Worksheet: Mapping Out Your High-Converting Auto-Response Messaging

1. Audience Understanding

Target Audience Overview:

- Who is your ideal customer? (Age, gender, profession, etc.)

  _____

- What are their key pain points? (List at least 3)

  _____

- What are their goals/desires? (What do they want to achieve?)

  _____

- What motivates them to take action?

  _____

2. Crafting Your Automated Messages

Message 1: Initial Contact

- Headline: What is the attention-grabbing headline?

  _____

- Value Proposition: What is the key benefit or offer you're presenting?

  _____

- Call-to-Action (CTA): What action do you want them to take? (e.g., Sign up, Buy now)

_____

- Tone/Language: Describe the style and tone you will use (e.g., friendly, professional, urgent).

_____

Message 2: Follow-Up Message

- Headline:

_____

- Reminder of Value: What additional value or reassurance are you providing?

_____

- Call-to-Action (CTA):

_____

Message 3: Final Follow-Up or Urgent Push

- Headline:

_____

- Urgency/Scarcity: How are you creating urgency (e.g., limited offer, time-sensitive)?

_____

- Call-to-Action (CTA):

_____

3. Timing & Frequency Plan

Message Timing

- What triggers will send your initial message? (e.g., form submission, download request)

_____

- Message 1: When will this be sent? (Immediately, after X minutes/hours/days)

_____

- Message 2: Time between the initial message and the follow-up?

_____

- Message 3: Time between the second message and the final push?

_____

4. Follow-Up Strategy

Number of Follow-Ups

- How many follow-up messages will you send?

_____

Types of Follow-Ups

- What type of follow-ups will you use? (Email, SMS, etc.)

_____

- What type of value will you add in your follow-ups? (Educational content, special offers, testimonials)

_____

5. Campaign Metrics

Key Performance Indicators (KPIs)

- What metrics will you track to measure success?

    - Open Rates: _____

    - Click-Through Rates (CTR): _____

    - Conversion Rates: _____

    - Unsubscribe Rates: _____

A/B Testing Plan

- What element will you test first? (Subject line, timing, message content, etc.)

    _____

- How long will you run the test?

    _____

6. Optimization Plan

Message Adjustments

- Based on initial results, what changes will you consider? (e.g., different CTA, updated messaging)

    _____

Timing Adjustments

- Will you adjust message timing based on performance? If so, how?

    _____

Frequency Adjustments

- How will you alter the frequency of messages if needed?

  _____

Final Checklist:

- Have you mapped out each message with a clear headline, value, and CTA?

  [ ] Yes

- Have you planned your timing and frequency with audience behavior in mind?

  [ ] Yes

- Do you have a follow-up strategy that adds value and builds trust?

  [ ] Yes

- Are you prepared to track performance and optimize based on results?

  [ ] Yes