

The #1 Tool No Serious Marketer Should Be Without

If you consider yourself an online marketer or want to be, then you *NEED* the tools of the trade. There is NO getting around it.

A Serious marketer MUST have a list of people that you can email on a regular basis about your products or services.

Therefore; a tool that is an absolute necessity, is an **autoresponder system**... *First*, a capture page is required to collect data like a name, email or phone number.

Once this information is collected it goes into a database. With an autoresponder, you will *regularly* email your database about your offers by either sending scheduled emails or broadcasts.

Your *list or data base* is the **life blood** of your business. Having an email data base of people who have requested information about your business is CRITICAL to building a relationship via email and therefore making sales.

This isn't a debate on whether or not you need one - YOU NEED ONE if you ever want to be a serious marketer! **Get one today...**

Here Are The Most Popular Auto Responders:

- [Aweber](#)
- [Get Response](#)
- [Mail Chimp](#)
- [Infusion Soft](#)