

Home Maintenance Auto Responder Series

Use the following templates to construct your email auto responder series.

There are six emails here to get you started. All you have to do to come up with topics for other emails is generate more FAQs and SAQs. One of the most effective ways to do that is survey your prospects, which is why we've built that into the sixth email.

Remember you promised not to spam your subscribers so make sure your emails are informative and contain more valuable content. This will build your credibility with your prospects and establish you as a trusted authority regarding your business category.

Also, don't overdo the emails. If you mail more than once a week, you run the risk of annoying your prospect but this is more of a guideline than a hard and fast rule.

Of course, the object is to convert these prospects into customers, so you should create an introductory offer to get them to try your service or purchase something from you.

One way to do this is to make it a natural follow up to the information you provide in your emails - "If you'd like more information or a personal consultation, go here: www.YourSite.com/about."

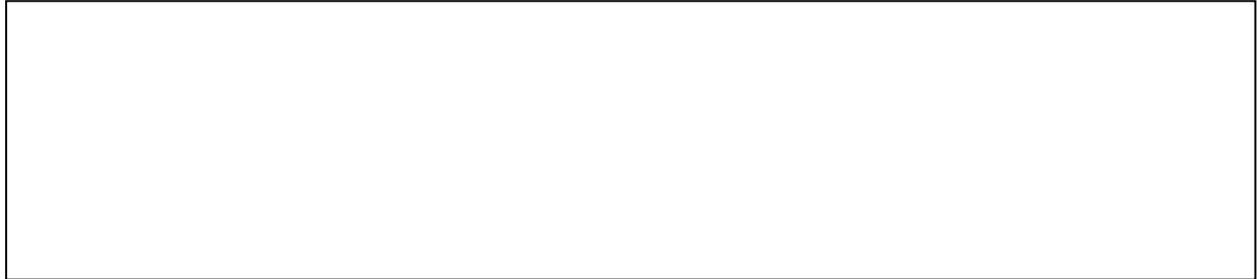
Let's get started...

EMAIL #1

SUBJECT:How to Get Your Free [Target Activity, e.g.,Home Owner's Maintenance] Guide

Hi [FIRSTNAME],

Thank you for requesting our guide,[EBook Title Here].



[Include a couple short paragraphs that establish your credibility and reinforce the prospect's need for your information, like these:

Keeping the systems of your home working properly in every season is key to a safe, happy and healthy home. I've created the top 20 tips to help you keep your heating system/AC running smoothly and efficiently, plus I also share with you some tips on how to keep your pipes safe, clean, and how to avoid water in your basement and other useful household tips that will keep your house running smoothly without needing any costly visits from home repair.

Most homeowners aren't aware of some easy, quick tips that they can do to their home to keep it safe, happy and comfortable for everyone in the house. This information will help you avoid losing money unnecessarily, by having costly visits from maintenance professionals.]

To access your free copy of [Repeat EBook Title Here], please go here:

<http://www.YourSitename.com/20-secrets>

I hope you find these insights useful and if you have any other questions about how to care for your home, feel free to contact me at [Phone number and/or email].

To your home maintenance success,

[YOUR NAME], [TITLE]

[WEBSITE ADDRESS]

P.S. Make sure to read [Repeat EBook Title Here] where I answer the question, [Your juicy question, e.g., "What is the biggest mistake people make when hiring a plumber?"].

EMAIL #2 - VALUABLE INFORMATION

SUBJECT:[One of your best FAQs, e.g.,Is it better to use draino on clogged sinks or just call my plumber?]

Hi [FIRSTNAME],

If you haven't read all of my guide[Ebook Title Here]yet you may not know the answer to this question yet. Even if you haveread the guide, there's one other important factor I left out.

[Answer the question using the answer in the guide first. Then include some additional information that further establishes you as a credible authority on this subject of interest to the prospect.]

[Include a brief story of how you helped a client that relates back to the subject of this email. Something like this: "I recently helped one of my clients, a first time home owner, how to clear out a quick clog that they had in their sink. He didn't realize how easy it was to clean the catch under the pipe. This and many other tips you'll find out how to keep your pipes from clogging, and freezing in the winter.]

I hope you found this information helpful.

To your home maintenance success,

[YOUR NAME], [TITLE]

[WEBSITE ADDRESS]

P.S. Remember, if you have any other questions about hiring a plumber, feel free to leave me a message at [Website About page URL].

EMAIL #3 - MORE VALUABLE INFORMATION

SUBJECT:[Another good FAQ, e.g.,What is the best way to keep my pipes from freezing in the winter?]

Hi [FIRSTNAME],

Another question I hear from people who are looking to winterize their homes is [What is the best way to keep my pipes from freezing in the winter?].

While I address this in my free guide, [EBook Title Here], you may not have gotten to this question yet. And even if you have, there's something I forgot to tell you.

