

Auto Responder Improvements

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Stuck in an auto responder rut with only your eZine going out regularly? Get out of the rut with some of these ideas for improvements.

1. Provide back issues of your eZine archives via your auto responder instead of hosting all your archives online. This will give your subscribers and web site visitors easy access to them and offers a chance to include graphics, audio and video and other components all rolled up in .pdf files for quick, easy download.
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