



Setting Day Sequence in Autosponder Messages

Quick explanation on day sequencing

When you create messages in your AIOF Autoresponder series, this short PDF will show you how and also, I mention my opinion on frequency of the messages.

Login to your back office choose Autoresponder from the ToolBox tab. Click on Campaigns and Go from the list of your campaigns and then choose autoresponders and edit autoresponders.

Active campaign: FreeMoneyLeverage.dc@AIOF Response

User logged in: Dave Fullmer

Edit Autoresponders

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All your Autoresponders: (select one to edit)

Subject	Spam rating	Sent	Opened	CTR
<input checked="" type="radio"/> Here is the information you requested. (instant)	0.0	0	0.0%	0.0%
<input type="radio"/> Do you have any questions after seeing Free Money Leverage? (day 1)	0.0	0	0.0%	0.0%
<input type="radio"/> Free Money Leverage Works Just Like Its Name (day 2)	0.0	0	0.0%	0.0%
<input type="radio"/> Are you still interested in information on a work from home business? (day 3)	0.0	0	0.0%	0.0%
<input type="radio"/> Do you realize that if you dont change, nothing else changes? (day 4)	0.0	0	0.0%	0.0%
<input type="radio"/> Im trying to provide you with a great online income (day 5)	0.0	0	0.0%	0.0%
<input type="radio"/> Let me know what program you are currently working (day 6)	0.0	0	0.0%	0.0%

To edit any message you have to select it. To select a message to edit it just click the circle in front of the message and then click on the box "Select Message"

Also note that the day from the beginning of the series is recorded for each message.

If you add a message to the series you always have to set the day you want the message to go out and that number will be the number of days after the prospect joins your list.

In our example here The first message is sent immediately (Day 0) and each messages is sent one per day until finished.

It is possible to insert a message so on any day but unless you want 2 messages sent the same day you would then have then select the following messages and add some days.

Lets look at where you set the day the message is sent.

The screenshot shows a message management interface. At the top, there is a list of messages with columns for message text, spam score, and delivery status. Below this is a table of spam score ranges and their corresponding delivery chances. The 'Edit message' section includes fields for Subject, Message Type, a 'Disable' checkbox, an 'Interval' field (set to 0 with a red arrow pointing to it), and a 'Body' field. A red box highlights the 'Interval' field and its label.

Spam score	0.0 - 0.5	Good chance to be delivered in inbox
If the spam rating of your message is not 0.0, you can select the message and click the 'Spam score info' button to see what the reason is.	0.5 - 4.9	Can be improved
	5.0 and higher	Big chance to land in Spam folder

Interval: 0 sent mail ... days after signup. (max. 9999)

You set the day the message goes out at the arrow and note it says “day after signup”

That's how easy it is to set the day of the message. Now my strategy on sequencing.

First, I hate it when I get 6 messages from the same guy every day so I want no more than one message a day for the first week.

Normally if I have messages longer I will start spreading them out after the first week maybe to every other day and the following week I will spread them out a little further.

I have one campaign where I have 27 messages the 25th message is sent about 45 days after signup, the 26th message is sent at 99 days and the 27th is sent at the 365th day.

Also, You can always recycle the subscriber at some point.

Thank You,

Dave Fullmer

About Dave Fullmer

Dave Fullmer is a retired technician who worked 46 years on the electrical circuitry of automated manufacturing equipment. For the past 10 years he has been doing various marketing programs on the internet with some successes and some failures. He loves to share some of what he has learned so that others don't have to go through the trial and error frustrations of trying to learn by themselves



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