you're going to love it.

Here you go, just click here=> [Link](#)

Until next time, Name

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12. Hey, (Name),

Here's a great list building tip for you.

It may have come to your attention that whenever I want to use a word that indicates no charge I put periods in between the letters like this: F.R.E.E. Why in the world do I do that?

Because it aids in deliverability. The spam filters have keywords that they pick up on which they then think could be needing a trip to the spam folder.

By putting periods in between the letters the filters don't pick it up and it will help your emails get delivered into your subscribers general email box.

Until next time, Name

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13. Hey, (Name),

A really great quote that I hope you'll like is by a guy named James Allen who was a masterful English writer.

He really drives home the point that you can achieve whatever you can conceive in the following quote:

"Man Attains to the measure that he aspires. His longing to be is the gauge of what he can be. To fix the mind is to foreordain the achievement."

You can do anything you want to, if only you want to bad enough!

Until next time, Name

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14. Hey, (Name),

One of the skills you must have as a marketer is to be able to make things that look really professional so that your potential subscribers go wow. However, and you need to be able to do this without it taking hardly any of your time.

That's why I would like you to take a look at the new Optimize Press Version 2: [Link](#)

When James Dyson put out the original version of OP (Optimize Press) 'The theme only version' it was a smash success and I bought a copy almost immediately myself. I mean it's just one of those tools that are truly essential to running your business.

Now James has upgraded OP so that you have it as both a wordpress plugin and the original theme version, now you get both for only one low price.

This has massive advantages as now you can use whatever theme you want and still get all the amazing sales page and squeeze page creation tools that you used to get only in the theme. Yes, now you can use all those cool tools on any site. Go here to see for yourself: [Link](#)

It's one of those investments you make in your business that you'll use year after year after year.

Until next time, Name

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15. Hey, (Name),

Here's a great traffic tip for you today.

You can use this on Twitter or Face Book and it doesn't matter if you have any fans or followers right now so no worries on that end.

Go to either Twitter or Face Book and find the really big people in your niche. As an example: if you're in to music you could go to Lady Gaga's page or if you're into racing go to Jimmy Johnsons page.

Don't follow them. Instead start following the people who follow them and they will start following you back.

You go right to the top person in your niche and effectively start siphoning off their best top followers right onto you own page.

Now when you tweet and post to your wall you'll have hundreds of people who are IN YOUR NICHE who will get your posts and tweets, pretty cool huh!

Until next time, Name

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16. Hey, (Name),

I found something a while back that has become one of my treasures and I would really like to share it with you today.

A guy I know who shall remain nameless but gave me permission to use his saying said: "I've never yet seen anyone accomplish anything they truly believed they could not."

I would like you to think about that for a second.

What that really means is if you want to achieve something first you must believe.

You need to believe you can do it.

Henry Ford said: "If you think you can do a thing or think you can't do a thing, you're right."

Anyone who doesn't believe they can do something won't. So, to do something, anything, you must first believe you can.

Apply this to your business and watch your business grow.

Until next time, Name

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17. Hey (name),

Here's a really quick tip for you that you're going to love.

Everyone is always wondering how they can add all those cool graphical elements into their word press sites that they see the authority sites using.

Well, here you go. Just head on over to J-Short Codes here=> <http://www.jshortcodes.com> and check out all the super cool stuff they have for you for F.R.E.E.

All you need to do is look at the top of the page and you'll see a navigation bar link that says "download". Click that and get your wordpress plugin and then you just take the short code from the site for whatever you want to create and paste it where you want to go, the plugin will do the rest.

This is a great resource that will help you to pop out great looking sites in no time.

Until next time, Name

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18. Hey, (Name),

I have a F.R.E.E. report that I wrote for you called "The Power Of The List".

AND NO, it's not going to be what you think at all. Just go here to download: [Link](#)

No, there's no catches, it's yours with no opt ins required.

You're going to be so surprised by what you discover that you may have to take a moment and reflect on just how powerful it really is. [Link](#)

Until next time, Name

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19. Hey (name),

Everyone always says that "the money's in the list". Yes, that's true but it's only partially true.

The m.o.n.e.y. is really in your relationship with your list. If you treat your list like gold and really have their best interests at heart they will know. But if you attempt to treat your list like an ATM machine they will figure this out too and will not have the same feelings towards you or respect for you.

Treat your list with kindness, respect and really care deep down about their success not your own, they will know and good people always reciprocate in like kind.

Until next time, Name

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20. Hey (name),

I wanted to share with you a great quote that you likely haven't heard before because the book it's from is out of print in the USA and copies of it are rarer than hens teeth.

It's by one of my favorite authors again James Allen and he wrote:

"Life is a combination of habits, some baneful, some beneficent all of which take their rise in the one habit of thinking. Thought makes the man, therefore right-thinking is the most important thing in life. The essential difference between a wise man and a fool is that the wise man controls his thinking and the fool is controlled by it...

He who controls himself controls his life, and wherever he goes he carries his happiness with him as an abiding possession"

Read that again and let it sink in. When you control your thoughts and believe you can do it you regain control of your life and begin to accomplish your dreams!

