

## **Autoresponder Examples**

### **Email 1**

**Subject:** Follow-Up to Your Gift

Hi.

Thanks for downloading your free tips on business networking. I hope you're able to start applying some of them right away!

Here's another gift I thought you might enjoy to build your business:

[GIFT]

I'll be sending you more tips and tricks for building up your network in the coming days, so stay tuned.

Remember, your business relationships and friendships are one of the most important assets for guaranteeing your success, so nurture them daily.

Meanwhile, try going through the list and picking just one or two that you can apply TODAY.

To your success,

\*YOUR NAME\*

### **Email 2**

**Subject:** An Unexpected Bonus Benefit to Business Networking

Hi.

Since you downloaded the free business networking tips, have you had a chance to use any of them yet? Maybe gone to a networking event to practice?

When you do meet people at an event, you may begin to notice an unexpected bonus to your efforts:

Your confidence and communication skills grow each time.

By putting yourself out there and conquering some of your natural hesitance, you're also pushing the edges of your comfort zone.

Very few people start out comfortable in strange situations, and you shouldn't expect to be sure of yourself. It takes practice.

But you CAN expect to get better at it each time. As a result, you'll find that your new confidence will seep into other areas of your life. You might even feel ready to take on new skills that you never thought you could do before.

Give it a try. Even if you're just engaging with new people in a new LinkedIn Group or Facebook Group, you'll start feeling more confident about your networking skills in general.

To your success,

\*YOUR NAME\*

### **Email 3**

**Subject:** Secret for Connecting at Networking Events

Hi.

If you've thought about going to a networking event or conference and the idea of walking into a room full of strangers terrifies you,

....you're not alone.

Most people's anxiety goes up a few notches at the thought.

Here's a little secret that seasoned business networkers use that will help:

Spend a little time before the event looking at who will be there. Depending on the type of event or meeting, you may be able to get a list of people who have signed up or RSVP'd.

Do a first cut of the list to see who your top prospects are who you want to connect with.

Now go look up these people on LinkedIn first, since that's most people's "business" site for social. Then look them up on Facebook or other social sites.

Look for the following information:

- Their photo. Memorize their face as best as possible.
- Their business description, missions, values, or anything else that discusses their unique selling proposition
- Their personal interests. If you can find something you have in common, it will make it easier to connect when you're in person.
- Who they're friends with. While many people are not selective about their social media friends, if you have a lot of friends in common, it may give you something else to talk about.

Keep notes on each person separately so that you can review them before your meeting.

To your success,  
\*YOUR NAME\*

#### **Email 4**

**Subject:** Why Business Networking Can Save Your Business

**Body:**

Hi.

By now, I'm hoping you've taken a few of the tips on business networking that you downloaded and put them into practice. Even if you haven't, I want to point out another important benefit today:

Your business networking can be the one thing that saves your business.

Most people think about building business relationships so that they can get referrals, find a job, make more sales, find business partners, etc.

But, what if your whole business was suddenly in danger?

For example, what if your website was hacked and your customer list disappeared? Or, what if someone started posting nasty comments about you around the web?

You can turn to your network to help you rebuild your business quickly.

They can put the word out in their own networks, help spread good information about you in the right spots, and promote your business so that you can rebuild your customer list.

They can also be the best people to turn to for advice.

Now, are you ready to get back out there and network? Go for it!

To your success,

\*YOUR NAME\*

## **Email 5**

**Subject:** Always Be Networking

**Body:**

Hi.

Let's suppose for a moment that you've met your networking goals. Maybe it was to get a new job, find a couple new business partners, or raise money for a new venture.

Now what?

You keep on networking!

The last thing you want to do is let people forget about you. Otherwise, when you need them again, they won't remember who you are.

You also need to keep building new relationships for the future. The larger your networking of relationships, the more support and opportunities you'll have in the future.

Your business networking skills are still one of your greatest assets, and you should always be developing and improving them.

If you're interested in working through a focused process for business networking, you might want to check out my new course:

**\*\* INSERT LINK TO COURSE HERE \*\***

It will walk you through each step from defining your purpose for networking to laying out your game plan.

It also comes with a number of tools and resources to help you succeed.

Check it out and let me know what you think.

To your success,

**\*YOUR NAME\***