

Written by Dr. Hale Pringle – 11/2016 – Version 8

You may not distribute copies of this eBook

There is a YouTube Video that goes over the material in the first half of this eBook.

<http://HalePringle.com/aweber-qs-video>



Overview – We Will Cover:

1. A Quick List Building Funnel Overview – Including How Pages Fit Together
2. Creating a list – includes setting up a Master List for each niche
3. Creating a Sign-up form
4. Inserting the form in a blog (outside AWeber) – Simple Squeeze Page
5. All the Pages Needed to create a Squeeze Page → Thank You Page/One-Time-Offer page → Download/One-Time-Offer Page → Thank You for Buying Download page.
6. Sending Messages – Follow-up and Broadcast
7. The Other AWeber Menu Options
 - a. Subscribers
 - b. List Options
 - c. Reports
 - d. Top Menu – Another brief look (Including Help)
 - e. The AWeber Dashboard – the Home Screen.
8. Tracking where Subscribers Came From

BTW If you do not have an AWeber account, you can click on this link to create one for \$1. <http://HalePringle.com/aweber>

NOTE: One of the key elements of this eBook is that we are going to do some fairly sophisticated things (like creating a Responsive Squeeze Page that works on your desktop OR a Smart Phone) all with FREE TOOLS.

Here is a quick recap of the basics of Internet Marketing.

Internet Marketers are often told "The Fortune is in the List!"

The caveat is that you must have a good "Relationship" with the subscribers on your list so that they will be a "Responsive" list.

In simple terms you need a "a large group of people who have agreed that you can send them emails"

There is another factor that you cannot ignore when you start building your list – targeting a niche.

Your subscribers must have a common interest.

WHY Are Emails Important?

Sending emails to a list of subscribers is critical to most Internet Marketers, however WHY is not always obvious.

The rule of thumb seems to be "You make about \$1/month per subscriber." So 10,000 subscribers could generate \$10,000/month.

That sounds like a pretty good WHY to me! 😊

Experienced Internet Marketers will often tell you that most of their sales are made from follow up emails – not direct sales when a person originally opts-in to a list.

An active email list is an Asset that others can't take away from you. You can be booted from Facebook, Amazon, eBay and other sites for numerous reasons – many of them honest mistakes on your part or on the part of the host company. If you have an active email list, you are still in business.

One of the objectives many marketers have for their business is to be able to sell if for a handsome sum. A large, segmented, and current email list is a huge asset and will make your offering more attractive.

AWeber: Quick Start

Even those (like myself) working to sell physical products online using Shopify and Amazon agree that the Fortune is Still in the List.

So let's walk through a typical Sales Funnel and see where an Autoresponder (like AWeber) fits in

You need to start with a **Niche** – an identified group of people with a need that you can help them with – a “starving crowd”

You need to identify something that will feed your “starving crowd”!
There must be a **product** to sell that satisfies your niche.

Don't forget to check that your “starving crowd” has the money and the desire to purchase your **product**.

Then you identify your **Unique Selling Proposition** – why are you Unique? Why should your starving crowd buy from YOU?

With those decisions made you move on to creating a “home base” or “Authority Base”

This can be a:

- Blog
- A Website
- A Facebook Fan Page
- And so on...

This is where people can get to know you and see that you are an authority (a “Go-To Person”) in your niche. Part of this process is “Branding Yourself.” People want to know YOU – not some faceless business.

I recommend a blog! No-one can close your blog down suddenly and for no apparent reason.

Don't be at the mercy of Google and Facebook.

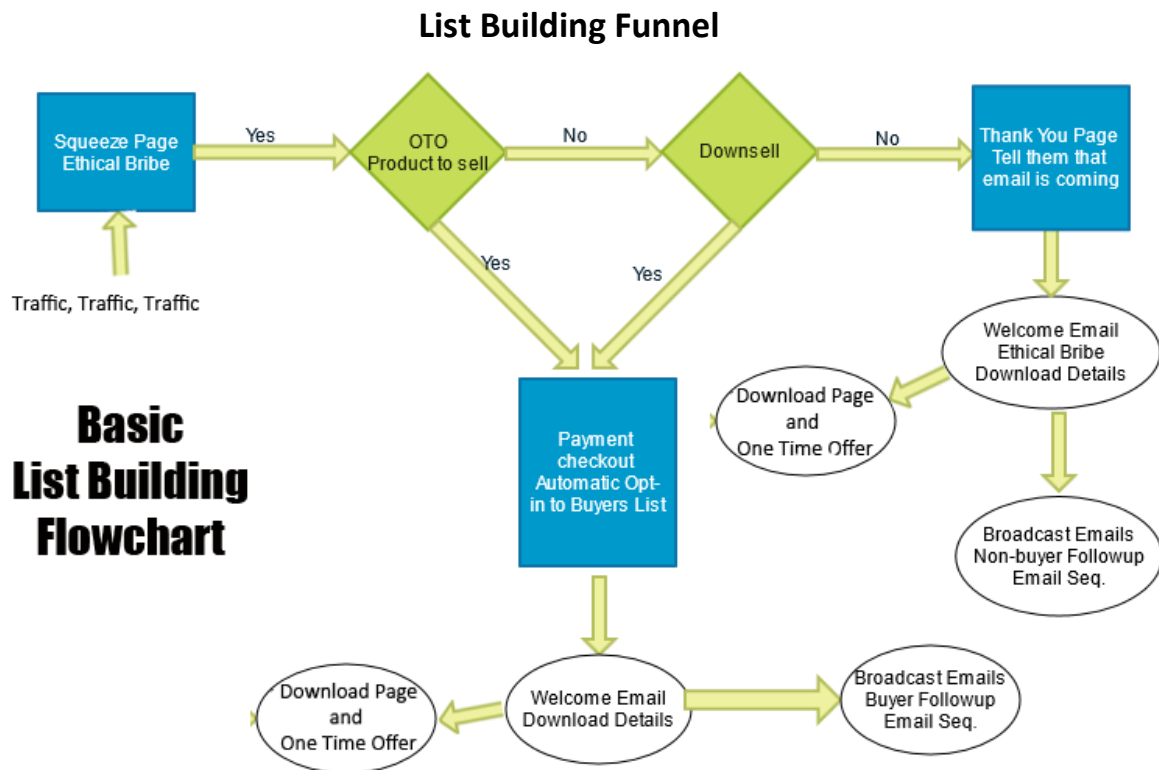
The List Building Funnel

In setting up the typical List Building (Sales) Funnel you need two products:

1. A Free Give-away – often called an “Ethical Bribe”
2. A Related Product you can charge for (One-Time-Offer).

Now you set up a Sales Page (called a Squeeze Page) on your site.

You are going to “squeeze” visitor’s email addresses out of them – trade your Ethical Bribe for their email addresses.



Most marketers call this a “Sales Funnel”, but it seems to me that the real purpose is to build a list (so you can then market to the list). So I think of it as a **List Building Funnel**.

Walking through the sequence we see the following steps:

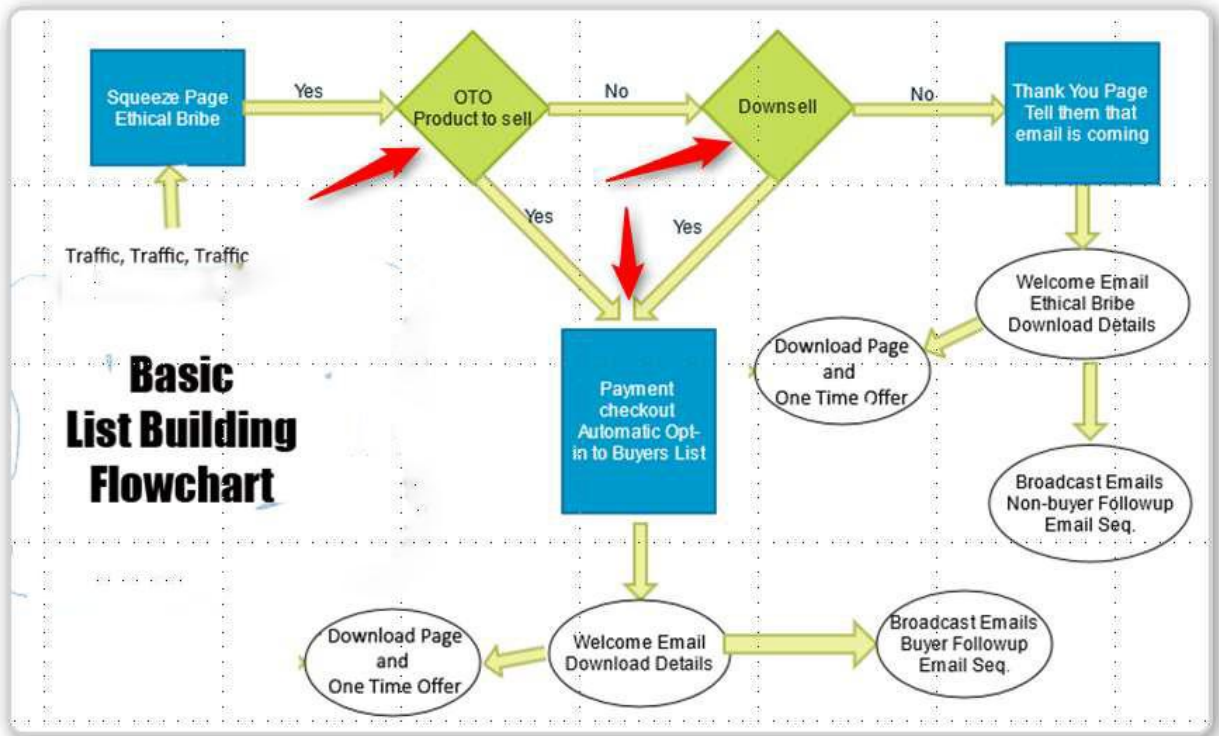
1. You drive traffic to your Squeeze page (leads opt-in for your Ethical Bribe).
2. Those you opt-in are taken to a One-Time-Offer Page. There they either buy or they don’t buy.

3. If they “Don’t Buy” you can send them to another page with a less expensive offer (called a downsell).
4. If They “Don’t Buy” there, you usually send them to a Thank You page. I suggest that you tell them that a link to the Ethical Bribe is coming in an email
5. If they “Do Buy” (either the One-Time-Offer or the downsell) you send them to a page where they use PayPal or some system where you collect their money. Some marketers like to have two lists. One for those who did buy and one for those who did not buy. For beginners, a single list is probably easier to deal with.
6. From there they go to a Thank You Page. Again I suggest that you tell them that links to their product is coming in an email.
7. Your first emails (after they say NO to everything or after they buy something) give them a link to another web page. There you give them a link to download their product(s). You can also offer them something else. Using the email to deliver a link to their products insures that they give you a real email. Referring them to a web page to actually download the product gives to a chance to show them a product. For the subscribers who did not buy your One-Time-Offer, you can offer them the same product with a different sales page. They may be ready to buy now.
8. At this point your Leads are now Subscribers. They are in your list. You can have a follow-up sequence ready to send to them AND you can send broadcast emails to them whenever you have something to tell them.

AWeber: Quick Start

List Building Note: This is where It LOOKS Like Sales Are:

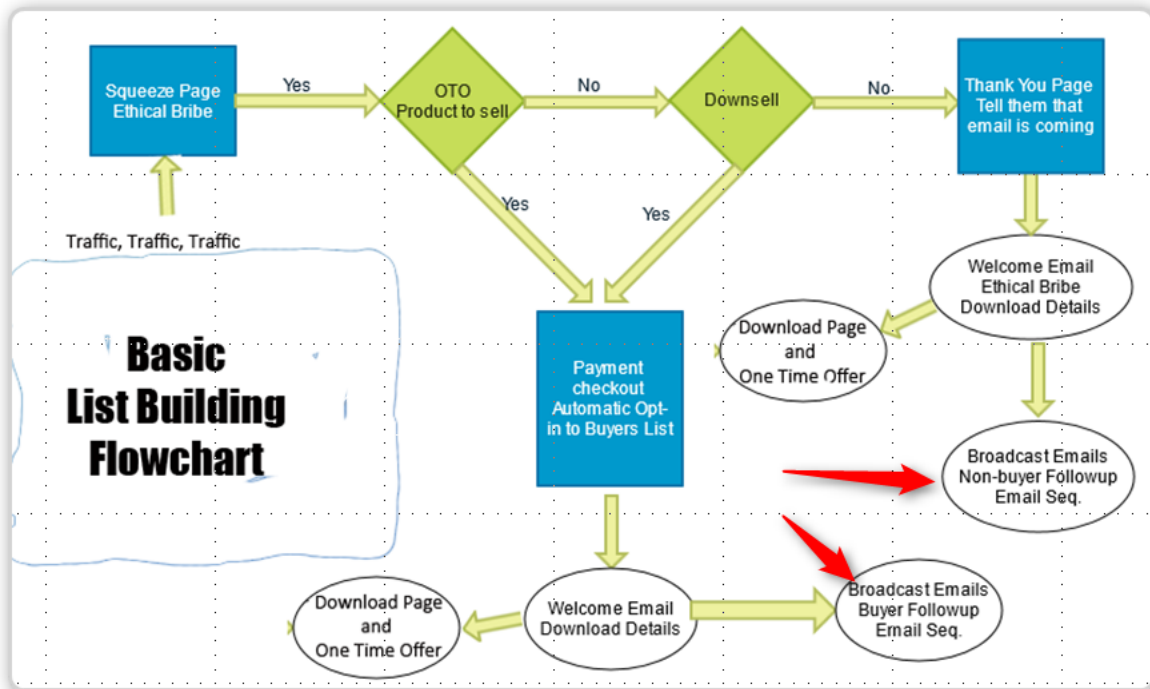
One-Time-Offer and Downsell Web Pages



AWeber: Quick Start

In reality, here is where over 70% of the sales ACTUALLY happen:

Where Sales Happen



Let Me Say That Again!



You Need An Autoresponder

Ah – but before you can do any of this, you need a system to collect the email addresses and place them into a list.

You need an Autoresponder!

AWeber is one of the Autoresponder companies. You need to pick one to service and sell to your subscribers.

The Sales Funnel Pages and Traffic Flow

Before we go much further, let's take a moment and look at the Web Pages you will be using for a simple Funnel and how a Lead (visitor) moves from one page to the next.

We are used to HTML Links on the internet. You click on a link and are taken to the “next” page. The simple sales funnel doesn't work that way and the way it does work is tricky to get your mind around.

I'm going to describe a fairly simple Sales Funnel. Beginners often quit before making a One-Time-Offer. This is a mistake. You have people who have already said “Yes” to one of your offers. Offer them something else.

The Five Basic Pages:

1. Squeeze Page – Offer the Lead something for free or at a low entry price.
2. Thank You Page – Thank your new Subscriber (they are no longer a lead). Offer to sell them something – an upgrade of some kind.
3. Download Page – Very Similar to the Thank You Page. Instead of saying words like: “Your eBook is coming to you in a email within a few minutes”, you say “Here is your download link.” Make the Same OTO you did on the Thank You Page.
4. Thank You Page for a One-Time-Offer
5. Optional – You could put a “No Thank You” below the BUY Buttons on the Thank You Page and the Download Page. This link would take the subscriber to a “No Thank You Page” – if the subscriber says NO to the One-Time-Offer you have a page that says Welcome to our list/group/etc. I'm not going to do that here.

AWeber: Quick Start

Other Components:

1. A Sign Up Form with a link to the Thank You Page buried in it.
2. A “Welcome email” with a link to the Download Page.

Location 1: The Ad - Your lead starts on an ad or a link on a webpage.

How they move to the next page: **LINK:** They click on a link in the ad that takes them to the Squeeze Page.

Location 2: Squeeze Page – Show them what they will get and ask for their email address.

How they move to the next page: **AWEBER SIGN UP FORM** - They submit an AWeber Sign Up Form. The link to the Next Page is part of the Sign Up form. You insert the URL for the Thank You Page in AWeber when you create the Sign Up form.

Location 3: The Thank You Page.

(Note: In addition to telling the Lead “Thank You”, you tell them that their product is coming in an email. You also make a One Time Offer. Try for a sale or an upgrade.)

How they move to the next Page: **AWEBER EMAIL** - They open the first email that is sent out by AWeber as soon as a Lead becomes a subscriber to a list. In that email you tell them what they are getting and provide a link to the Download page.

Location 4: The Download Page

This page is very similar to the Thank You Page. It makes the same offer that the Thank You Page did. The difference is that instead of telling the new subscriber to check their email, this page tells the subscriber to “Click here to get your download.”

How they move to the next Page: **Payment link or regular link:** IF you have a One-time-offer, you will have a link or payment button on the Download Page. When the new subscriber clicks on that link they go to the Thank You

Page for the One-Time-Offer. You should also have a “No Thank You” link that takes people to your “No Thank You Page”

Location 5: Thank You page for the One –Time-offer

I’m stopping here. You can make another offer if you want.

Location 6: No Thank You Page – If the new subscriber says NO THANKS to your One-Time-Offer you send them to a page that says “Welcome – glad to have you as part of our group.....”

If you look at the preceding paragraphs, you will see that most of the movement from one page to the next is done using AWEBER. Instead of all the links being self-contained on your website, you use links that you created on AWeber to move your Subscribers from one page on your site to the next.

AWeber – Very High Level Overview

We will do a Quick Overview.

This is the material covered in the video that goes with this eBook. We look at AWeber in more detail after we have taken a look at the big picture.

I see Autoresponders as having three major areas. You won’t see the menu systems broken up this way, but they all have these three areas

The Three Major Areas in Autoresponders

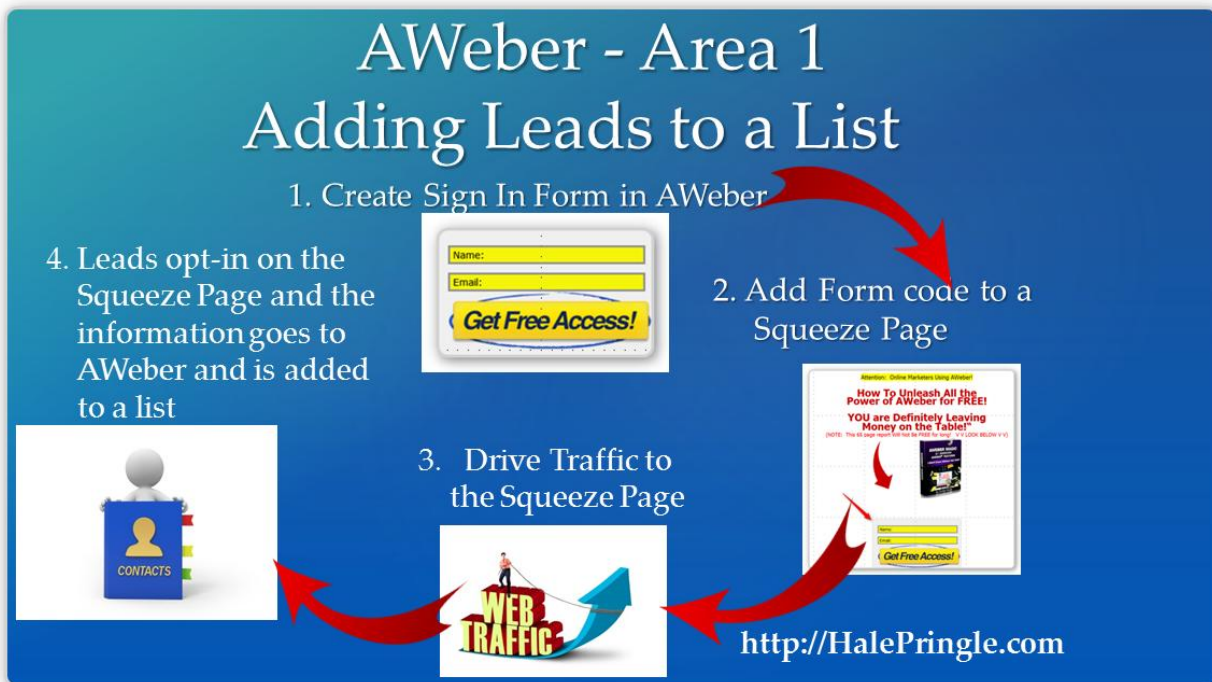
1	2	3
Add Leads to your List	Emailing your List	Manage your List of Subscribers

Area #1 – Adding Leads to Your List.

