



**Boomer Marketing *Buzz***

**Tips, trends and tools to reach Boomer Buyers**



Hello and welcome to **Buzz #8**: the latest tips, trends and tools that will help you attract and join the conversation with more of the 78+ million active, wealthy and dynamic Baby Boomers.

## **Capture Your Baby Boomer Prospects' Trust with an Effective Autoresponder Series**

Are you using an effective autoresponder series to build the 'know, like and trust factor' with your Baby Boomer prospects?

An autoresponder series is a series of short (500 – 700 words each) email messages that you send to prospects when you are trying to sell a product, service, subscription, membership, etc. And they can have a huge impact on your bottom line!

Typically, someone reads your sales message and then opts in for your offer—a free report, free ebook, video—but they don't buy what you are selling.

As you know, Baby Boomers are cautious buyers—especially in today's economy. They'll read reviews and ask questions before buying. They want to know they're going to get a good bang out of their hard-earned buck before forking it over.

### **I Know, Like and Trust You ... I'll Buy From You**

The job of your autoresponder is to get your Boomer prospects back to your sales message. It's your 'sales force' calling on them in a timely fashion and building up a relationship.

Each of your emails should focus on ONE want/need/desire/problem your prospect has and explain in compelling language why your product/service is the answer they are looking for.

By looking at a different want/need/desire/problem in each email, you give your prospect an opportunity to view your offer from a new perspective—one they might not have considered when they first saw your sales message.

You offer content and benefits that answer their questions. They start to see you in a new light; one that offers a solution to their pressing problem or need. They begin to feel like they know you and can trust you because you are answering their questions and offering to help.

Once that relationship begins, you have a much more receptive prospect. Ka-Ching!

## It All Begins With a Story

Everyone loves a good story and the most effective autoresponders start with an interesting story that keeps the reader moving through the copy to your links—back to your sales message!

Written in a personable, chatting-with-a-friend style, write a story that can tie in to your offer somehow. It can be personal (about your childhood, family, friends, college), cultural (about movies, songs and TV shows that resonate with people) or topical (related to hot news items).

Drive the story towards a natural transition where you make a connection to the prospect's pain/need/problem and build a desire for a solution. At that point, put in a link to your sales message—the answer they are seeking.

The first link gets clicked the most so make the transition powerful.

Introduce your product/service with a very strong benefit that solves the ONE issue you are writing about. Sprinkle in a couple more features/benefits that you glean directly from your sales letter/landing page and another link. By providing several links, you give your prospect the opportunity to move to your sales page when they feel ready.

Wrap up with a strong Call to Action that'll make your prospects want to act NOW—a limited time offer, free bonus to the first # of responders, etc.

Add another link before your signature.

We're not quite done yet...

Your P.S. is your final shot at getting them back to your sales page so try to hit on the high points once again. Emphasize a very strong benefit such as a no lose guarantee or restate a strong freebie offer.

Keep the whole message casual and friendly and end with a final link to your sales page.

Once a prospect buys your product/service you can continue to send emails that really solidify the 'know, like and trust factor' and keep them coming back for more again and again. Congratulate them on their wise purchase and send a series of emails that explain how to use/benefit from the product or what to expect next if they've purchased a service.

**If you need persuasive and effective autoresponders that rock and will have your Baby Boomer prospects clicking through and buying, give me a call: 413.822.1280.**

*Kathleen Cleary is a Baby Boomer Direct Response copywriter and online marketing strategist who specializes in companies focused on the Boomer market. Her skills include Social Media Marketing and website optimization to boost conversions and sales.*

*To learn how she can help you reach more Boomer Buyers and sign up for her free report "Grab your Share of Gold in the Sea of Baby Boomer Silver", visit:*

<http://boomermarketingcopy.com/goldmine>.

