

It's the love month. I hope everyone had a nice Valentines day. Some people certainly get carried away with the Valentines day tradition. I'm not that big on it, but that doesn't mean I don't get some flowers for my wife just the same. I know what's good for me. The upside is that I can theme this newsletter around love for this month.



So I'll show you some educational love this month, as I do every month, and give you some helpful tips on growing your business online. This month's topic will be on automating your lead funnel for your business with emails using autoresponders.

Next month in March, I've got a video of a seminar I organised for website security and how to protect your website from hackers, so look out for that one.

And remember, as Netrospect Inner Circle Members you can always give me a call or drop me an email to discuss your website. No question is too small or too large. I'm here for you.

Aaron



From The Desk Of  
Aaron Dwyer (owner)



This newsletter is  
delivered digitally to  
help the environment

## Technical News

It's important to stay up to date with software on the servers. Security is our top priority. This includes the operating system / Apache / Emails / FTP and PHP. PHP 5.3 is now the standard PHP that is on all newer servers. This has affected a few hosting accounts that run software that was not up to date. Joomla / Wordpress / and other PHP applications must be kept up to date for security patches and software updates. We have been working with anyone that has been affected by these changes.

The Mercury server still running PHP 5.2 in Sydney is going to be decommissioned before 10<sup>th</sup> April 2012. This only affects a few remaining accounts that are still on this server. They will be migrated during March onto newer machines.

Make sure you [contact support](#) from the website or [support@netrospect.com.au](mailto:support@netrospect.com.au) or phone if you notice anything amiss with your account.

## Grow Your Business With Autoresponders



For many organizations autoresponders are used as a tool to maintain and build relationships with prospects and clients. I use autoresponders as my main client database resource and to send broadcasts and automatic marketing emails out periodically.

An autoresponder is a web based software tool that sends out prewritten email messages automatically to people on your email list.

Since you are in business you know that it takes multiple exposures to a product or service before a person buys. It's been tested to take between three and seven exposures before you close a deal, depending on what you sell, whether it's offline or online marketing and all kinds of other variables.

The important point is that it takes multiple exposures, once usually isn't enough. You need to build marketing tools that expose your leads / subscribers and readers to your promotions over and over again, and email autoresponders are perfect for just that purpose.

**Step 1.** Put a form on your website to collect visitors details (names and email addresses, or more info)

Make sure you offer the visitor something of value to entice and reward them for joining your mailing list. Ebooks, audio, video, software, access to special promotions, whitepapers, anything you can think your visitors might want.

**Step 2.** Send them automated pre-written emails in a sequence that are designed to get them to take action.

Once a visitor signs up onto your email list, the pre written autoresponders will start. They will receive the follow up emails automatically on a schedule that you define. For example, they might receive the first email on day 1, the next email on day 3, and then once a week for the next 10 weeks or more after that. You write the emails once, save them in the autoresponder system, set the schedule, and the rest is automatic. Each email will be building rapport with your new subscribers. Educate them and get them into action, don't just pitch them offers.

A rookie mistake is finding some software to put on your hosting account and running it all yourself. There are many reasons to not do this. I could write a whole article on it. I wouldn't recommend using your hosting account for this. If you send out mail that is reported as spam even if it isn't, your hosting account may be affected or at worse suspended. To avoid any hassles, I've been using the best 3rd party autoresponder in the business for over 4 years. [AWeber](#) handles all the hard work for these 2 steps of creating forms, and sending newsletters and autoresponders. Yes there is a small cost, but the high deliverability, ease of use, and peace of mind, has paid for itself many times over with my own lists.



I've only just scratched the surface on this topic and I've helped many businesses setup their autoresponders the right way. So if you want to capture and grow your online leads, give me a call or email and I'll help you with it.

## Domain Name Renewal Letter / Invoice Scams

This is an important standing insert in these newsletters.

If you receive any notices that look like invoices for your domain name in the mail, they are not real and are scams.

Why these companies are still allowed to continue with this misleading advertising is amazing. ACCC?

All domain renewals from all registrars will come via email, not normal postal mail.

Please make sure that the domain email is coming from the same registrar that you purchased the domain name from.



## Testimonials

If we have helped you in any way that has impressed you and made you think “I’m glad I have Netrospect looking after my website and emails”, we’d really appreciate it if you could send us an email about it. A couple of sentences is all it takes. **Anyone that sends in a testimonial will get 1 month FREE web hosting credit.**

## Don’t Forget About Your Referral Bonuses

Every time you refer a new web hosting member to us, we will credit your account with **THREE (3) months free web hosting**. If you refer a new web marketing member to us, we’ll credit your account with **TWELVE (12) months free web hosting**. It’s so simple, and it just works. Spread the word. A new member can leave your name in the signup form so you get credit for the referral.

Thank you to our loyal members that continue to refer new businesses to us.

## ARE YOU ON THE MOVE?

Don’t forget to contact the office if you are moving to a new address or changing your email address,. This is very important, since if there is an issue with your account and we can’t contact you, then your website and emails may be suspended until we can.

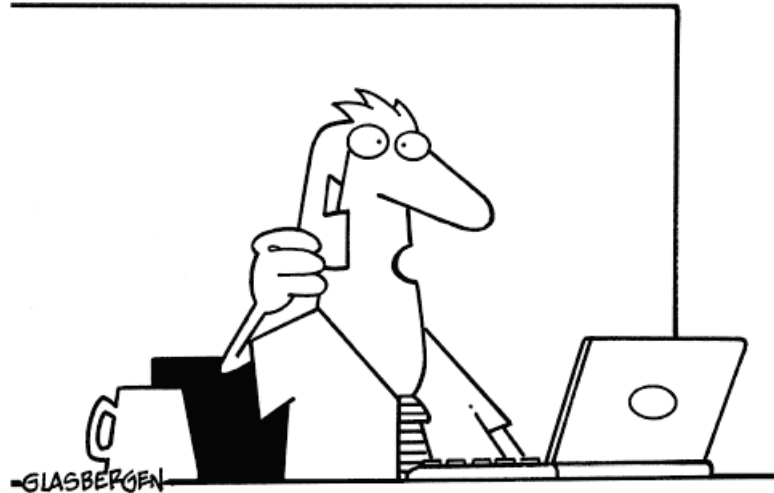


## Lucky Member of the Month

Member Name : Alan Gillanders  
 Website : <http://www.alanswildlifetours.com.au>  
 If this is you, you’ve won **THREE months of web hosting. (value \$30 if you are on the Bronze plan)**. To claim your prize, you must contact us by email before 31/3/2012

## Chuckle of the Month

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**“Are you sure our data is secure on the cloud?  
I just saw my spreadsheet on the weather channel!”**

Source: [www.glasbergen.com](http://www.glasbergen.com)