First you create a list.

Now, let's take a pictorial look at the process you go through when you add Leads to your Subscriber Lists.

Adding Leads to Subscriber's List – Process



After the list is created, we go through these steps.

1. Create a Sign In Form in AWeber
2. Add the HTML code or a JavaScript snippet to your website or blog page.
3. Drive traffic to the Squeeze Page (Leads opt-in here to trade for your ethical bribe)
4. The opt-in information is sent to AWeber and added to your list.

You can (and will) create multiple Sign In forms for the same list and you will have multiple lists, each of which has Sign In forms.

AWeber Screens

Let's take a quick look at the AWeber screens that are used to carry out these steps. We'll go into these in more depth later

AWeber: Quick Start

First we must create an account at AWeber.com

AWeber.com New Account Screen

Try AWeber Free for 30 Days
And get all the tools you need to succeed

\$19/mo.
for up to 500 subscribers
& unlimited emails

What's included in your account:

- Access to our email experts who are here 7 days a week to help you grow.
- Easy-to-use tools that enable you to create automated follow up series, broadcast emails and more to engage your subscribers.
- Industry-leading deliverability to help make sure your emails make it to the inbox.

[Learn More About Our Features](#)

Pricing for over 500 subscribers
Includes unlimited emails and our full suite of features.

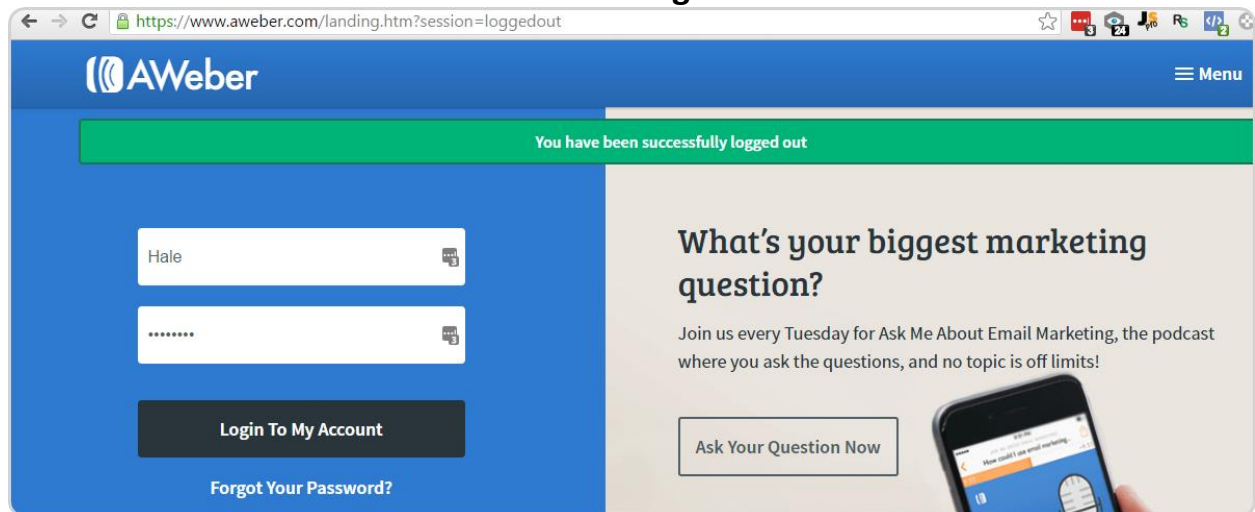
Price	Subscriber Range
\$29/mo.	501-2,500 Subscribers
\$49/mo.	2,501-5,000 Subscribers
\$69/mo.	5,001-10,000 Subscribers
\$149/mo.	10,001-25,000 Subscribers
Get a Quote	25,001+ Subscribers

It is \$1 to try out AWeber for a month, and then it continues at \$19 a month.
(Note: that cost will automatically go up as your list size grows larger. Click here to create your account: <http://HalePringle.com/aweber>)

Every time you go to AWeber.com, you will need to log in.

AWeber: Quick Start

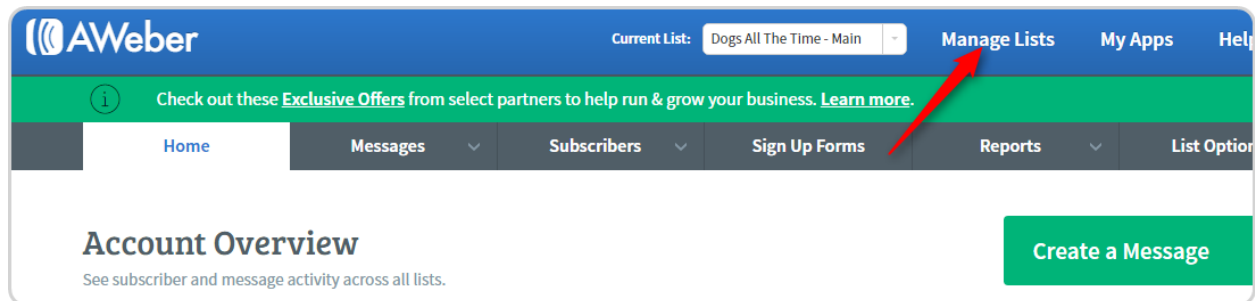
AWeber.com Login Screen



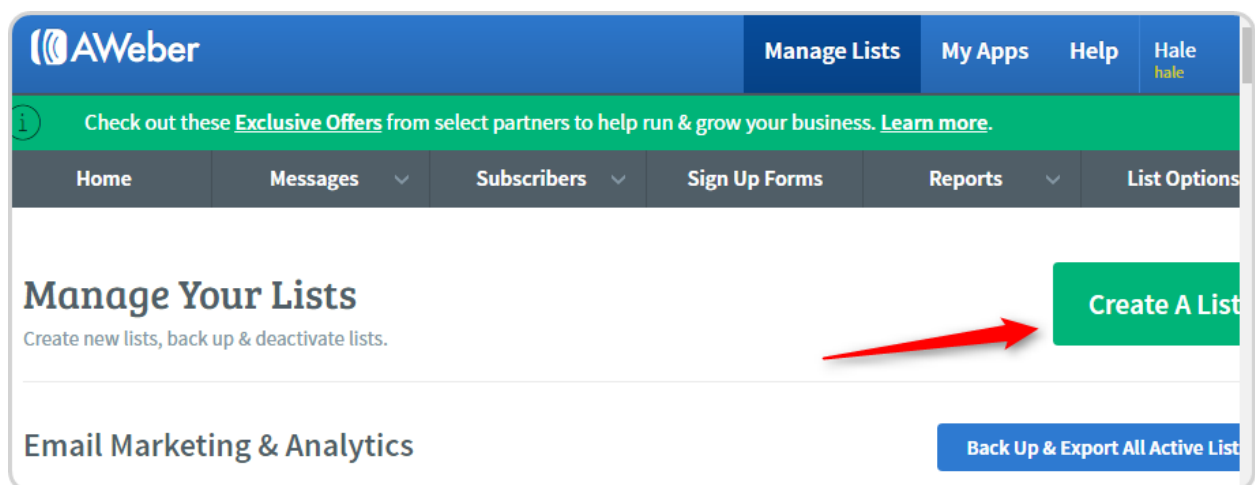
Note: This screen changes constantly, so the screen you see WILL look different.

Step #1: You Must Create a List

Create a List



Once You Are in the Manage List Section

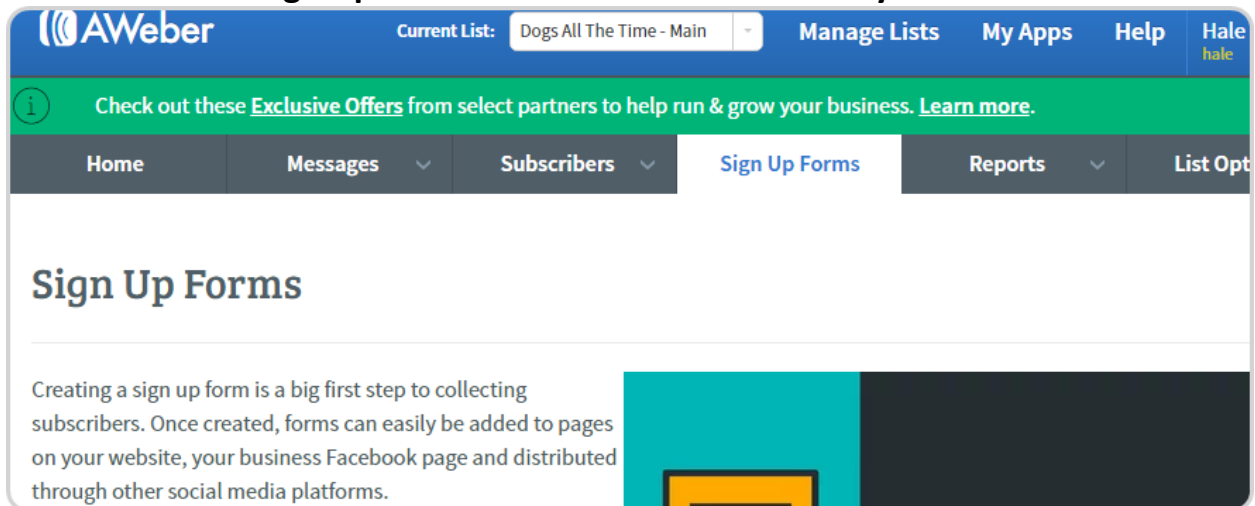


AWeber: Quick Start

You click on the “Manage Lists” link at the top and then click on the green button. There are several easy steps involved here. I’ll cover those when you go over the steps in more detail later in this eBook.

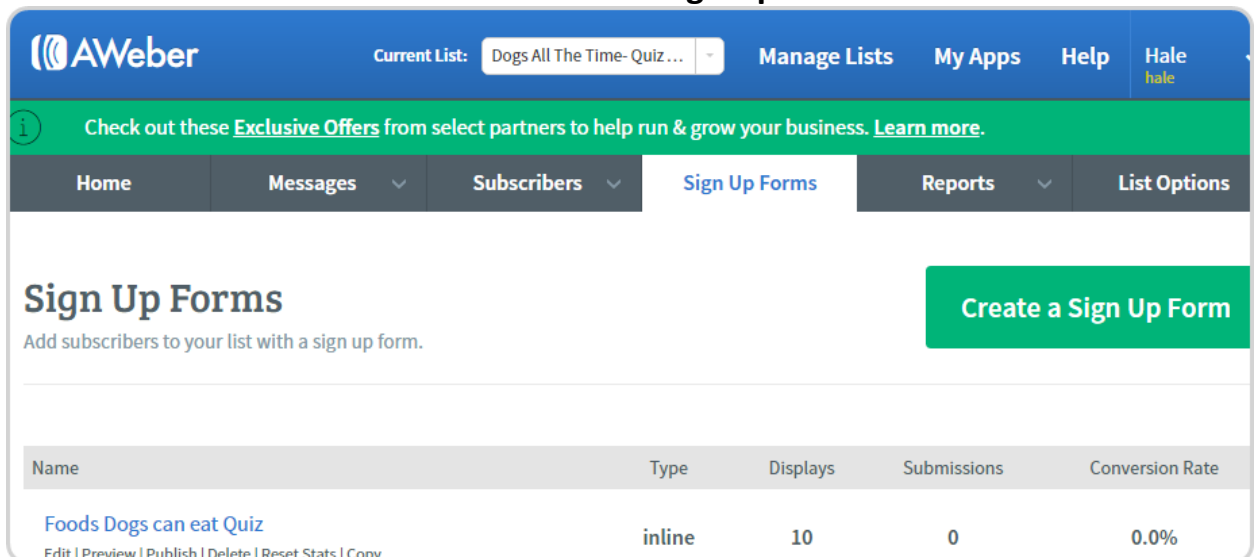
Step #2: Create a Sign Up Form

Sign Up Form Tab – Before You Have Any Forms



Note: There is a Create A Sign Up Form Button further down the screen.

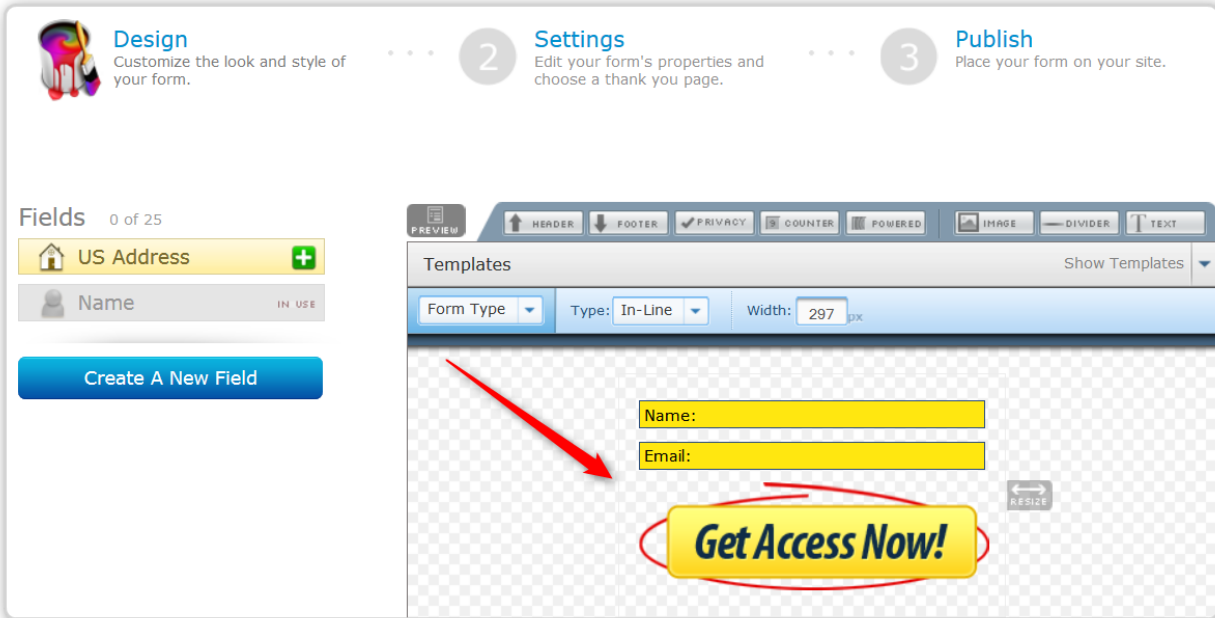
After You Have A Sign Up From



Click on the “Sign Up Forms” tab and then click on the green “Create a Sign Up Form” button.

AWeber: Quick Start

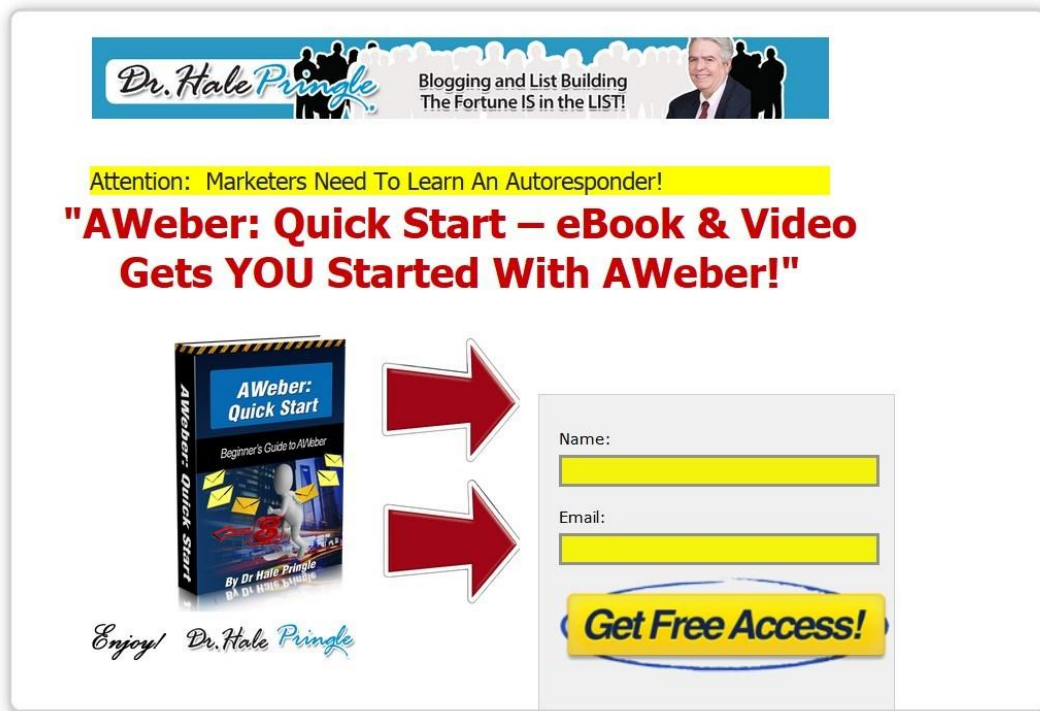
Sign Up Form Editor



Again, we'll go over the steps involved a little later when we look at these screens in more detail.

Step #3: Add the code for the form to a Squeeze Page

AWeber Code Inserted Into A Squeeze Page



AWeber: Quick Start

Step #4: Create a Page for the Product you sell

This step is not absolutely necessary. If you are going to do paid advertising, it really helps, since the paid product can defray some or ALL of the advertising costs.

Thank You Page/One-Time-Offer (OTO) Page



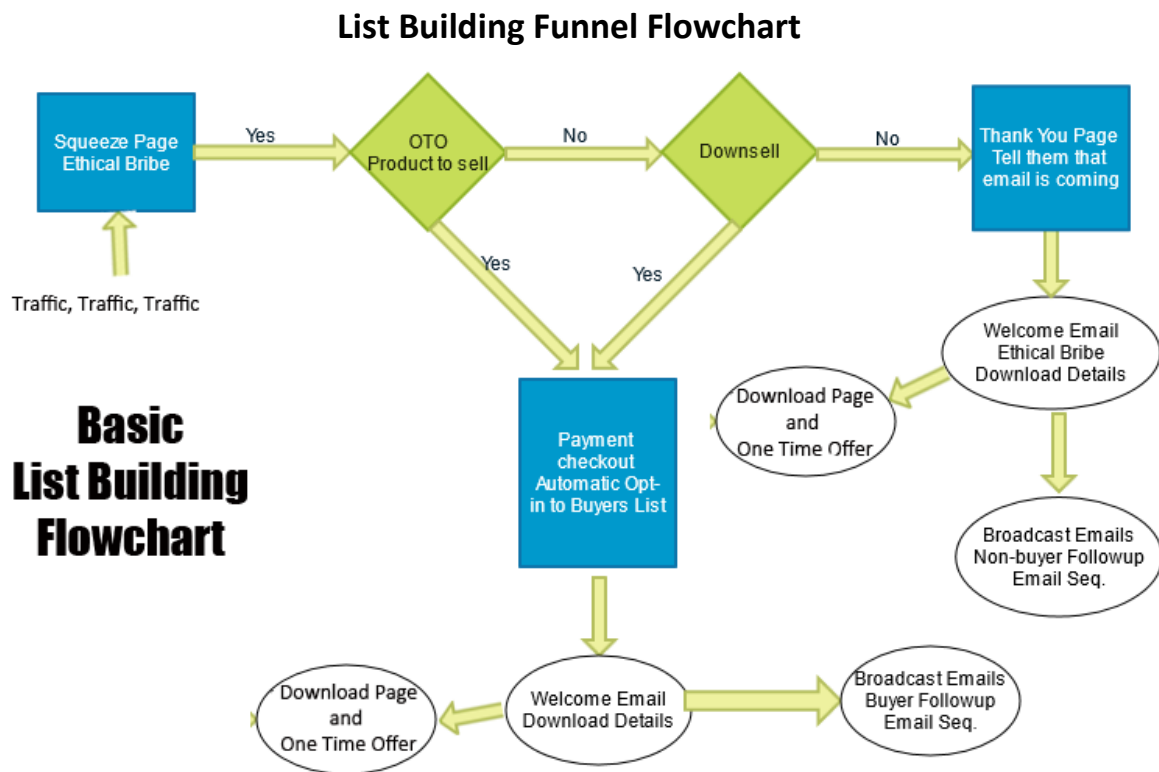
Note: The yellow button shown in the last two screens is NOT standard with AWeber, but it is easy to create. Check out this blog post that describes using a free website (Pixlr.com) to create your own button that says exactly what you need: <http://halepringle.com/basic-aweber-training-easily-create-a-cool-button/>

You are ready to Market products.