[Answer the question using the answer in the guide first. Then include some additional information that further establishes you as a credible authority on this subject of interest to the prospect For example: The best way to keep your pipes from freezing in the winter is to wrap them really well. Look out especially for the pipes that are either outside, or ones that are in places where there's not a lot of insulation. Typical examples are pipes under the sink, and pipes that lead to outside, or that are in your basement or other areas that might be exposed to extreme temperatures.]

[Include a brief story of how you helped a client that relates back to the subject of this email. For example: We had a client who was having pipes freeze all the time and it wasn't until we realized her insulation was really old and almost nonexistent that we were able to help her wrap her pipes and save her from her pipes freezing again. And we also showed her how when extreme temperatures hit she can turn on the water and ensure some water is running, which really helps your pipes from not freezing.]

I hope you found this information helpful.

To your home maintenance success,

[YOUR NAME], [TITLE]

[WEBSITE ADDRESS]

P.S. Remember, if you have any other questions about how to keep your pipes from freezing, feel free to leave me a message at [Website About page URL].

EMAIL #4 - MORE VALUABLE INFORMATION

SUBJECT:[Another good FAQ, e.g.,How can I be sure I'm not getting ripped off when a plumber comes over to check out my clogged toilet?]

Hi [FIRSTNAME],

[Repeat the question from the subject line].

Almost every person even remotely thinking about [needing a plumber] today worries about [getting ripped off].

[Answer the question using the answer in the guide first. Then include some additional information that further establishes you as a credible authority on this subject of interest to the prospect. For example, plumbers seem to be a dime a dozen, just search in your yellow pages or search online for one. How do you tell if they're legit or if they're ripping you off? Well I will give you several tips because believe me I've seen a lot of plumbers in my day, (it's a long story), the good news is you're benefiting from all my past plumbing problems.]

[Include a brief story of how you helped a client that relates back to the subject of this email. For example- I was able to help Susan find the best plumber for when her toilet overflowed because I gave her access to some cool local sights that rate plumbers, which I'll share with you, just email me. Plus I gave her a list of warning signs to look out for when you get a plumber to come to your house.]

I hope you found this information helpful.

To your home maintenance success,

[YOUR NAME], [TITLE]

[WEBSITE ADDRESS]

P.S. For more information about how to avoid [getting ripped off when hiring a plumber], visit [Website About page URL].

EMAIL #5 - MORE VALUABLE INFORMATION

SUBJECT:[Another FAQ, e.g.,How do I know I am getting a good value from my plumber?]

Hi [FIRSTNAME],

If you've ever wondered [How do I know I am getting a good value from my plumber?], you're not alone.

In fact, most people thinking about [hiring a plumber] wonder about how [they know whether they're getting good value].



[Include a brief story of how you helped a client that answers this question. For example- plumbers are adime a dozen and I find vary in range from how much they charge. The best way to find a plumber for thefirst time if you have an emergency is to ask a neighbour, friend or colleague. I find a referral is usually THEbest way to find a quality plumber.]

I hope you found this information helpful.

To your home maintenance success,

[YOUR NAME],[TITLE]
[WEBSITE ADDRESS]

P.S. Find out everything you should know about [getting great value when hiring a plumber], and learn how to[get your introductory offer, e.g., "FREE plumbers assessment of your pipes"]. Visit my site at [Website About page URL].

EMAIL #6 - INFORMAL SURVEY

SUBJECT:[What's your number one?]

Hi [FIRSTNAME],

I know you probably have many questions about [finding the best plumber] but what's your number one question?

I want to make sure you get [the best plumber possible at the best price possible] when you [hire your plumber], so send your question to me and I will answer it personally.

Go ahead, send your question to me now at [YOUR EMAIL ADDRESS] and I'll contact you directly to answer it.

I look forward to hearing from you,

[YOUR NAME],[TITLE]

[WEBSITE ADDRESS]

P.S. Don't forget you can find my "insider information" about [finding the best plumber], and learn how to[get your introductory offer, e.g.,"FREE plumbers assessment of your pipes"]. Visit my site at [Website About page URL].

ALTERNATE EMAIL #6 - FREE ASSESSMENT WITH YOU

SUBJECT:Win a free hour with [YOUR NAME]

Hi [FIRSTNAME],

I know you probably have many questions about [finding the best plumber]butwhat's your number one question?

I want to make sure you get[the best plumber possible at the best price possible]when you[hire your plumber], so send your question to me and I will enter your name to win a free[get your introductory offer, e.g., "FREE plumbers assessment of your pipes"].

Send your question to me now at [YOUR EMAIL ADDRESS] to enter the drawing. Remember, this is for a free[e.g., "FREE plumbers assessment of your pipes"]worth \$_____.

To your home maintenance success,

[YOUR NAME],[TITLE]

[WEBSITE ADDRESS]

P.S. Don't forget you can find my "insider information" about [finding the best plumber], and learn how to[get your introductory offer, e.g., "FREE plumbers assessment of your pipes"]. Visit my site at [Website About page URL].