**How To Structure A Follow Up Series**

Marketers the world over use follow up autoresponders to increase sales. But, many struggle to write a compelling message series. Don’t let that keep you from your share of the profits! Print and follow these instructions; you’ll soon be following up with finesse.

(Examples in this article use the fictional product “Your Dream Body”. Any similarity to actual products is unintended and coincidental.)

**Message 1 – Big Benefits:**

Many of the sales resulting from your follow up series will come after the very first message. Keep this message short. Just take 500 or so words to flesh out a handful of your biggest benefits. For example, part of the Your Dream Body Company’s first message might read:

“**A Lose 4 Kilos In 2 Weeks :**  
Your Dream Body will help you Lose 4 kilos in just 6 weeks! Or you don’t pay a cent….

“**No More Diets & Exercise Programs That Don’t Work:**

Watch your body change shape in a matter of weeks”

**Message 2 – Establish a Need:**

Use your second message to explain why your product is necessary. First, lay out the situation leading to a need for your product. Then, show that your product will meet that need. For instance:

“People across the country are more overweight and out of shape then ever. They join a gym & try to eat healthy to no avail. But, not those who use Your Dream Body! They’ve created tone, trim & healthy bodies for life”

**Message 3 – Tool Talk:**

In your third message, show the lead how he/she will go about actually using your product. Detail any systems or supporting material that you offer. In the case of our fictional Your Dream Body, part of this message might read:

“This program is cutting edge: Simply use our easy & proven system to melt away your unwanted body fat. In just 90 minutes each week. You will see an improvement in your strength, fitness, weight plus much more after just 2 weeks!”

**Message 4 – The Wildcard:**

Customize message four for your unique product. Try one of these ideas:

* Have a customer case study? This is a great place for it.
* Selling complimentary products? Detail one of them here.
* Selling a real-world product?
* Have a bricks and mortar office? Invite the prospect to visit. Include directions.
* Are you personally a visible part of your brand? Include your bio here.

**Message 5 – Questions? Comments?:**

Your lead may be waiting to purchase until you explain one particular thing. By asking outright, you can speed the sales cycle to a close.

Start the fifth message by asking your prospect if he/she has any questions. Give them several ways to reach you, and include your hours of operation.

Take the rest of the fifth message to answer some of the questions your prospects ask most often.

For instance:

“Are you excited about having the body of your dreams, when you use Your Dream Body System? I hope so! Let me go over some questions our customers have asked in the past”

**Message 6 – Testimonials:**

With your sixth message, show off your satisfied customers. Choose several of your best testimonials, and list them here. Look for quotes from customers who are obviously excited about your product, but that still sound believable. For instance, choose:

“I’m thrilled with Your Dream Body! Just two weeks, and I have lost 4.5kgs & feel better than I have in 10 years.”

Instead of:

“Your Dream Body is miraculous! I lost 10kgs in just 4 days – and ran my first marathon !”

(The testimonials in this article are made up examples. All of *your* testimonials, however, must be real. Fabricating testimonials is illegal.)

**Message 7 – Last Chance:**

Your final message serves as one last reminder of your product. Briefly reiterate its most impressive features. Then, throw in a few testimonials or a very short case study. Round out this message with your contact information. Our example product’s final message might read:

“Over the past several weeks, you’ve heard about how Your Dream Body can turn your health & fitness around. Customer Dan tried it, and he says, ‘My body and health and fitness have never looked or felt this great…’”

**Follow Up With Finesse**

Automation means that good follow up doesn’t have to be time consuming. Now, creating a message series is just as easy!

"If you don't use a sequential follow up system, I can’t imagine that you're going to be very successful."

We use a service called aweber and so do most of the marketing greats.

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