Now you drive traffic to your Squeeze Page

Leads enter their email address to get your free offer. (They “**Opt In**”.) Their information is sent to AWeber and now they are **Subscribers** in your **List**.

Now that you have seen the steps, perhaps another quick look at the flow chart will make more sense.



Remember the MAJORITY of your selling happens in the lower right corner of this flow chart.

Where the Selling Happens



Area #2 - Emailing Your List.

Your marketing from here on is primarily through the emails you send through your Autoresponder.

For Example:

You can send a one-time email to everyone in your list (a "Broadcast" email) from your Autoresponder. These are usually time-sensitive. If you are talking about a webinar that happens next Thursday, you would send a broadcast. You would NOT want this message in your Follow-up sequence since some subscribers would get the message long after the webinar is over.

In another scenario, you have a series of emails set up to go to each of your subscribers. (This is called a Follow-up Sequence.) These emails go out based on the date a person subscribed to your list. (Day 1, Day 2, Day 3, etc.)

Since this is such an important concept, I'd like to take a minute showing it to you.

Example Follow-Up Sequence

Leads – Joe Kim John Jill				
Jan 1	1			
Jan 2	2			
Jan 3	3	1		
Jan 4	4	2	1	
Jan 5		3	2	
Jan 6	5	4	3	1
Jan 7	6		4	2
Jan 8		5		3
Jan 9	7	6	5	4
Jan 10			6	
Jan 11	8	?	?	?

<http://HalePringle.com>

In this example Joe opts-in to you list on January 1. He gets email #2 on day 2. In this pretend sequence, you have AWeber skip a day after email 4, so Joe gets email #5 on January 6th.

Kim starts on January 3rd. It is January 7th before Kim has a day without an email from you.

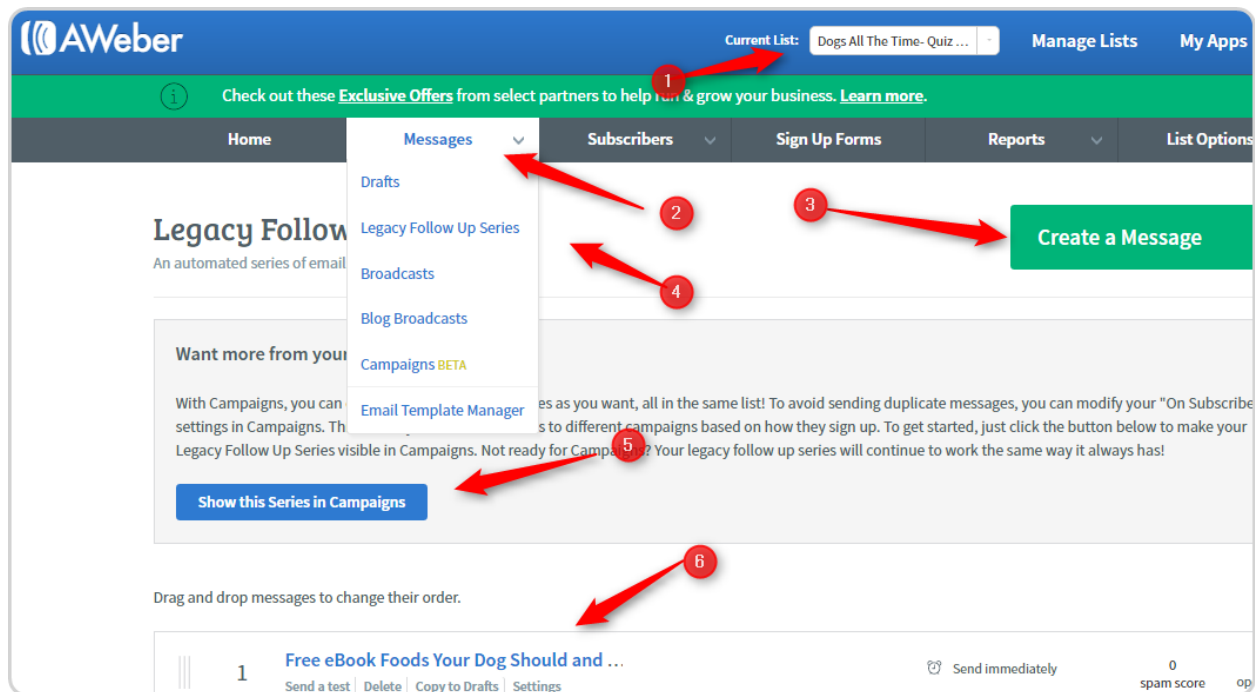
John opts-in on January 4th. It is January 8th before he has a day without an email.

On January 11 Joe gets email #8, Kim gets email #7, John does NOT get an email and Jill gets email number 5.

LOTS OF WORK – you can see how much work this would be if you tried to do it manually with hundreds or thousands of subscribers.

AWeber: Quick Start

AWeber Area #2 – Email Screen



Here we clicked on the “Messages” tab → “Legacy Follow Up Series” menu options. We could have click on the “Broadcasts” menu option here.

You can see one visible follow up series emails titles (and their SPAM score and open rates.) The green button is used to “Create a Follow Up”.

In some of these emails you suggest the subscribers buy a product. This sequence generates \$\$\$ over and over as new subscribers reach the emails with "Purchase this product" **Calls-to-Action**.

In the rest of these emails you **provide value** to your subscribers. You give them valuable and free information. You may also share stories about yourself or other subscribers. This builds a **relationship** with your list. They learn to know, like and trust that you know what you are talking about and are willing to help them without always asking for money.

At this point we have the following:

- Products to sell
- A list of subscribers to sell the products to
- A way to send emails to your list subscribers

Note: Where you get the products is beyond this short eBook. You can create them yourself, use affiliate products you get a commission on, or take part in products launches. There are many ways to find products to present to your subscribers.

Once Again: Here is the flow:

1. You drive traffic to a Squeeze Page,
2. Leads trade their email addresses for your ethical bribe (their info goes into an Autoresponder list) and
3. You use the Autoresponder to send valuable information and sales offers to the subscribers on your list.

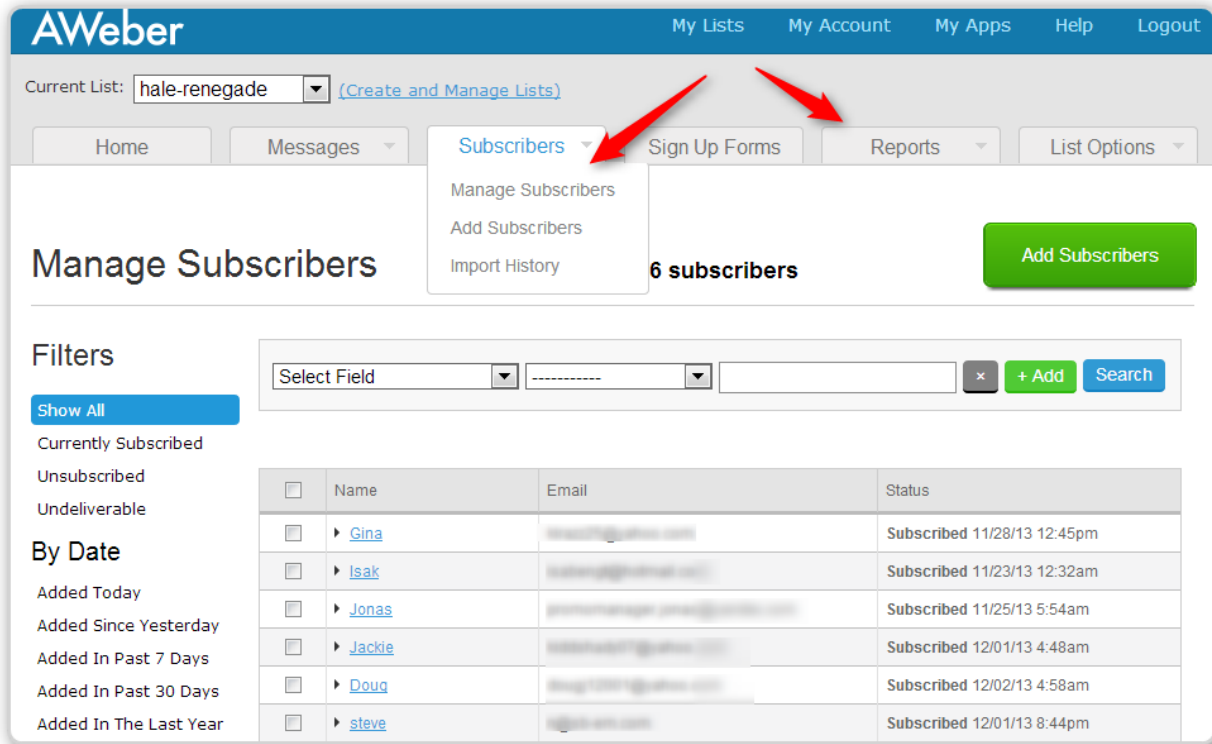
What the Autoresponder company does for you.

The Autoresponder Company (like AWeber) handles the following:

- Maintaining High Deliverability
- Insuring your emails are compliant with SPAM Laws
- Handling SPAM complaints (you will get them!)
- Sending each email on the right day
- Automatically handling unsubscribes
- Scheduling broadcast emails for later
- Helping you manage your lists, your subscribers and your emails.
- Reports

Area #3 – Manage Subscribers

Subscriber List Screen



We are not going to spend time in this short overview on Managing Your Subscribers. You can see who is on your list and generate reports that show you where your subscribers live, when they are unsubscribing and more.

One of the Main Purposes of Your Online Sites

(Many marketers would say that it is the “only reason” for your Online Sites.)

Your Blog, your Website, your Facebook Fan Page, your Shopify Store and other sites should be geared toward adding subscribers to your list so you can sell to them over and over.

This “email marketing system” (using an Autoresponder Company) is the heart and soul of Internet Marketing.

AWeber – A More Detailed Look

Earlier in this eBook I noted AWeber breaks into three main sections.

Area #1 – Creating Lists and getting subscribers INTO your lists.

Area #2 – Sending emails to your lists

Area #3 – Managing your List subscribers.

AWEBER Details

- Area 1a – Lists – Creating and Modifying – turning off Double Opt-in.
- Area 1b - Sign-Up Forms – Creating and Inserting Into Web Pages.
- Area 2a - Follow-up Sequences – Drip Emails
- Area 2b - Broadcast Emails – Time Sensitive Emails.
- Area 3a - Subscribers - Managing
- Area 3b – Reports – Quick Overview.

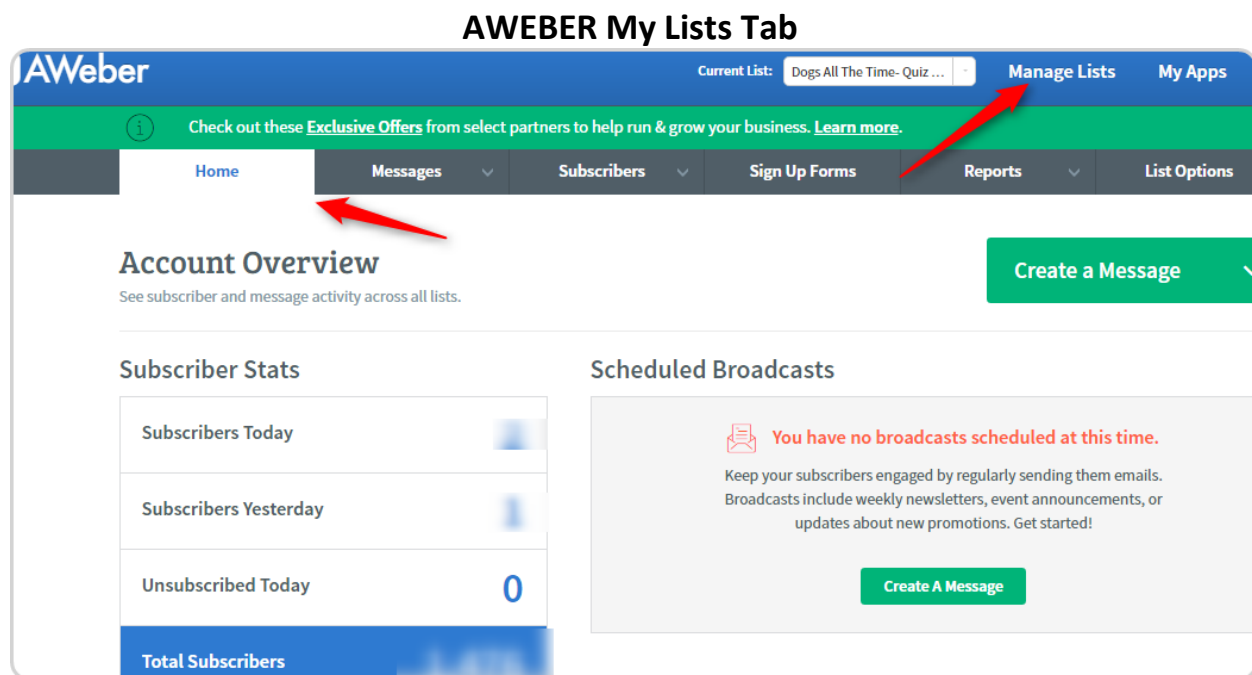
A More Detailed Looked at the Three Areas

Area #1a - AWEBER LISTS

IMPORTANT - PLEASE READ THIS TO AVOID A LATER NIGHTMARE!

As I will describe in more detail later, I recommend that you have a Master List for each niche – for example Hales-Dog-Main might be my master list for the Dog Niche. Then you create a unique list for each offer. You can set AWeber up so that it automatically subscribes a Lead to the main list. A new subscriber subscribes to a list and AWeber automatically subscribes them to the main list. The reason I do this is that you may end up with 30 or 50 lists in a niche. Creating and maintaining a follow-up sequence of emails in 30 different lists is a nightmare. Having a main list means you only have to create the follow-up emails for one list. The follow-up sequence is the real power of a list. Setting it up right in the beginning is critical.

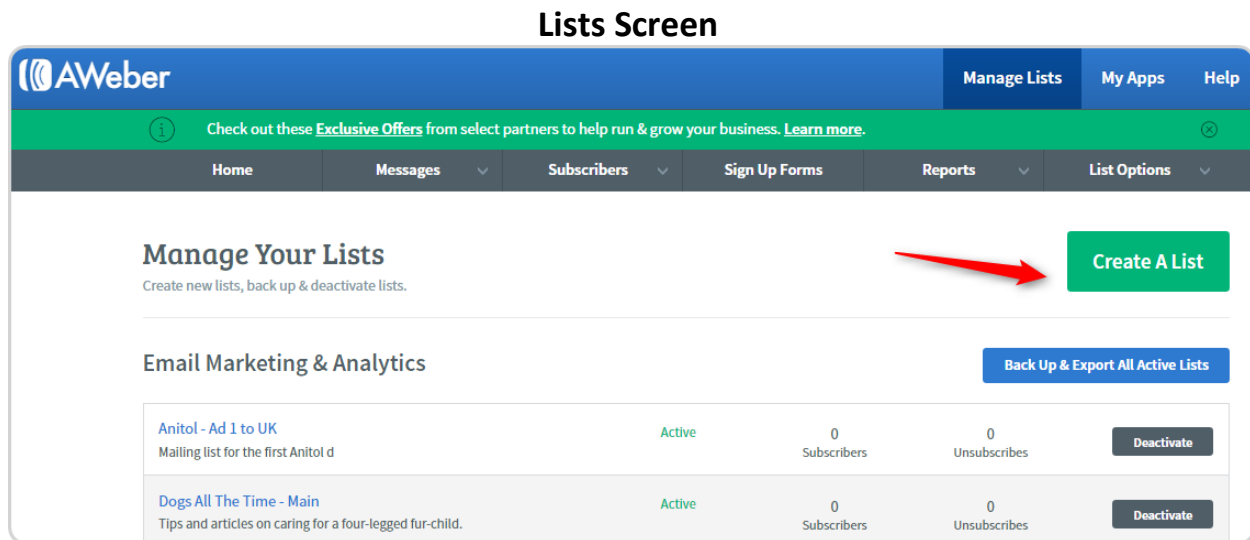
Let's Start by Creating a Master List



AWeber: Quick Start

AWeber has two sets of menu tabs at the top of the screen. One menu is at the very top right and one that goes across the screen.

Click on the “Manage Lists” tab and you will go to a screen that shows you each of yours lists.



You click on the “Create a List” green button to start a brand new list.

Now you will see a new screen where you can enter information about your new list.

AWeber has recently changed the screens you use to create a list. They have attempted to make the process easier. While there are fewer questions to answer in AWeber, there are also now one extra step to create the kind of list that I recommend.

AWEBER Lists– Basic Settings

Set Up Your First List

A list is a group of subscribers who have given you permission to send them broadcasts (one-time messages and newsletters) or campaigns (automated series of messages) via email. Think of it as a group of people or contacts with common interests who want to hear from you.

Your Company Name


Pringle Marketing Group

Your Company Website

<http://DogsAllTheTime.com>

Which address would you like to include at the bottom of your emails? [Expand](#)

Use an existing address

☐  307 1st Ave, Suite 301
Altamonte Springs, FL 32714
USA

☒ Use a different address

What sender name and email address should appear with your emails?

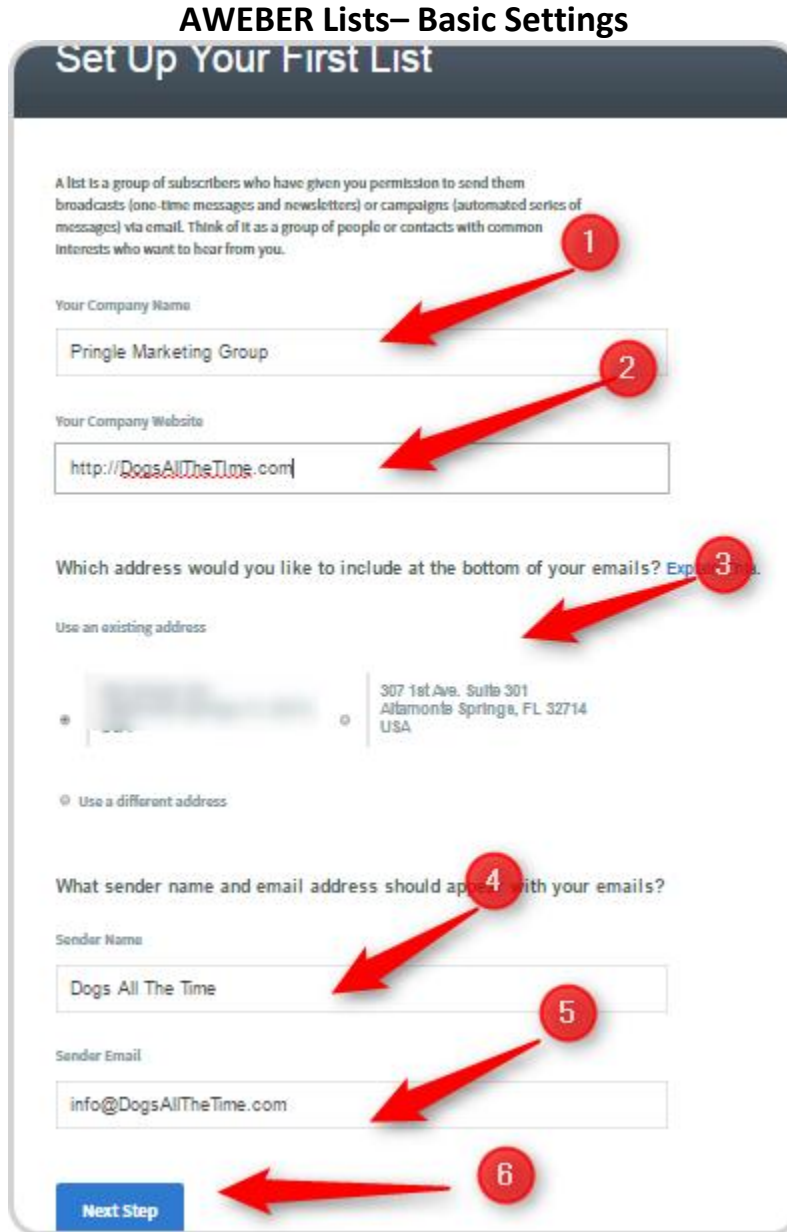
Sender Name

Dogs All The Time

Sender Email

info@DogsAllTheTime.com

[Next Step](#)



The top red arrow shows that we are in the “Basic Settings” tab. There are five questions on this screen.

