

# CONVERSION MACHINE

## MODULE 2

Data Collection

**VIDEO 8** Transcript  
Welcome Emails

# Welcome Emails

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Hey everyone and welcome.

Collecting data from your customers does not always have to be a task.

In this video we are going to learn how to automatically collect insanely insightful data from your customers.

What I am talking about is sending welcome emails using autoresponders.

Email autoresponders are automated emails that get sent out at defined times from the point at which someone signs up to your email newsletter.

When someone signs up to your email list they are giving you the opportunity to not only welcome them and hopefully help them out but also for you to learn about their problems and how specifically they define them.