



Autoresponder Outline

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Planning Your Email Drip Campaign

- Each email should deliver one clear and specific value item to your audience.
- The Subject Line of the email should clearly reference the value item enclosed.
- Mention the value item near the top of the email so readers see it quickly.
- Each email should link back to your website for additional information.
- Each email should invite the reader to forward it to a friend or colleague.

#	Subject Line / Value Item	Website Link
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