#1 - A company name,

#2 - A website URL

#3 - A physical address that will be placed (by law) on the bottom of each of your emails (note UPS and BOX stores will let you rent a box and call it “Suite 302”)

#4 - The “User” name that will appear when emails are sent on your behalf by AWeber

#5 - An email address that the emails will come from.

AWeber: Quick Start

Once you complete these items and click on the “Next Step” button, you will see screen two.

Unique Name and Description

The screenshot shows the 'Describe Your List' form in AWeber. It has a dark blue header with the title 'Describe Your List'. Below the header, there are two main sections. The first section is titled 'What would you like to name your list?' and contains a text input field labeled 'List Name' with the text 'DogsAllTheTime - Newsletter'. A red arrow points from a red circle with the number '1' to this input field. The second section is titled 'Briefly describe the emails your subscribers are going to receive.' and contains a text area labeled 'List Description 100/400' with the text 'The Dogs All The Time Newsletter sends information that dog owners would find useful or interesting.' A red arrow points from a red circle with the number '2' to this text area. At the bottom of the form, there are two buttons: 'Go Back' and 'Next Step'. A red arrow points from a red circle with the number '3' to the 'Next Step' button. Below the text area, there is a dark blue bar with the text 'Your subscribers will see this description. Where?'.

#1 - Unique Name. This is 32 letters and number. It must be unique across all AWeber customers. (This is how they determine where information should go when it arrives at AWeber across the Internet.) In this case I am using “DogsAllTheTime” for all email lists associated with this website. It helps organize the lists AND makes sure that each name is unique. I often add something like “-bk” to tell me that the list is people signing up for an eBook.

#2 - Description of the list – Fill this out with something that will help you know what the list is for. Note that subscribers will see this name when they hit the unsubscribe link in one of your emails. A compelling statement can persuade some to reconsider and not unsubscribe from your list.

Double Opt-In Screen

Approve Your Confirmation Message

A confirmation message can be sent to a new subscriber when they join your list. It asks for their permission to receive email from you.

By customizing the message your subscribers are more likely to confirm if you use this option. [More Info](#)

Choose a Pre-Approved Subject (Recommended)

Please select...

[Request Approval for Custom Subject Line](#)

#1 PICK ANYTHING FROM THE DROP DOWN MENU

This screen allows you to pick from several “double Opt In” messages. (Double Opt-in means that the Lead does not become a Subscriber until after they have opened and email and click on a confirmation link.

I do NOT recommend you use double opt-in for beginning email lists. People receive so many emails that they often will not recognize your confirmation message. If they don’t see it, open it and click on the link then you have lost a subscriber.

We will turn the Double Opt-In off next.

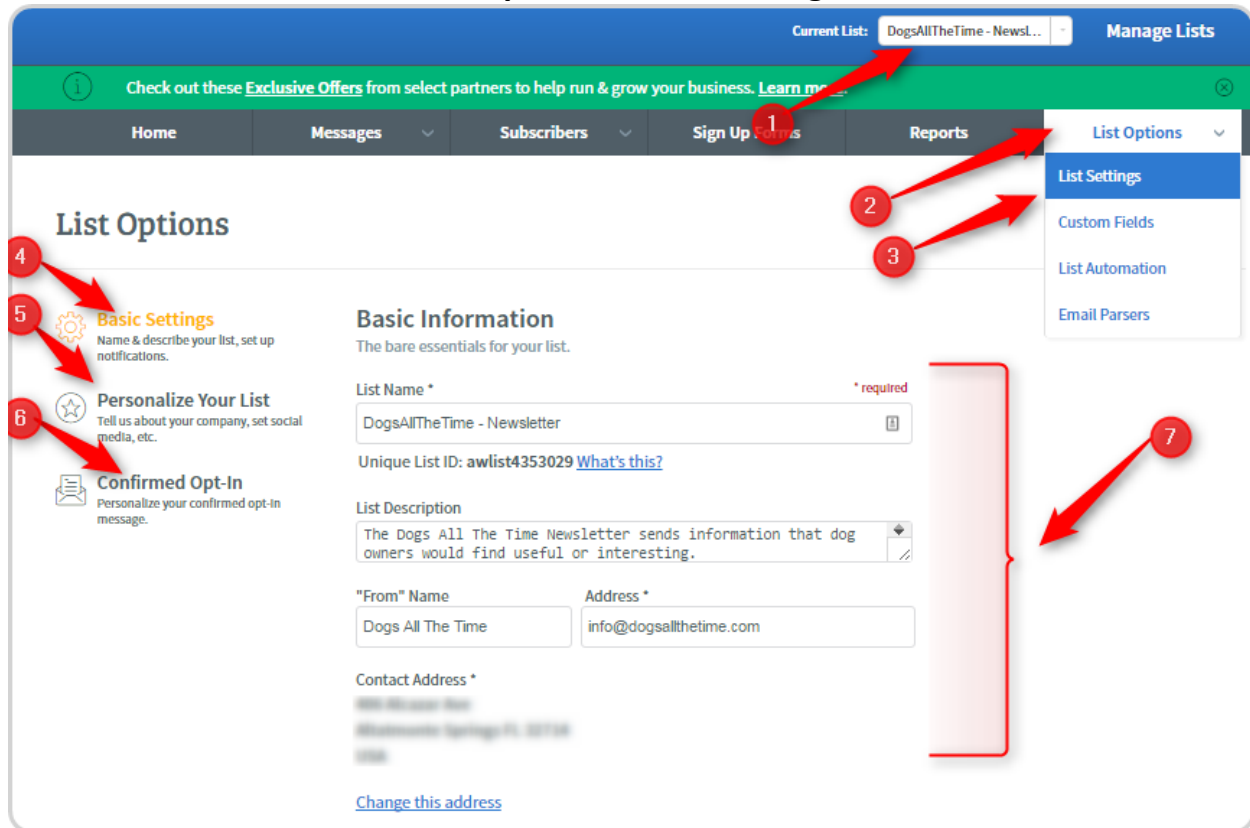
#2 – (Not Shown) – Click on the “Approve Message and Create List” button at the bottom of the screen.

AWeber: Quick Start

You have created your list. We are back at the main screen.

Now we Finish the Job. Click on List Options → List Settings

List Options → List Settings



Here we see

#1 – The list we are working on in the small drop down at the very top of the screen.

#2 – List Options

#3 – List Settings

#4, 5 & 6 – Three “Tabs” The first one has some color, so that is the one that is currently active.

#7. This is the information we just filled out. You can change it here if you need to make corrections at any time.

List Settings – Bottom of the First Screen

The screenshot shows the bottom of the AWeber List Settings screen. At the top, there is a link "Change this address". Below it is the "Notifications" section with the text "Receive an email every time a new subscriber is added to your list." A red circle with the number "1" and an arrow points to this text. Below the text is the instruction "Enter your name and email below". There are two input fields: "Name" and "Email". To the right of the "Email" field is a blue "Add" button. Below the input fields is a green "Save Settings" button. A red circle with the number "2" and an arrow points to the "Save Settings" button.

#1 – You can receive an email every time someone opts in to your list. This is where you tell AWeber the name and email address to send these notifications to. NOTE: The “Name” can be something meaningful to use instead of just your name – Like DogsAllTime-Signup. Now when I scan my emails I would know what the email was about.

#2 – Click and move to the second screen of List Settings.

Middle Tab on the Left – Personalize Your List

The screenshot shows the 'List Options' page in AWeber. On the left, there are three tabs: 'Basic Settings', 'Personalize Your List' (which is selected), and 'Confirmed Opt-In'. The 'Personalize Your List' tab contains several sections: 'Company Branding', 'Email Signature', and 'Social Media / Sharing'. Red arrows with numbers 1 through 6 point to specific elements: 1 points to the 'Personalize Your List' tab; 2 points to the 'Company Name' input field; 3 points to the 'Website URL' input field; 4 points to the 'Email Signature' text area; 5 points to the 'Tweet Your Broadcasts' section; and 6 points to the 'Make Default' link.

List Options

Basic Settings
Name & describe your list, set up notifications.

Personalize Your List
Tell us about your company, set social media, etc.

Confirmed Opt-In
Personalize your confirmed opt-in message.

Company Branding
Give your messages and pages a personal touch.

Company Name
Pringle Marketing Group

Website URL
<http://DogsAllTheTime.com>

Email Signature
P.S. For the 4th of July weekend we are having a Special on our Dog Tug Toy Bundle. Click on this link (Amazon) and enter the code JULYSPEC to purchase the bundle at 50% off. Normally \$14.95 and now you get all three toys for \$7.50. Have a Happy 4th!

Social Media / Sharing
Integrate with Twitter/Facebook and customize your broadcast archive.

Tweet Your Broadcasts

David Lewis
http://www.twitter.com/Dogs_AllTheTime [Make Default](#)

#1- I clicked on the second tab on the left “Personalize your list”

#2 – You can enter your name if you do not have a company name.

#3 - This should be a URL that will take subscribers to one of your online locations. (It can be a Facebook Fan Page.) Subscribers will not see this often. As far as I know, it is only when they hit the unsubscribe button.

#4 - Email Signature – I used to ignore this. I no longer do. This can be a VERY useful field, just not for a signature. I’ll show you why. If you enter information here, it can be added to each email. You can use this field to create a PS paragraph that you add to the end of each email. Change the information in this one place and it changes all of the PS’s in all of your emails. You can see the sample PS is a “Special for the 4th of July.” When the sale is over, changing this field will change all of the emails.

AWeber: Quick Start

#5 – You can tell AWeber about a Twitter Account and a Facebook Account. .

Social Media Interfaces



You can connect AWeber to Facebook and Twitter here. You can set which of your Facebook pages is the default you want to post to.

NOTE: If you have set these connections and you send a Broadcast email, **AWeber will offer you the option** to send the subject line of the email and a link to an online copy of the email. You can choose to send or not send each one.

Global Snippets is beyond this scope of this short introduction. As a beginner you won't use this option.

AWEBER Lists– 3rd Tab – Confirmed Opt-in

AWeber: Quick Start

AWEBER Lists– 3rd Tab – Confirmed Opt-in

I recommend that you turn this off.

Confirmed Opt-in Screen

List Options

- Basic Settings**
Name & describe your list, set up notifications.
- Personalize Your List**
Tell us about your company, set social media, etc.
- Confirmed Opt-in**
Personalize your confirmed opt-in message.

Your Confirmation Message
Create your customized confirmation message.
A confirmation message can be sent to a new subscriber when they join your list. It asks for their permission to receive email from you. By customizing the message your subscribers are more likely to confirm if you use this option. [More info](#)

Choose a Pre-Approved Subject (Recommended)
Response Required: Please confirm your request for information.

[or, Request Approval for a Custom Subject Line](#)

Confirmation Message Body
Please click the link below to confirm that you'd like to receive email from DogsAllTheTime - Newsletter. [edit](#)

CONFIRM BY VISITING THE LINK BELOW:
<http://www.aweber.com/a/c/?xxxxxxx>
Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser.
If you do not want to confirm, simply ignore this message.

Thank you!
Dogs All The Time [edit](#)

Require Opt-In
We strongly recommend leaving confirmed opt-in ON.

Confirmed Opt-In is a process used to ensure that only people who want to receive your emails are subscribed to your list. It works by sending new subscribers an initial message asking them to confirm that they want to receive your email. Subscribers confirm by clicking on a link in the email. If you prefer, you can disable Confirmed Opt-In for people who sign up using a [web form](#) that you create and place on your site. However, we strongly encourage you to use Confirmed Opt-In for all web forms. [Why You Should Use Confirmed Opt-In](#)

Send a confirmed opt-in message to new subscribers:
☒ ON

Send a confirmed opt-in email for imports:
☐ OFF

[Save Settings](#)

#1 – You have to click on the Confirmed Optin “Tab” to get this screen.

#2 – Turn this OFF

#3 - Click on the “Save Settings” button (not shown) to finish.

You will lose subscribers if you require that they remember to go to their email and click on a confirmation link.

CREATE A SECOND LIST Unique to your Offer

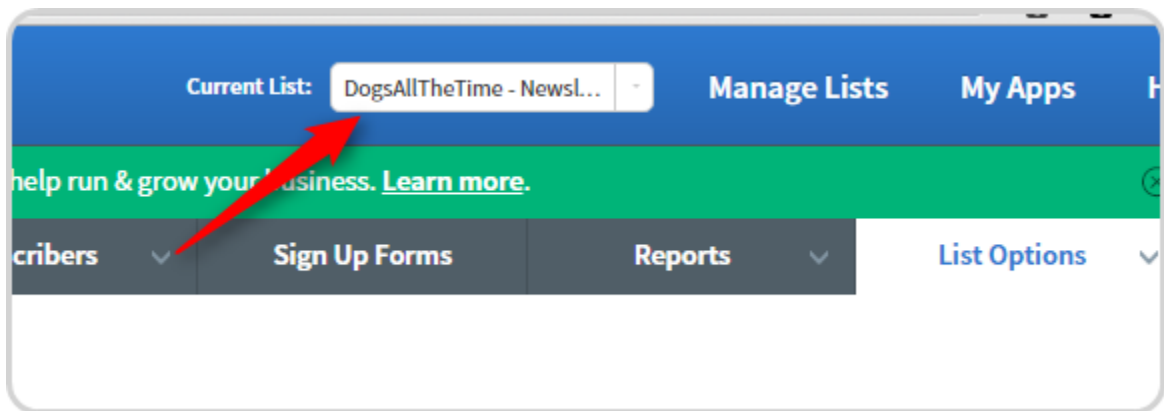
Use exactly the same steps described above. The only difference will be in the name of the list.

List Automation – Connect the Two Lists

We have just set up TWO lists. One is the Master List for your niche and the other is specific to the offer you are creating a Squeeze Page for. (Note: If you are using a system like Gearbubble or TeeSpring, you won't need to create Squeeze Pages.) Every time you create a new major offer, you create a new list.

Start by selecting your Master List.

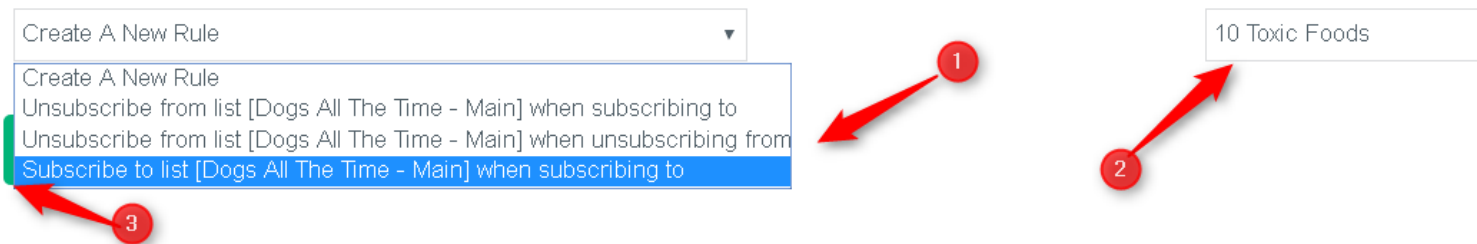
The Active List



Connecting the two lists is very simple.

1. Select your Main List from the little drop down that indicates which list you are working on.
2. Go to the main menu option "List Options."
3. Under that select "List Automation"
4. At the bottom of the screen you will see a drop down. Select "Subscriber to list <your main list> when subscribing to"
5. On the right is another drop down. Select the new list you just created.

6. Click on the Green “Save Automation Rule”



#1 – Select the bottom option

#2 – Select the new list you just created

#3 – Click on the green button behind the drop down

Why would you do this?

There are two main reasons.

1. Now you have a main list you can send Broadcast messages to.
2. I'm going to show you how to have one list where most of your follow up messages go. Maintaining a dozen follow-up sequences is a nightmare.

Using Two Lists - Follow-up Messages

As soon as a lead subscribes to a list they are sent an email. This means that they will get two emails.

Main List – Email zero - The email in your Main List should be a VERY GENERIC welcome. You tell them that the materials they requested are coming in a separate email. Tell them to check their SPAM folder if they don't see it, otherwise contact you and you will make it right.

Offer List – Email zero – This email is specific to the offer. I almost always use a link to a Download Page instead of just giving them a download link. This page looks very much like the Thank You Page and gives them a second chance to opt in to my second offer. Tell them something about the offer they are downloading in case they have forgotten what they opted-in for. Welcome them and tell them what they are going to get.

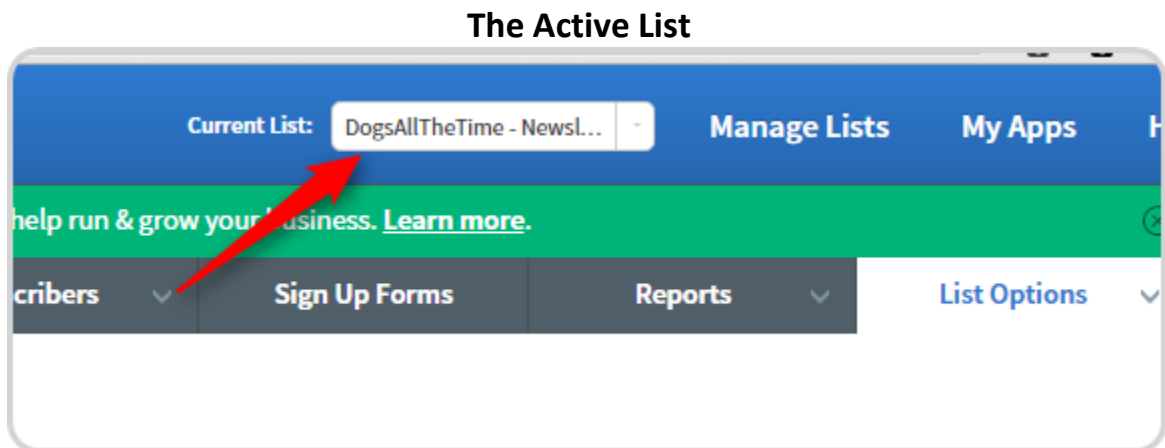
Offer List – emails 1 through 10 (or 8 or 6 – you choose). These emails are

specific to the offer they opted in for. Give them value and offer them something related to the offer that they can buy.

Main List – NO emails during the time period it take to send up the 10 emails in your Offer List. The main list is totally quiet during this time period. After the first 10 emails, the Offer Lists (you will have several over time) are quiet and all of your follow up emails come from the main list. This gives you one list to add material to, one list to fix typos in, etc.

Using this method from the beginning will save you a lot of time and aggravation down the road

Before you create a Sign Up Form, look at a subscriber list or run reports, be sure that the list you want is the active list in this little drop down menu.



Area #1b - AWeber Sign-Up Forms

INTERRUPTION: 😊 Before You Start On The Form.