Until next time, Name

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21. Hey (name),

If you would like to get traffic that converts super cheap then I've got something for you today. I found a place where you can get 250,000 worth of all English speaking countries traffic for just 19 bucks right here: [Link](#)

Now, I tested it with a video offer and a squeeze page and it's converting at about %5 on the squeeze page and about 0.08% on the video sales letter selling a 7 dollar product.

But think about that. When you get 5% that's 12,500 opt ins for 19 bucks OR 200 sales.

Will your offer convert that high? That AS YOU KNOW will depend on your niche and your offer. But at that price you can't afford not to test it => [Link](#)

Until Next time, Name

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22. Hey (name),

Beware the shiny, shiny!

As you get deeper and deeper into marketing you will be tempted to go off onto other paths.

As a matter of fact many marketers never accomplish much of anything because they do this for a week, that for 2 weeks and this shiny thing that caught their eye for a week.

They don't focus on one main core internet marketing activity they jump all around from one supposed hot method to the next buying all kinds of shiny products promising them that if they would just hit THIS big red button that ONLY they have the secret key too then all of their problems will be over.

Not true!

To make good in this business or any other for that matter you must have laser beam focus. We really focus on list building and getting the traffic to your offers that build your list.

Yes, you will need certain tools to do this and yes products come out that will cut your time in half or help you do it bigger, better or faster and you should get those products. But only so long as they support your core efforts of getting traffic to your offers to build your list.

Stay focused and succeed!

Until next time, Name

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23. Hey (name),

I just wanted to share an easy traffic tip with you.

This MIGHT be one you already know but if you're not currently doing it you're missing out on a lot of f.r.e.e. traffic.

It's super simple.

Find forums in your niche, put your offer link in your signature area and make super effective well thought out comments.

Yes, that's it. That's how easy it is. When the people really like what you have to say they click the link and go check out your offer. They are perfect for your AR (auto responder) email series because they already like your voice. Meaning they like the way you write.

You can develop a real following that will add tons of loyal subscribers to your list.

You may have heard of this, but are you doing it?

It can work really well in most any niche. Just Google your niche name and forum in the same query and you should be able to find several forums in most niches.

Until next time, Name

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24. Hey (Name),

People look at Bill Gates and see where he is now and say well sure it's easy for him he's got it all.

But did you know that while he was developing Windows he slept on the table with the computers over at a friend's house because he had nowhere else to go.

The reason he's successful is that he was willing to do whatever it takes to get there.

To be truly successful look deep inside yourself and say "I am willing to do whatever it takes." Now be sure and repeat this every day until you die.

Yes, even when you've made it now you still need that attitude so you can keep it. Because if you've got it everyone else is attempting to find a way to get it from you.

So, be willing to do whatever it takes and you will be on top, it's inevitable.

Until next time, Name

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25. Hey (name),

This is so cool I'm not even going to tell you what it is, you'll just have to find out: [Link](#)

As always, there's NO opt in required and it's 100% no cost.

Thank you for being such a great member of our group.

Until next time, Name

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26. Hey (Name),

Solo mailings can be a great traffic source and can really add a big jump in the number of subscribers. But it's buyer beware out there as not all lists are what the owners crack them up to be.

Here's how you can tell if the list is of really high quality and worth your spending on it for the solo mailing.

You can use 'Go To Meeting' or any number of screen share open source meeting clients, many of which are now no cost. If you can't find one that doesn't charge then you can go to: <http://www.freeconferencecalling.com> and they have an interface that will work.

You get yourself and the list owner on the conference and have him log into his Auto Responder service and show you the 1st 100 names and the locations of their IP addresses and then go down and show you another 100 at maybe 1,000 or in that area of his list.

What you're looking for is what percentage are from the USA? If only 50% or less are U.S. IP addresses the list has been safe swapped with bad lists.

Ideally you should look for lists that are 90% USA and English speaking countries or greater. No list of any real size is going to be 100% English speaking but why spend your dough to mail to a list where only 50% of the recipients are even viable.

Until next time, Name

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27. Hey (name),

PMA will save the day!

That means that "Positive Mental Attitude" will save the day.

Let's face it, not every day goes exactly as planned right? You have really great days and you have some days where you just say to yourself "holy cow" or other such superlatives.

You're always going to have days like that.

But, the key to halting them in their tracks and turning right around into your favor is PMA!

You have to say "ok, I recognize the challenge and instead of stressing over it what do I need to do right now to fix it?"

You then take a deep breath if you need too, put a smile on your face and get busy.

In no time flat the problem is resolved and you're back on track.

If you would have sat there stressing over it, you'd still be sitting there stressing over it.

Yes, PMA WILL save the day when you roll up your sleeves and take action!

Moral of the story: put a smile on your face and get busy.

Until next time, Name

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28. Hey (name),

You are seriously going to like what I uncovered for you today!

I found a tool that will allow you to place your link on authority sites when people visit them after leaving your site.

What this does is makes it look like you spent huge money advertizing on major name sites when you never spent a penny. See it for yourself here: [Link](#)

I negotiated a deal for you of 75% off but it's only for our group on my list, no one else so please don't share the link.

He's allowing us this discount for a very limited time so go have a look now: [Link](#)

Until next time, Name

