

by John McIntyre, The Autoresponder Guy -

<http://www.themcmethod.com/aweber-mailchimp-getresponse-infusionsoft/>

Aweber, MailChimp, GetResponse, Infusionsoft: How to Choose

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John McIntyre:

OK it's John McIntyre here again, the Autoresponder Guy coming to you from themcmethod.com with an email marketing update. Today I want to talk about software. Alright, Aweber, Office Autopilot, InfusionSoft (nicknamed Confusion Soft). There are so many software platforms for you to send email that some people get into this and they're like "Alright, I get it John, email marketing is the business when it comes to marketing, but I just don't know where to start. I mean, there's so much software out there, where do I begin? I mean, I'm not even a technical guy. Or girl." OK?

Now the thing is, most of the software will do what you need it to do, right? There are differences between them, but you can sign up to Aweber or MailChimp, and you're going to get. Mostly, you're going to have what you need to using my marketing to building your business.

That's the thing, don't complicate it. I could tell you that Aweber is better than MailChimp or MailChimp is better than Aweber, or Office Autopilot is better than confusion soft. It doesn't really matter, OK? You need some software. All of these things will allow you to collect leads, send out autoresponders, and so on.

The only thing I would suggest, is if you want to do some advanced segmenting, maybe do payment processing, you want more of a CRM, go with Office Autopilot or InfusionSoft, because that's what they're more suited for. But if you just want to send emails, if you want a straight autoresponder, pick whatever looks good to you. Go to MailChimp.com and sign up for MailChimp. Do it with Aweber.

Do it with one of these sites. Don't confuse this. Just make a decision. Be a businessman and make that fast decision and just take action, OK? Far too many people get caught up thinking this is a major thing that they need to sort out. It's not that big of a decision, OK? You can move your list around at a later date after you, you know, maybe you realize that you need more features.

Alright, so you might want a normal autoresponder today, but in 6 months' time you want something more advanced. You can switch from a simple software to a more advanced software. None of that matters,

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OK? None of that- you shouldn't be focusing on that. You should be focusing on taking action, moving forward. Because that's really, that's what's going to get you the results when it comes to email marketing.

So, as a consequence of watching this video, go and sign up. Within 15 minutes of this video finishing, go and sign up to MailChimp if you haven't already, or Aweber. Just pick one. If you haven't started, I would go with one of those two just because they're cheap and they're really easy to get started. They make it very simple. Simple as that, OK?

I'm John McIntyre, the Autoresponder Guy. You're watching themcmethod.com email marketing update.