Before you start creating a Sign-Up form, you really should create a Thank You Page on your web site. It can be a dummy page with very little in it, but it needs to exist. One of the Questions in the form asks you where Leads should be sent once they have successfully opted in to your list. This will be your Thank You

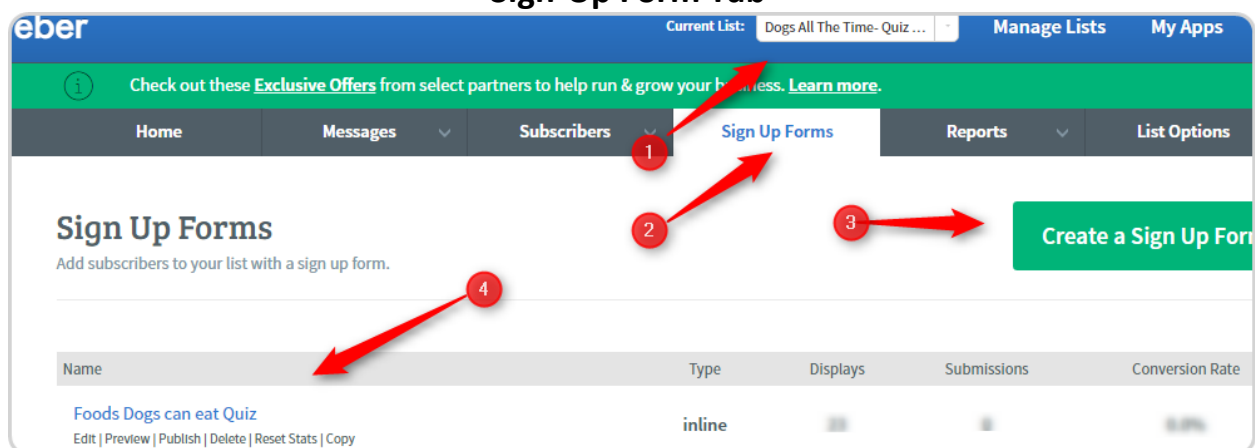
AWeber: Quick Start

Page. One the Thank You Page you thank the person for signing up, buying, asking for your newsletter, etc. You can also use the Thank You Page to make your lead a One-Time-Offer. You tell them that their product is coming in an email and then show them something they can buy or something else they may want.

Technically you can create this page later, but it is nice to see AWeber verify that the page you entered in the Sign Up form actually exists. That is one less error for you to deal with later.

Once we have created a list, we need a way to get leads into the list (where they become subscribers.) The Sign-up Form is used to add people to your lists.

Sign-Up Form Tab



#1 – Make sure you have the list you want to work on selected.

#2 – Click on the Sign-up Form tab

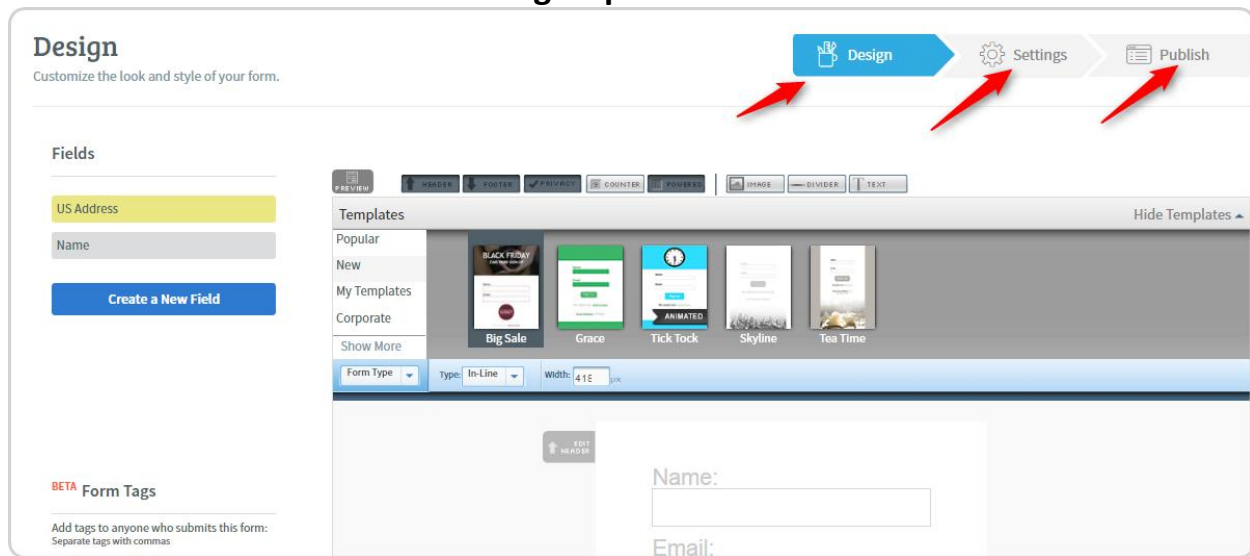
#3 – A button to create a new form.

#4 – A list of all your existing forms. You can edit these here.

Click on the “Sign Up Form” tab (the top red arrow) and then the green button that says “Create A Sign Up Form”

AWeber: Quick Start

The Sign Up Form Editor



AWeber has three screens involved in creating Sign Up forms. These are indicated by the three blue arrows/tabs. The first one has some color in the image above, so it is the active tab/screen.

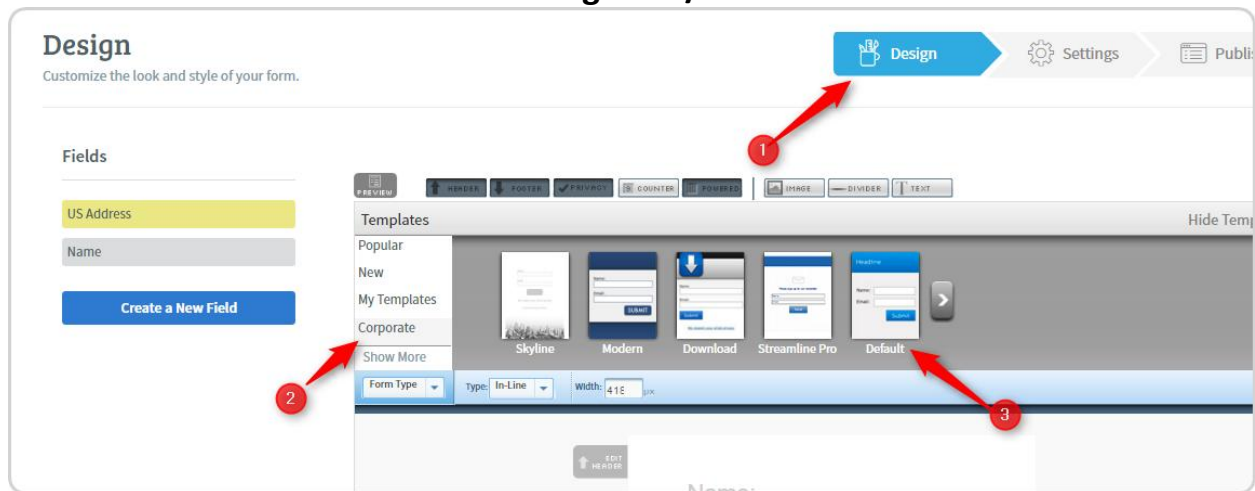
GETTING WHAT YOU WANT FROM AWEBER FORMS

AWeber set up their forms with the assumption that you will do EVERYTHING inside their form. You will put your headline, your images, your bullet points inside the form. Most marketers do not want to do that. So we will start with what they give use and create what we want. All I want is one or two fields with names on them and a Submit button.

You start by picking one of their forms. (Later you can pick one of your own.)

AWeber: Quick Start

The Design Tab/Screen



#1 The top (short) red arrow shows that the Design tab is active.

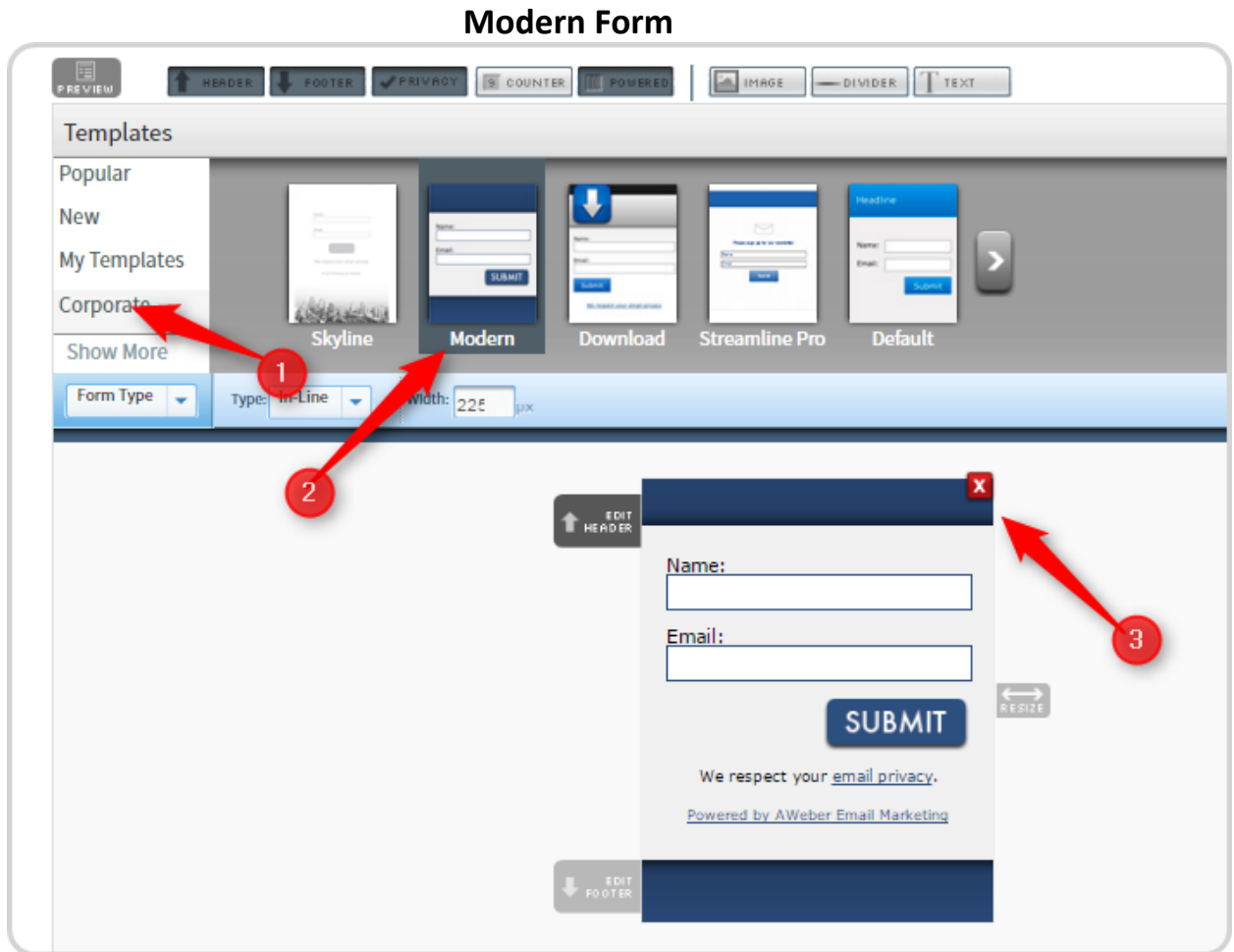
#2 - Try different options

#3 - Try Different Forms

I look for a very simple one so that I can delete everything except the few elements that I want.

I suggest you find the red X's and delete every-thing except the bare minimum.

AWeber: Quick Start



#1 – Click on Corporate

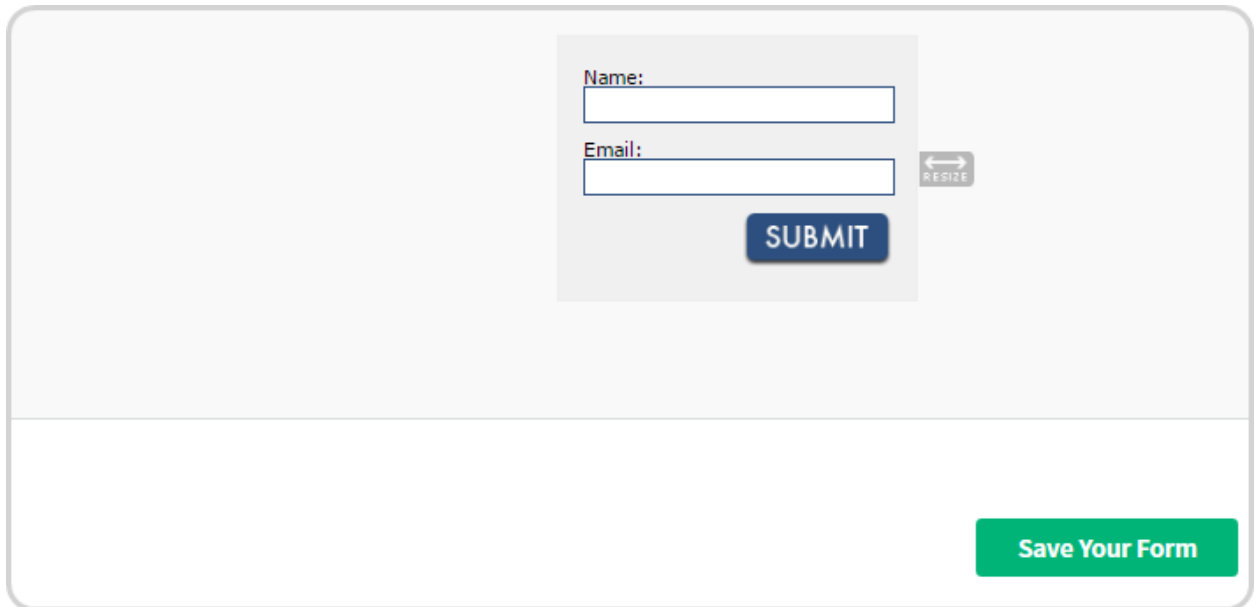
#2 – Click on Modern. It is offer you some color options, just select the default.

#3 – What you place your cursor near the top right corner of the various fields, you will see a red x.

Delete everything except the two fields and the SUBMIT button.

You may even want to delete the Name field. Studies show that just asking for an email address get a measurably higher response rate.

Minimal Form

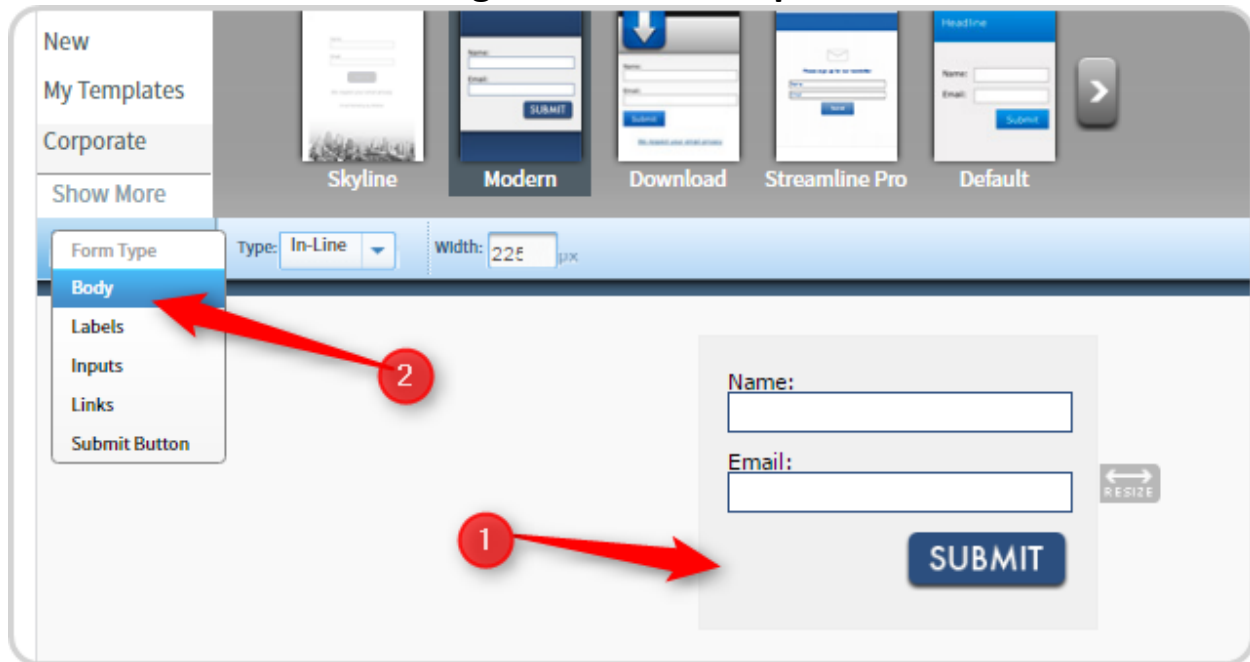


Now let's make the form look more professional. We are going to do three things

1. Make the background transparent so that it fits well on your website
2. Make the fields yellow and then gray when they are being edited.
3. Replace the button with a better one.

1. Change the Background

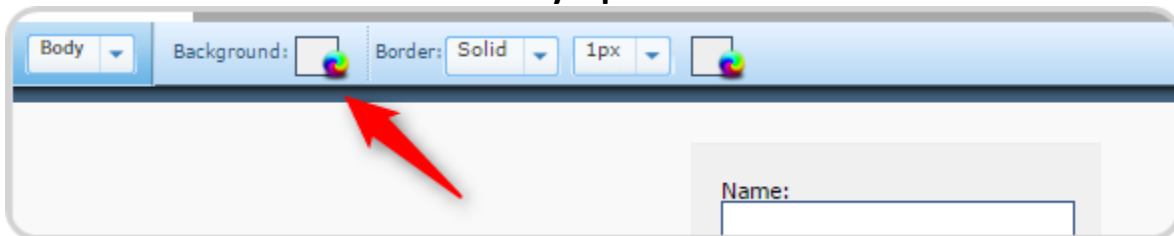
Background – BODY option



#1 – The background of this form is a light gray. If you put this on a white page, it looks funny.

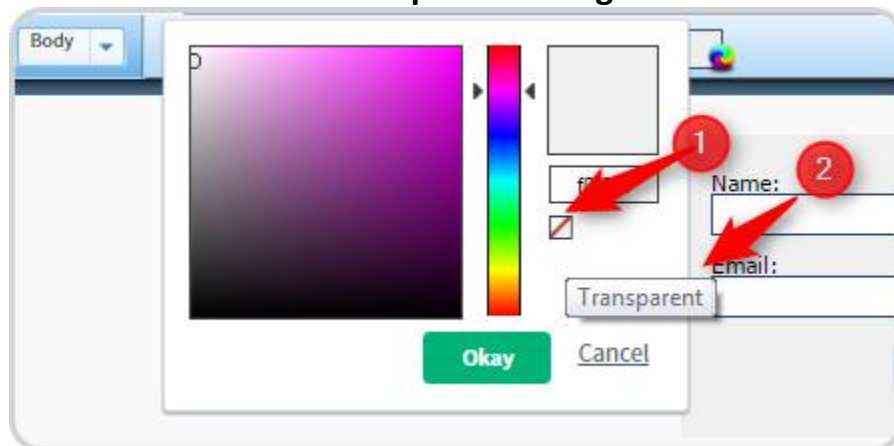
#2 – Click on the drop down and choose BODY.

Body Options



Once you have chosen Body, the tool bar above the form contains the options you can change. We are going to click on the Background icon

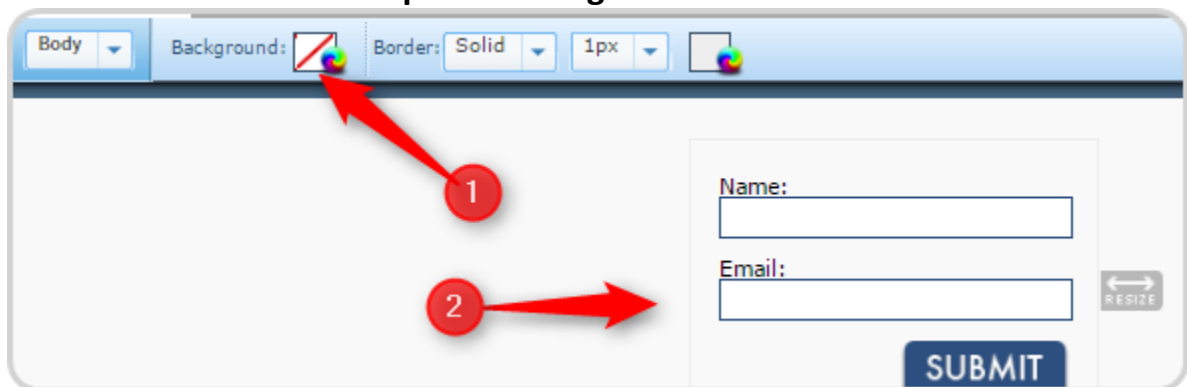
Choose Transparent Background



When I hover over the little check box you can see that a tip pops up saying that this checkbox will give you a transparent background.

Click on the check box.

Transparent Background Enabled.



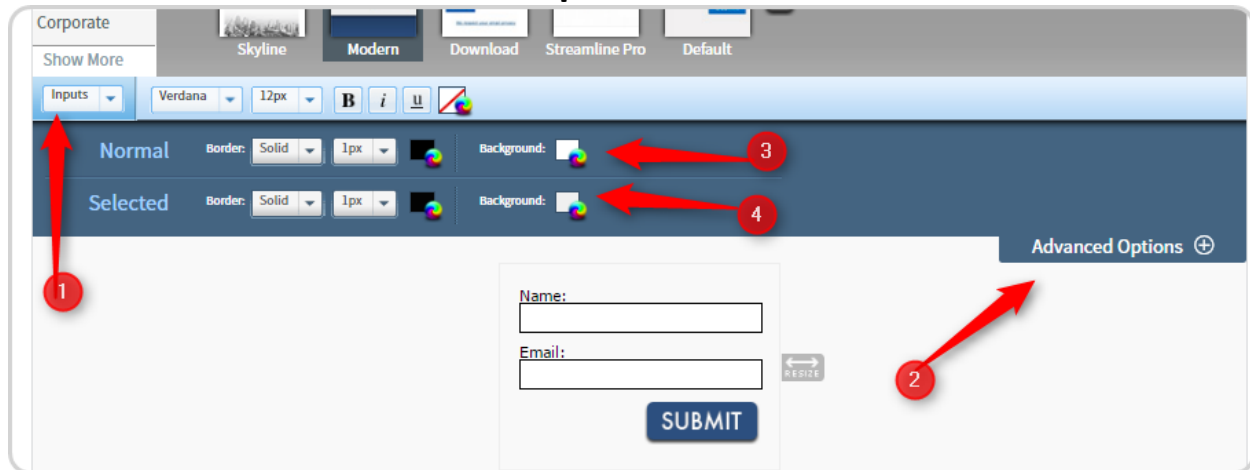
#1 - You can see that the Background color is a slash – for No Color

#2 – Here you can see the light grey background is gone.

2. Put color in the fields.

AWeber: Quick Start

Input Fields



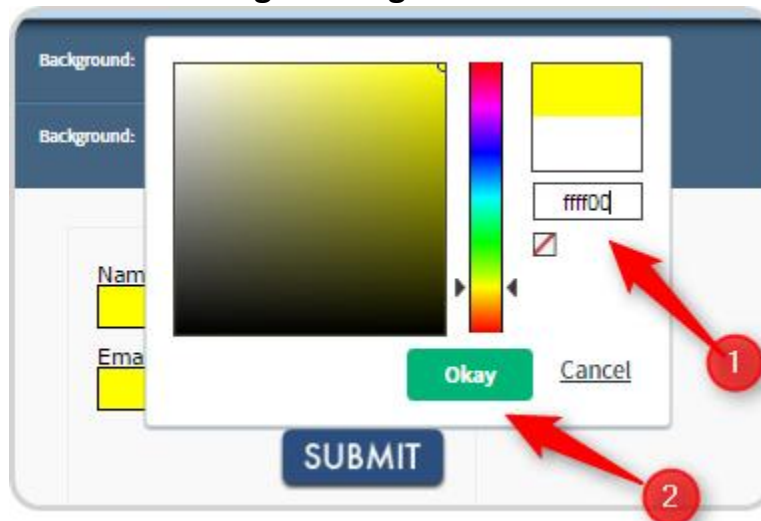
#1 – Pick “Input” from the drop down menu.

#2 – Click on the Advanced Button over on the right (easy to miss 😊)

#3 - This is the field waiting for the Lead to click on it. I like Yellow.

#4 – This is the color the field will change to when it is being edited. I like a VERY LIGHT gray. We need good contrast with the black text, but don’t want it to look yellow.

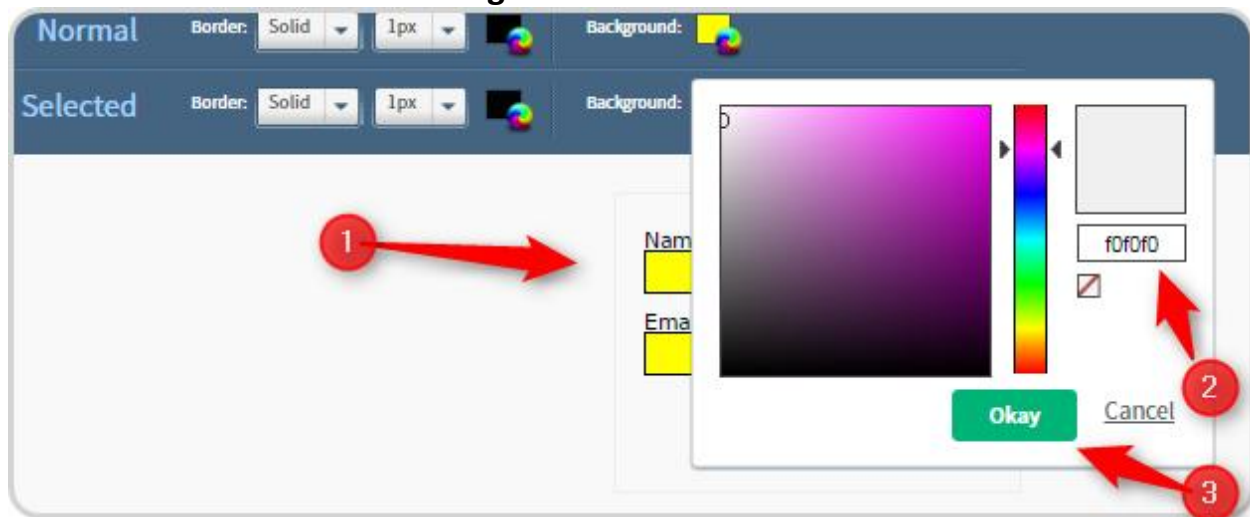
Change “Background” Color



#1 – I use FFFF00 – which is a nice solid yellow

#2 – Click on Okay

Change the “Selected” Color



#1 – In the background you can see the Input fields are now Yellow.

#2 - I use F0F0F0 – this is a very light gray. It contrasts nicely with the Black Text and shows which field is being edited.

#3 – Click on the “Okay” Button.

3. Change the Button

We Need a Button. This article shows you how to create one
<http://halepringle.com/basic-aweber-training-easily-create-a-cool-button/>



Get Free Access!



Get Free Access!



Download



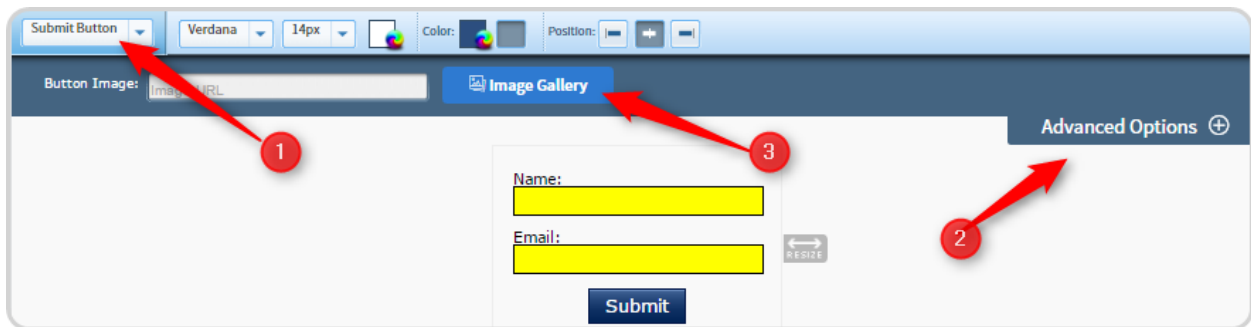
View the Video

There are three I created using the article.

You can copy and paste them onto your computer.

AWeber: Quick Start

Choose “Submit Button” and Edit it.



#1 – Select “Submit Button” from the drop down.

#2 – Click on the Advanced Options to see the Image gallery.

#3 – Click on Image Gallery.

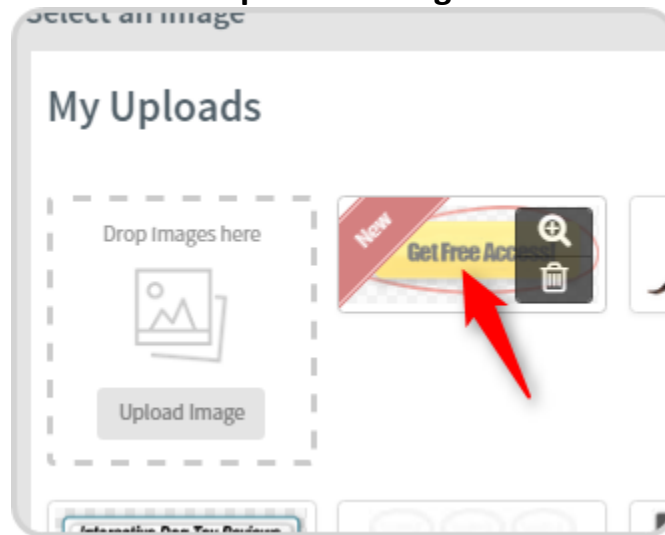
Image Gallery



The first time, you are going to need to upload the button image. After that you can just select it from the already uploaded images.

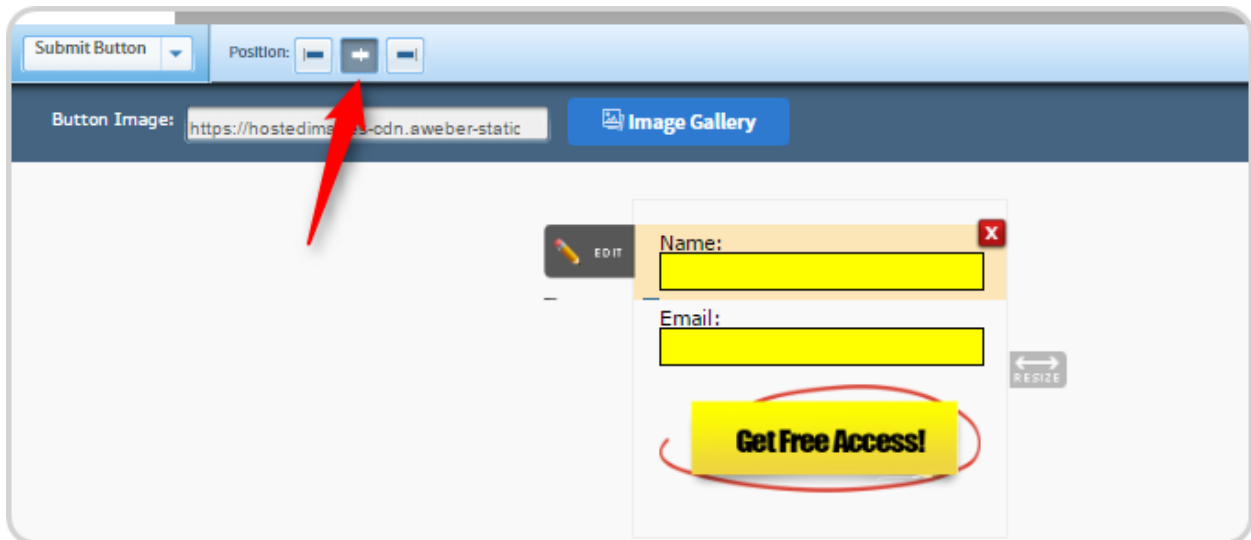
AWeber: Quick Start

Uploaded Image



Click on the Image You Want.

Finished Form



Click on the Centering button and we are done.

This is as far as I'm going to go here. That is a decent looking form that we can put into our webpage.

AWeber: Quick Start

Click on the green “Save Your Form” button and the blue “Go to Step 2” button.

Create A Sign Up Form – Tab/Screen #2

Settings
Edit your form's properties and choose a thank you page.

Basic Settings Customize your forms properties.

Form Name*:
My Web Form

Thank You Page:

☒ Basic Version
Simple Page Customized With Your Logo

☐ Custom Page
Use Your Own URL.

☐ Stay on Current Page
Subscriber does not see a thank you page

Already Subscribed Page:
Basic Version

[Show Advanced Settings](#)

[Save Your Form](#) [Go To Step 3](#)

#1 The top arrow shows that we are working on the Settings tab for this form.

NOTE: It is CRITICAL that you build your Sign Up Form with the right List active. You really need to dig into the HTML code to see which list a form is sending subscribers to. There is no way to just look at a Squeeze page with a form on it and see where Leads will be sent to.

#2 - Enter a Descriptive Name. There are reports that just show you this name. If it doesn't describe your list well the reports will be useless.

#2 - You must change the drop down menu to “CUSTOM PAGE” since we are not using double opt-in.

#3 - Fill in the URL for your Thank You Page. (Where do you want people to go once they have pressed the “Submit” button on your form?) I mentioned earlier that we were going to need the URL for the Thank You page as part of the process of creating the Sign up form.

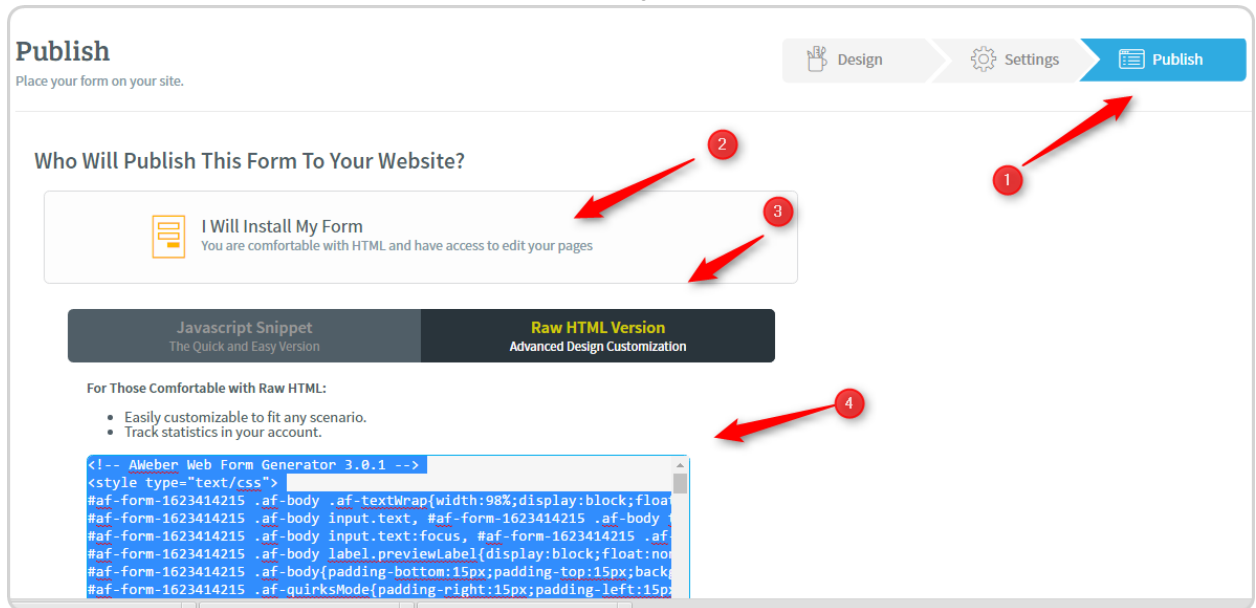
#4 - I suggest you choose Custom Page from the dropdown menu and enter the same URL. AWeber will make sure that the person is only

AWeber: Quick Start

on your list once. I know I hate to get “You are Already Subscribed” messages when I go to download something that I misplaced (or don’t remember that I downloaded a year ago.)

Press the green “Save” button and the blue “Go to Step 3” button.

The Publish Tab/Screen



#1 The top red arrow shows that the Publish tab/screen has some color, so it is the active screen.

Unless you have a webmaster who will handle editing your website or blog pages for you, you will choose the “I Will Install My Form” button.

Note: That large dark bar with a pencil in it is a button. 😊

#2 – Normally you can choose the “JavaScript Snippet” or #2 the “Raw HTML Version”. **Choose the JavaScript Snippet Version today.**

The advantage of the JavaScript Snippet is that it is hosted at AWeber. If you go back and edit the form the change is automatically applied when a new person lands on your Squeeze page.

The advantage of the HTML version is that you can look at it and see where leads are being sent and in some cases use the WordPress Visual Editor to remove some excess blank lines from the form.

COPY the text in blue in the box to your clipboard

Highlight the blue text and either right click → copy or press Ctrl-C (or Cmd-C on a Mac). When you click on the text it should already be highlighted and ready for you to click the copy command. For now let's paste this code into a Text File and save it.

CREATING A SQUEEZE PAGE SYSTEM ON A WORDPRESS BLOG

Once you have created a list and a Sign Up form, it is time to put them to work. You need pages on a website. To put the Sign Up form into. The first page is often called a Squeeze Page. This is where you trade the Lead's email address for a free Lead Magnet or Ethical Bribe. However the Squeeze Page is only the first in a series of pages. We are going to go through these here for a simple system with one One-Time-Offer.

NOTE: Totally off-topic, but you should have a Facebook retargeting pixel installed on every website you run. Facebook will collect data and let to send ads to people who have visited your website. Here is an article that describes how to do this: <http://halepringle.com/action-steps-for-getting-started-with-facebook-retargeting/>

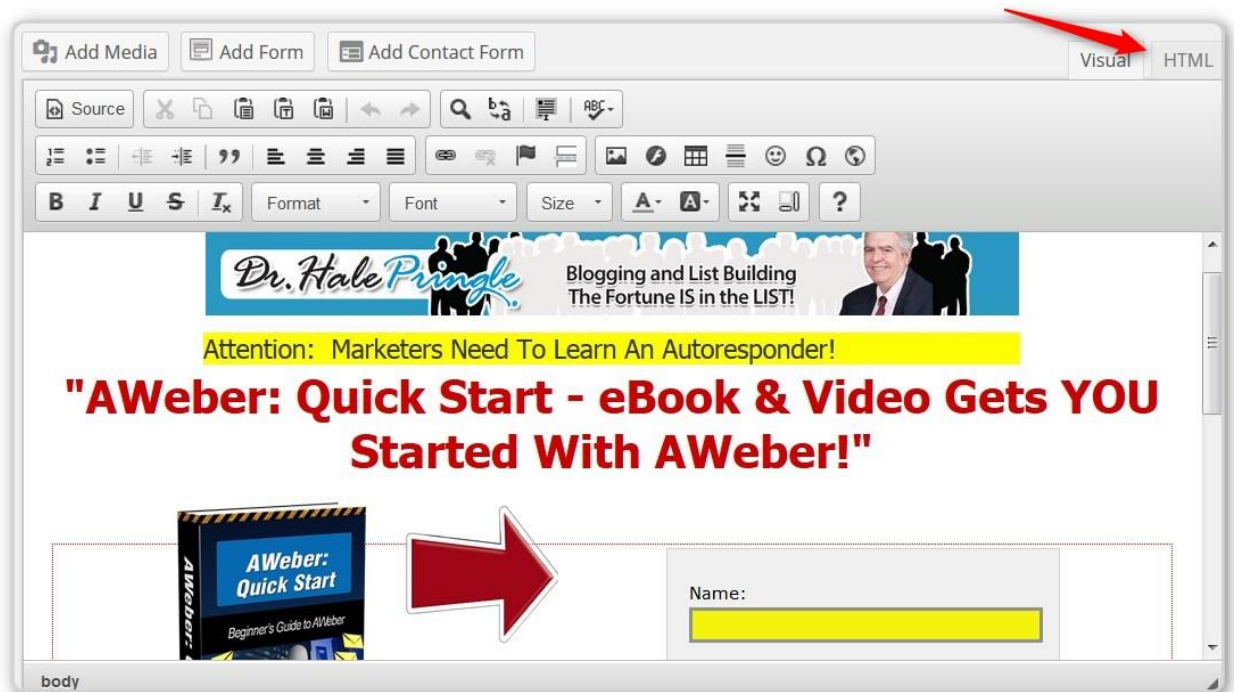
- Page 1. **SQUEEZE PAGE** - We start with the Squeeze Page (Contains an AWeber Sign Up Form). Clicking the Submit button also triggers the first email.
- Page 2. **THANK YOU PAGE** - The Sign Up Form sends the new Subscriber to the Thank You Page (This page can also contain a One-Time-Offer). This page can have a PayPal Button. It also contains a "No Thank You " link
- Page 3. **DOWNLOAD PAGE** – In the first email we give the new Subscriber a link to the Download page. This page can look very much like the Thank You Page. The difference is that the Thank You Page says "check your email" and the Download page says "Here is your download link." This page can also have a PayPal Button. It also contains a "No Thank You " link
- Page 4. **THANK YOU FOR BUYING** – If the subscriber buys your One Time Offer, the PayPal button code sends them to the Thank You For Buying Page.
- Page 5. **THANK YOU FOR BECOMING A SUBSCRIBER** – The "No Thank You" link takes the subscriber to this page.

PAGE 1 – THE MAIN SQUEEZE PAGE – A RESPONSIVE FORM.

This page is where the process of turning a Lead into a Subscriber happens. Getting one working with free tools is a little tricky, but once you have done it once, it gets pretty easy.

NOTE: There are lots of people making lots of money selling you fancy themes and systems to do what we are going to do next. Ours is not quite as fancy, but it is free and it looks pretty good.

WordPress Squeeze Page



First let me talk about this page just little.

When I created the page, I used a Page Template that had no menu or header at the top and nothing in the side bar. I don't want the Lead wandering away from the page. This is a two choice page – fill out the form and press the button or manually leave the page.

On the other hand, I want them to know where they are. I inserted the same image I use for my website at the top of the form. There is no menu up there, but the image (which I also use in my emails) gives them another look at my brand.

Setting Up Our Blog for Creating Simple Squeeze Pages.

There are three things we are going to need to do.

All of these things only need to be done once.

1. Install a free plugin called “Code Embed”
2. Install a free plugin called “Toggle the Title”
3. Install a free plugin called “Addfunc Adaptive Content”
4. Find the image you will paste at the top of each squeeze page. (optional)

Step 1 – Install the “Code Embed” plugin. There are lots of YouTube videos on installing a plugin. I’m not going to do the screen shots. Here are the steps:

- a. Login to your WordPress site as an administrator.
- b. Click on the PLUGINS Menu option on the left side of your WordPress Screen.
- c. Click on Add Plugin at the top of the screen.
- d. Enter “Code Embed” in the search bar at the upper right side of the screen.
- e. Click on the Plugin – Install and Activate it.
- f. You will see the plugin under the SETTINGS Menu option on the left side of your WordPress Screen.

Why do we need this plugin? This is a very lightweight plugin. The reason we need this is to sidestep an annoying thing that the WordPress Editor does. It mangles the HTML code or Javascript code that you copy from AWeber. This plugin lets us create a WordPress variable (variable name and value), fill the “Value” with the AWeber code and insert the Variable name into our form. The Editor never sees the AWeber code and hence doesn’t get to eat it up.

I’ll show you how to do all this a little further down with screen shots.

Step 2 – Install the Toggle the Title plugin - this is like Step 1. The Toggle the Title plugin puts a small check box on the right side of you Editor screen. When you

check the box, it “hides” the Title line. This means that your Screen Title is NOT displayed on the page.

Note: You can get away with just not entering a title, but once you have a dozen squeeze pages, it is hard to tell which is which if none of them have titles.

Step 3 –Install the Addfunc Adaptive Content plugin – this is like Step 1. The Addfunc Adaptive Content plugin lets us put codes into our WordPress page that indicate that some of the page is shown only to desktop computers and some is shown only to phones and tablets.

When I first wrote this eBook, mobile devices where not an issue. Today much if not most of our traffic comes from phones and tablets. People seeing your offer on these devices need to have a smooth experience just like those on a desktop PC or Mac.

Making a Cover for Your eBook

Fiverr.com has been a great place to get a cover for years and it still works. For \$5 you can have a professional create a cover for your eBook.

If you like hands-on, you should try Canva.com The free version lets you create a nice cover. The Toxic Foods for Dogs cover in this eBook was created using Canva. The AWeber Quick Start cover was done with tools purchased from Fiverr.com

(I use a tool called Photoshop Elements. It is the little brother to Photoshop and it beyond the scope of this eBook.

Let’s Create A Simple Squeeze Page.

There are a couple of things we need to do before we get started.

1. Get some kind of image – like an eBook cover. Images make your Squeeze Page much more attractive.
2. I used to recommend putting arrows onto the image. We can’t do that now. Sometimes the sign up form is to the right of the image and sometimes it is below the image.

3. Work on your text. Waiting until you are editing in WordPress is usually a mistake. Get your Marketing Cap on somewhere away from the computer and make a compelling Title, and Sub-heading, etc.

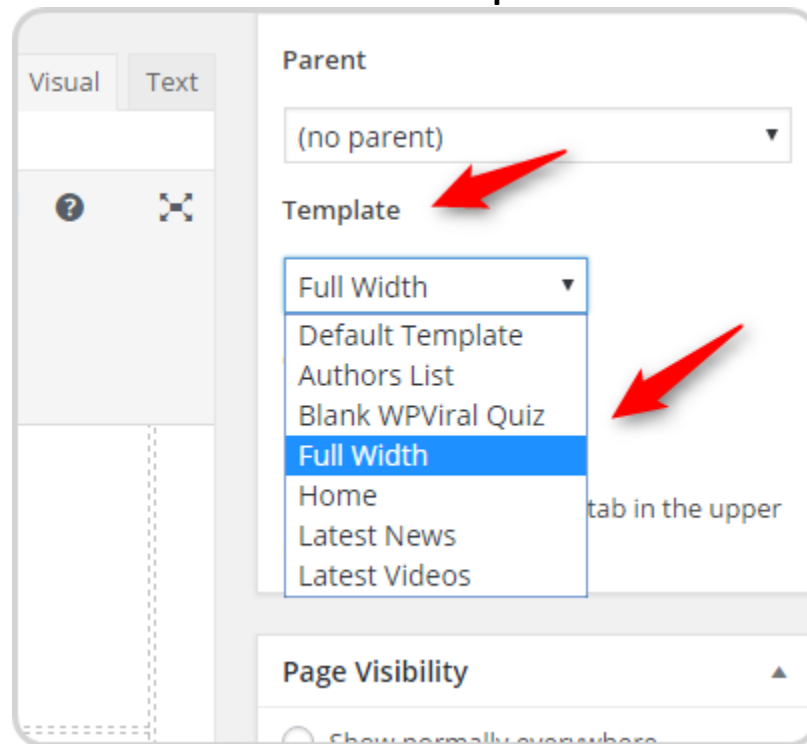
Here are the steps we will do to create our page.

1. Create a New Page (not a post, a page)
2. Choose a Template that is wide with no side bars
3. Click on the Toggle the Title and turn the title off
4. Click on Screen Options and make sure you can see the Create Fields
5. Add a new custom field – the field name id CODE1 and the value is the JavaScript text you copied from AWeber.
6. Insert the Header Image at the top of your post.
7. Click on Text Mode
8. Paste the code for a Table (shown below) into your page.
9. Click on Visual Mode
10. Replace the text in the table with your text.

Step 1 - Click on the PAGES option in the left menu of WordPress and ADD A PAGE

Step 2 – Choose a Template that does not have something in the sidebar.
NOTE: If you are going to advertize the page on Google or Facebook, it is best practice to choose a template that has a menu at the top. (They do not like single page website. Having a menu allows visitors to see that there really is more information on the side. When possible, it is best for conversions to NOT have the menu. That gives the Leads fewer options to choose from a lowers the chance that they will wander away from the sign up form.

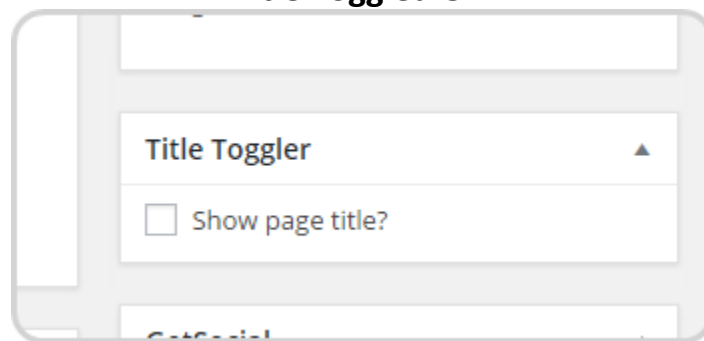
Full Width Template



Different WordPress themes have their template options in different places and they call them different things. Here is the setting from my current theme (Flex Mag). Choose the Full Width There will remove the side bar list of articles.

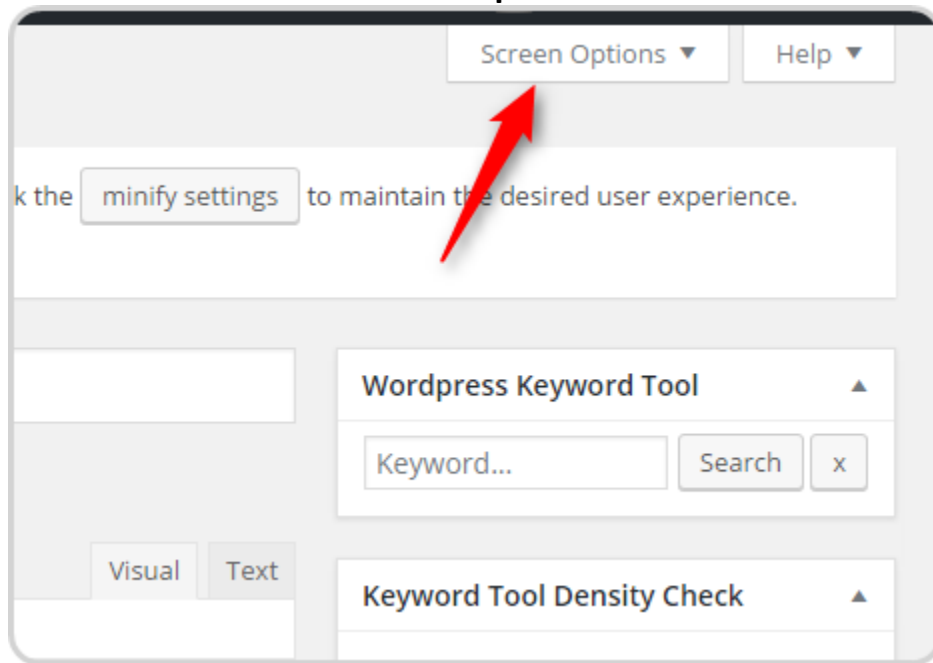
Step 3 - Click on the Toggle the Title off

Title Toggled Off

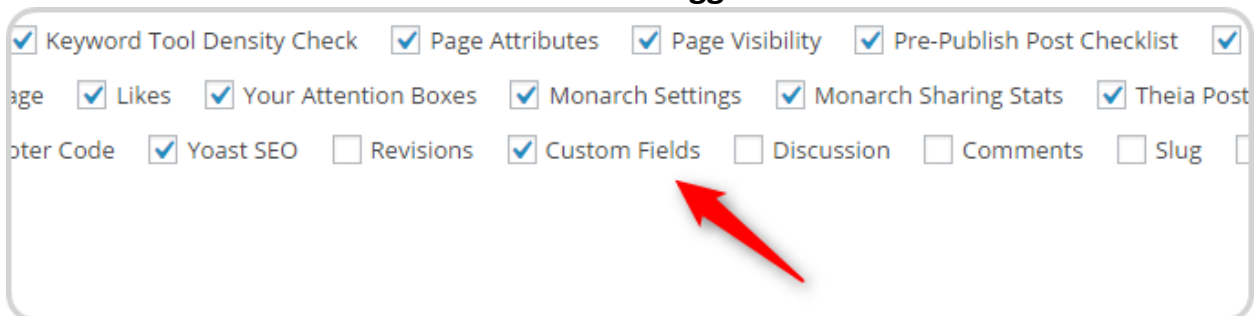


Step 4 - Click on Screen Options and make sure you can see the Create Fields

Screen Options

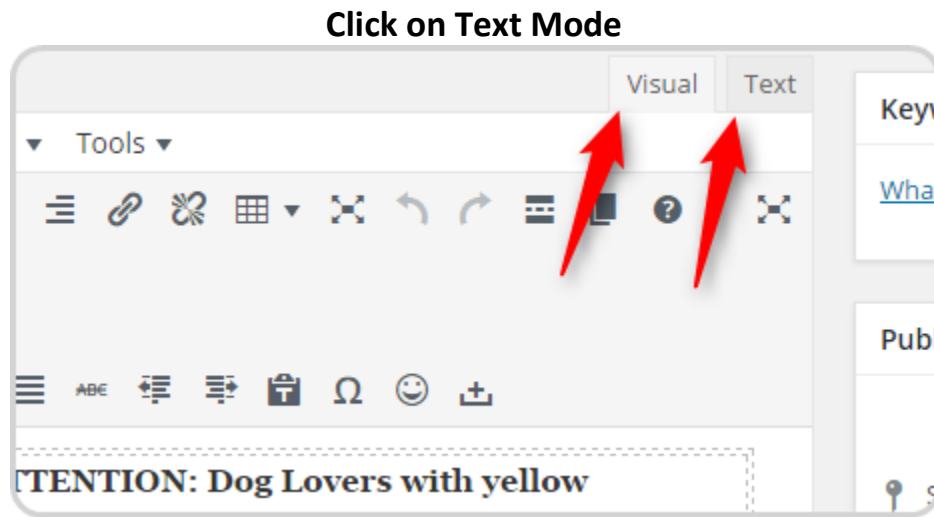


Custom Fields Toggled On



Step 5 - Insert the Header Image at the top of your post. You would insert this image just like you do any other image in a blog page or post.

Step 6- Click on Text Mode



Text mode will show you the HTML code and you won't see the images. The Visual Editor is what is called a WYSIWYG Editor. What You See Is What You Get. The text mode editor is NOT a WYSIWYG editor.

Step 7 - Paste the code for a Table into your page.

WHY A TABLE? This is a logical question to ask. HTML (the code that WordPress uses to display the posts and pages) is specifically designed to change based on the size and shape of the screen the user is looking at. In practice this means that headlines, images and Sign Up forms can wander around the screen in ways that are difficult to predict and control. Placing the pieces in a table goes a LONG way toward making the display look like what you want it to look like.

Getting the various parts of your Squeeze Page to "play nice" and go where you want them is tricky. By inserting a Table on the page and putting the various pieces of the Squeeze Page in the rows and columns of the table, we at least partially tame the beast.

Copy Paste the following Table into your WordPress Text Editor.

good article on controlling the AWeber Form

<http://www.htmlcodetutorial.com/comments/viewtopic.php?f=6&t=17208>

Here are some arrows like those talked about in the code below. You can copy and paste these to your PC.



*****START OF CODE TO COPY*****

INSTRUCTIONS for Where You Save This Code in a Text File

Open a new Page

Switch to text mode

Copy/paste the code below into the editor

Change back to Visual mode

Make your edits

***** Copy Code Below This *****

```
<div align="center">
<table style="width: 60%;">
<tbody>
<tr>
<th colspan="2" align="left"><span style="font-size: 18pt; line-height: 24pt;
background-color: #ffff00;">ATTENTION: Your Pre-Headline </span></th>
</tr>
<tr>
<th colspan="2" align="center"><span style="font-family: tahoma, arial,
helvetica, sans-serif; font-size: 36pt; line-height: 36pt; color: #ff0000;">Your
Headline</span>
```

Erase this: Your additional motivational material to supplement the
Headline.</th>

```
</tr>
<tr valign="top">
<td width="40%">Erase this: Insert Your Image - Mine was Width 171 and
height 272 You might need to fiddle with the 40% here or the 60% at the very
top. The Image should be LEFT Justified
```

```
</td>
<td align="Left" valign="Top">[notmobile]
<div style="position: relative; overflow: auto; height: 100%;">
<div style="position: absolute; top: 0; left: 0;">
%CODE1%
</div>
</div>
[/notmobile]</td>
</tr>
<tr valign="top">
<td align="Left" valign="Top">x
[mobileonly]
%CODE1%
[/mobileonly]</td>
<td>[mobileonly]
```

Erase this: NOTE: The mobileonly code means these arrows only show on
phones and tablets.

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This is 3 left pointing arrows - mine were 113 x 300 Left Justified shown ONLY on mobile devices We need the arrows to make the row have some height. The AWeber materials is rendered AFTER the table has decided how high the row is and so it is not visible. The Arrows force the row to have some height.

```
[/mobileonly]</td>
```

```
</tr>
```

```
<tr>
```

```
<th style="width: 685px;" colspan="2" align="left">
```

Erase this: Insert More Text About your Offer. Maybe bullet points.

```
</th>
```

```
</tr>
```

```
</tbody>
```

```
</table>
```

```
</div>
```

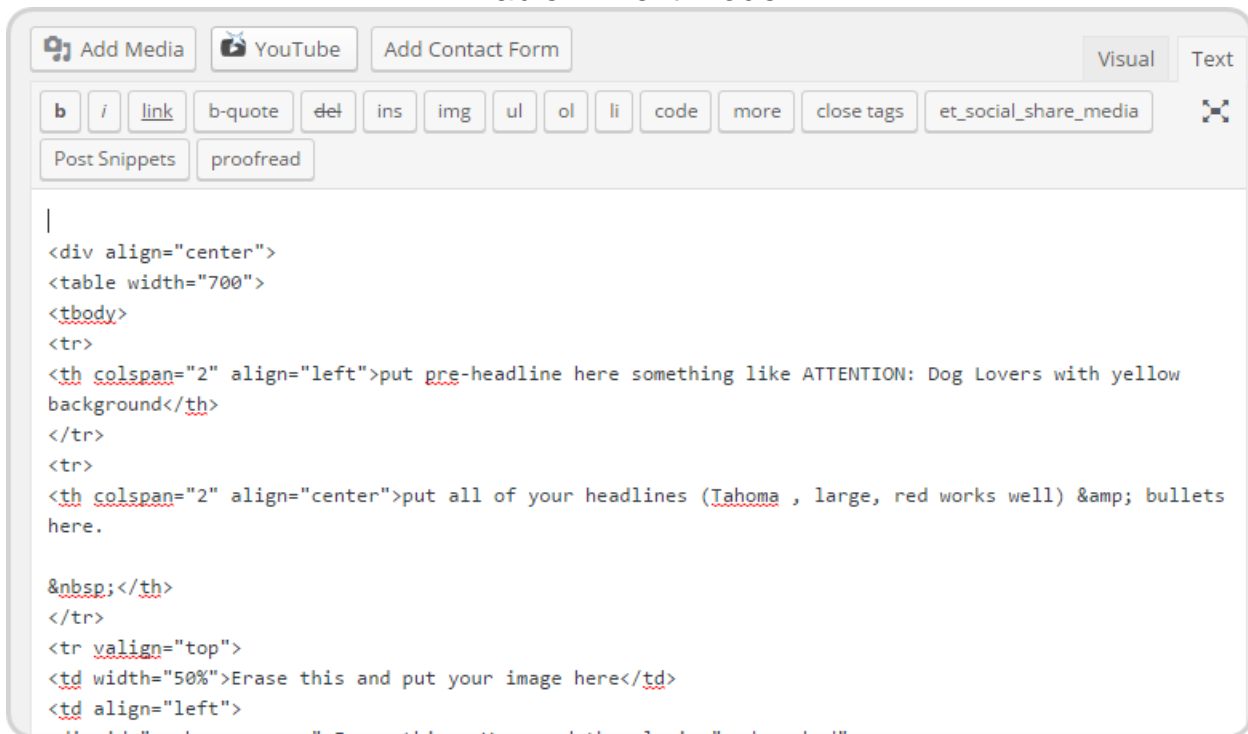
Erase this: these blank lines drive your footer down below the fold

***** END OF CODE TO COPY *****

Your Screen will look like this:

AWeber: Quick Start

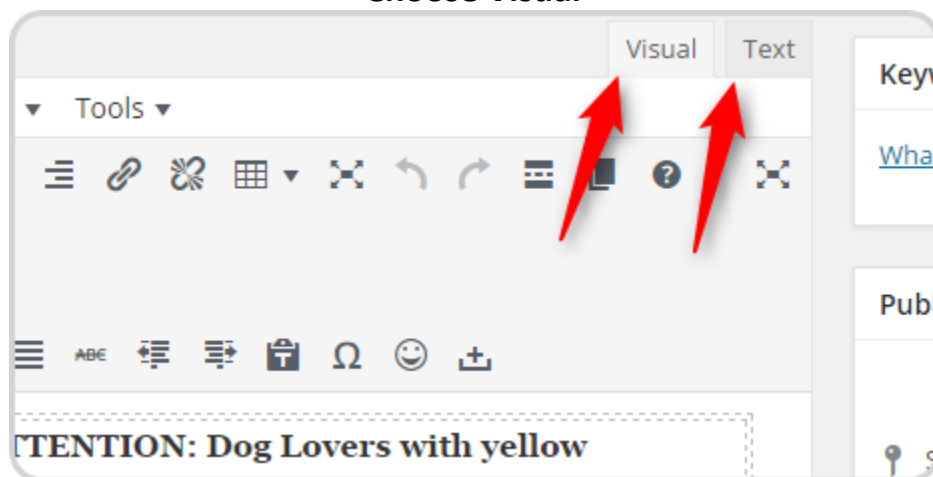
Table in Text Mode



IMPORTANT Some people have ended up with two sets of quotes around numbers and words. If things don't work right, check for `colspan=""2""` instead of `colspan="2"`. Just go through the table and erase one quote from each pair and that should fix the problem.

Step 8 - Click on Visual Mode

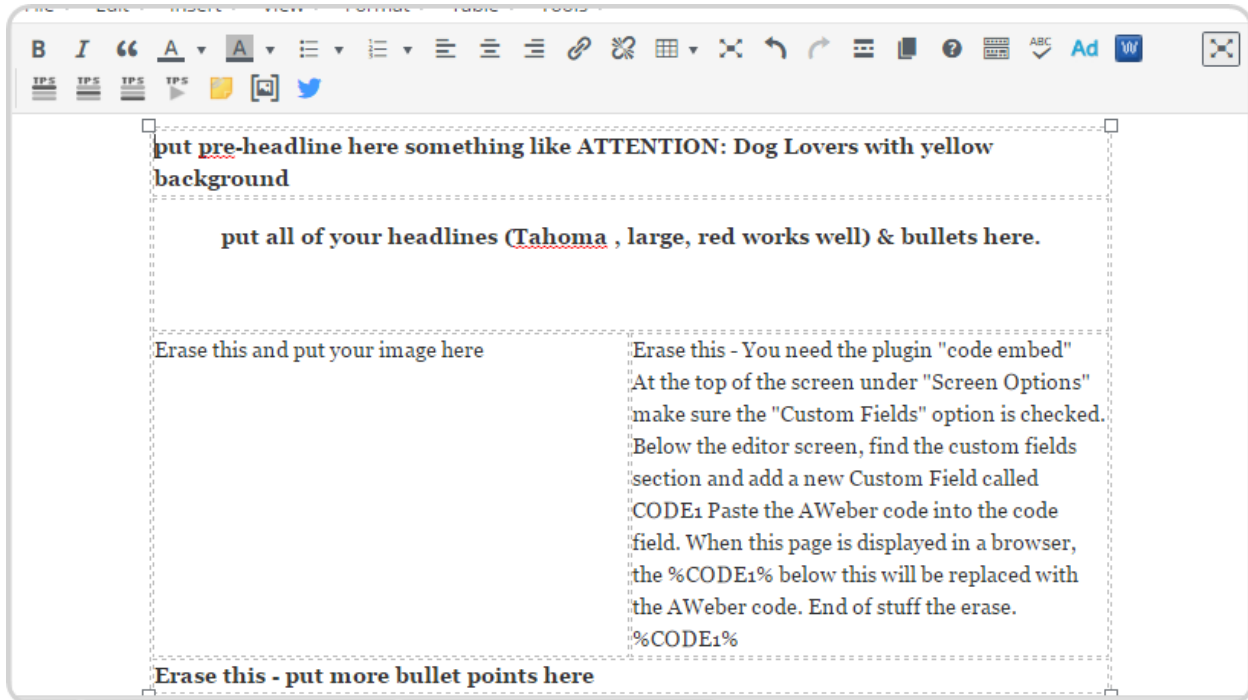
Choose Visual



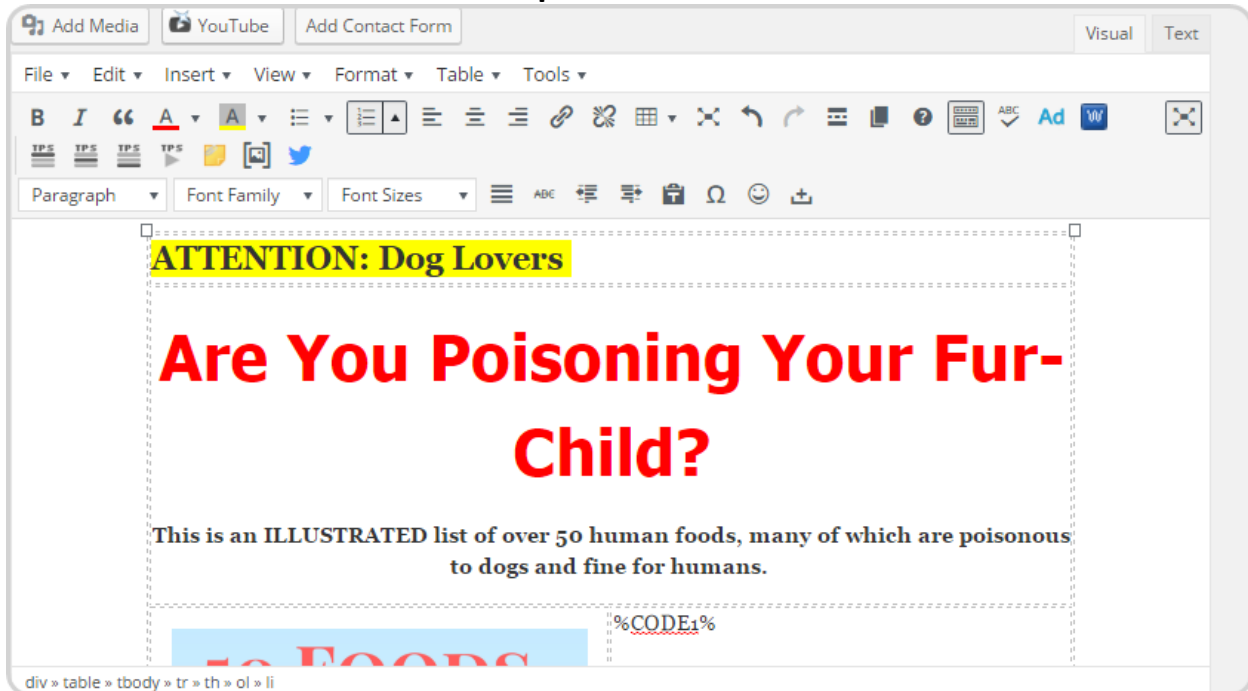
AWeber: Quick Start

Step 9 - Replace the text in the table with your text.

Table Before You Edit.



Here is a Sample That Has Been Edited



Step 10 - Add a new custom field – the field name id CODE1 and the value is the text you copied from AWeber.

Enter Custom Field

```
<!-- AWeber Web Form Generator 3.0.1 -->
<style type="text/css">
```

Add New Custom Field:

Name	Value
<div><div>1</div><div>— Select —</div><div>Enter new</div><div>4</div><div>Add Custom Field</div></div>	<div>3</div>

5

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

Find this section below your editor.

#1 – Click on the “Enter New” link

#2 – The dropdown menu that says “Select” now will change to an empty field after you click on “Enter New”. Fill the empty field with “CODE1.” – Just the five letters. Not quotes or periods.

Finally A Simple Squeeze Page

ATTENTION: Dog Lovers

Are You Poisoning Your Fur-Child?

This is an ILLUSTRATED list of over 50 human foods, many of which are poisonous to dogs and fine for humans.



Name:

Email:

Get Free Access!

Screen Shot From A Phone

The screenshot shows a mobile app interface. At the top is a black header with a hamburger menu icon on the left, a small dog icon and the text "Dogs All The Time!" in the center, and a magnifying glass icon on the right. Below the header is a large promotional image for a guide titled "50 FOODS DOGS SHOULD OR SHOULD NOT EAT". The image shows a hand feeding a dog. Below the image is the text "An Illustrated Guide" and the URL "http://DogsAllTheTime.com". To the right of the image is a vertical line. Below the promotional image is a sign-up form with two yellow input fields labeled "Name:" and "Email:". Below these fields is a yellow button with the text "Get Free Access!". A red oval highlights the button, and two large red arrows point to it from the right. At the bottom of the screen is a grey bar with the text "Share This" and a dropdown arrow.

Screen Shot From A Phone

50 FOODS
DOGS SHOULD
OR SHOULD
NOT EAT

An Illustrated Guide
<http://DogsAllTheTime.com>

Name:

Email:

Get Free Access!

Share This

Another Look at a Final Form

The form is titled "AWeber: Quick Start – eBook & Video Gets YOU Started With AWeber!". It features a header with the Dr. Hale Pringle logo and a photo of Dr. Hale Pringle. The main text is "Attention: Marketers Need To Learn An Autoresponder!". Below this is a large red arrow pointing to the right, leading to a form with two input fields for "Name:" and "Email:". A yellow button labeled "Get Free Access!" is at the bottom of the form. Numbered callouts (1-6) point to various elements: 1 points to the header logo, 2 points to the "Enjoy! Dr. Hale Pringle" text, 3 points to the attention line, 4 points to the main title, 5 points to the eBook cover image, and 6 points to the "Get Free Access!" button.

Dr. Hale Pringle Blogging and List Building The Fortune IS in the LIST!

Attention: Marketers Need To Learn An Autoresponder!

"AWeber: Quick Start – eBook & Video Gets YOU Started With AWeber!"

Enjoy! Dr. Hale Pringle

Name:

Email:

Get Free Access!

The Introduction covers:

- › Why use an autoresponder like AWeber,

#1 and #2 – I have started putting some information on my squeeze pages that gets the lead used to seeing who I am. You can use either the graphic from your blog header (#1) or your name somewhere. A second advantage to doing this is that if the lead knows who I am and they know, like and trust me, they are more likely to opt-in to my offer.

#3 – a Pre-header – grab the attention of your target audience.

#4,#5, \$6 – Attention grabbing headline, book cover and AWeber form.

NOTE: When a Lead fills in the form and clicks on the button several things happen.

1. They are added to the list you were using when you created the Sign Up form. The Lead is now a Subscriber.
2. If you have used the automation described at the end of this eBook, they are also signed up to the Master List for this niche.
3. The first eMail from the list is automatically sent.
4. If you are using the automation and they have never signed up for one of your products before, they will also receive the first eMail from the Master List.
5. The new Subscriber's browser takes him or her to the Thank You URL you entered when you created the Sign Up form.

That is a lot of moving parts, but that is how all Autoresponders actually work.

THE SIGN UP FORM DOES ITS WORK - Once the Lead has entered their email address and clicked on the button, they are added to one of your lists AND they are sent to the URL you filled in when you created the Sign Up form. This is the Thank You Page.

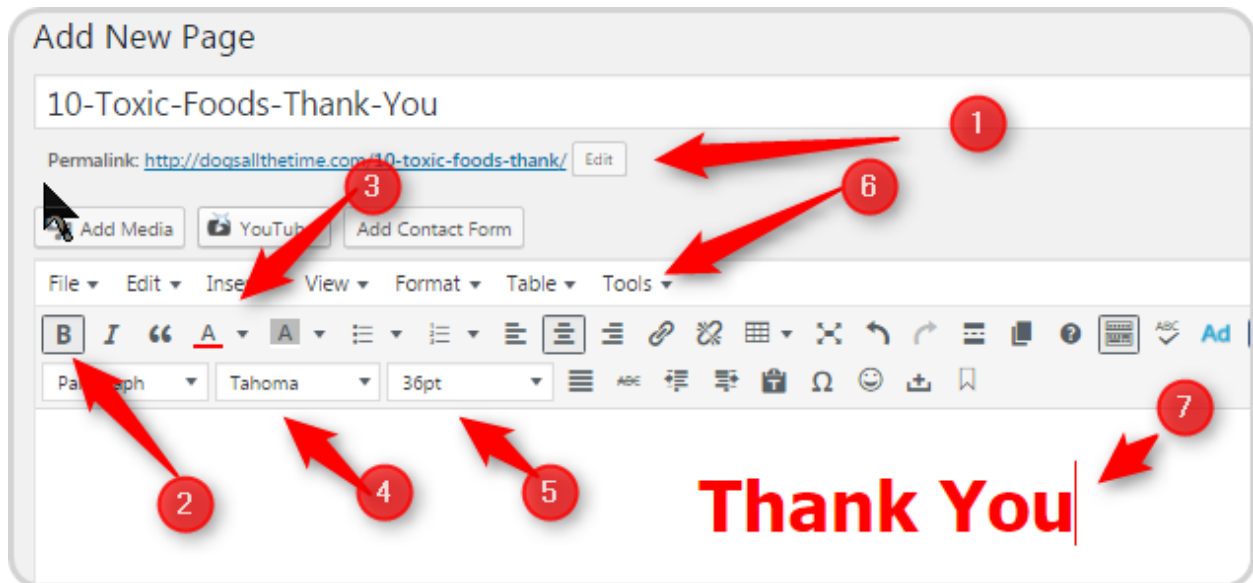
PAGE 2 – THE THANK YOU PAGE.

Let's start by creating a new PAGE (not a Post).

Just like we did for the Squeeze Page, we change a few settings from their defaults.

AWeber: Quick Start

- We set the Template to full screen with no menus.
- We go to the right side bar and uncheck the Toggle the Title box. We do NOT want the title to display when the page is shown.
- Go to the bottom of the screen and turn off ads and Social Sharing buttons if you can.



#1 – The URL you filled in when you created the AWeber Sign Up Form

#2 - Bold Face

#3 – Text Color RED

#4 – Tahoma Font

#5 – 36 pt

#6 – Centered

#7 - The words “Thank You”

Here is a more complete version



#1 – This is the header image from my Website. Just seeing it over and over gives brand recognition.

#2 – This is the “check your email” message

#3 – I like to put the cover for an ebook on the page. It helps remind people what I am thanking them for. (If they leave their computer and come back they very likely will have forgotten what they signed up for.)

If this was all we were going to do (no One-Time-Offer) I would talk more about how happy we are to have them as part of our family for dog lovers, etc.

Sample Thank You Page



NOTE: you could put a “No Thank You” link at the very bottom. The link would take the Subscriber to a page that just says “Welcome.” In this case, I don’t think it is necessary.

There are only two things here that you need to do.

ITEM 1 - GET SOME TYPE OF “WAIT” button to capture their attention before the see THANK YOU and leave.

You can download the big WAIT Hand using this link. It is a public domain image and you can freely use it, modify, do anything you want with it.

<https://pixabay.com/en/sign-symbol-waiting-universal-wait-41226/>

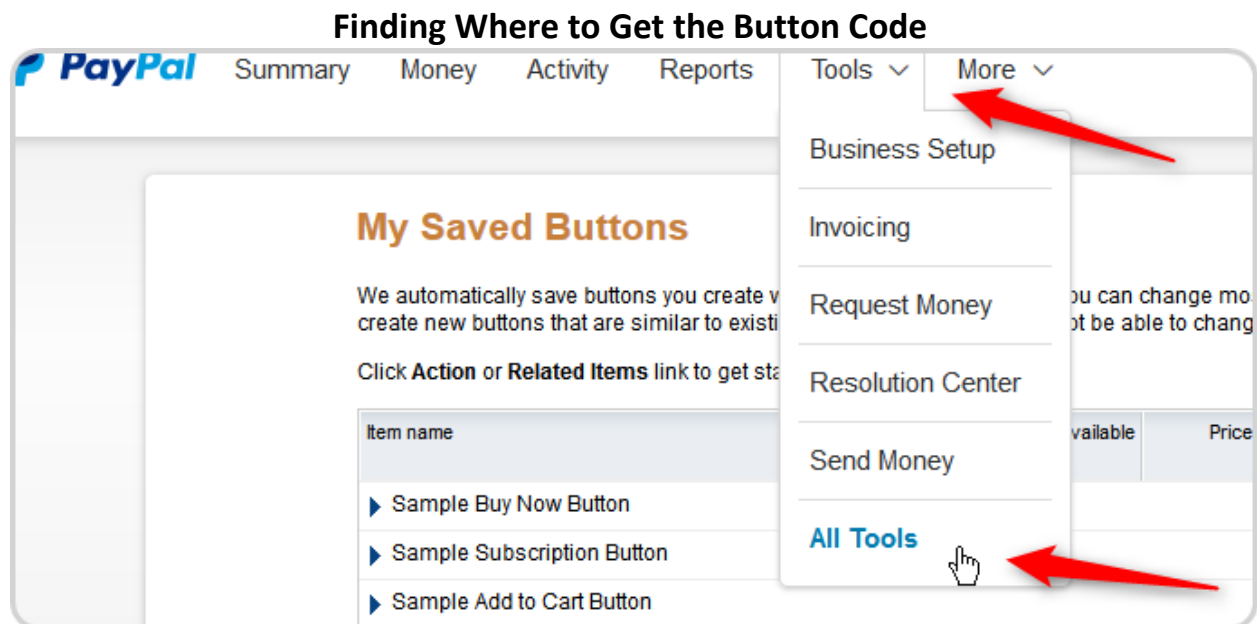
ITEM 2 – GET THE PAYPAY Button code so you can get paid.

Login into your Paypal Account. You will need a PREMIUM Account. This is free, but you need to sign up for it. The rules change all the time, so I suggest you check with the PayPal help system to see how it works today.

Get the Button Code.

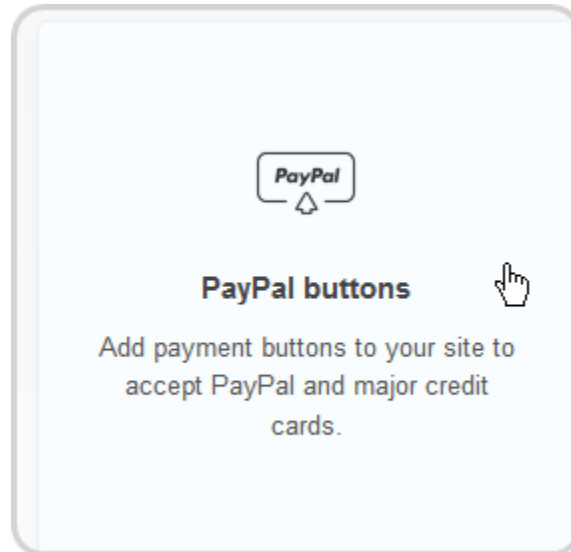
I'll be honest, I sometimes can't find this section by following PayPal's menu system. They change it now and then and things move. I search for it in the upper right corner and bingo – there it is. Right now it is under a large tab called "Merchant Services" and there is a large area (that actually a button) called "Create Payment Buttons for Your Website."

Here is how it looks November 10, 2016 – Under Tools → All Tools



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There are several boxes with the name of a tool in each box. This is the one you want.



Options inside the Payment Buttons Tool.

My Saved Buttons[Back to My Profile](#)

We automatically save buttons you create when you're logged in. Here, you can change most button characteristics, view the HTML code, or create new buttons that are similar to existing ones. However, you may not be able to change fields if you've created them using an API.

Click **Action** or **Related Items** link to get started.

Item name	Qty. available	Price		Related Items
Sample Buy Now Button (ID: BL638Y9CQBXXKG) Created 11/9/2016	N/A	\$0.01	Action ▾	Create new button Reports checkout page
▶ Sample Subscription Button			Edit button View code Create similar button Delete button Create new button	
▶ Sample Add to Cart Button				

Choose to Create a Similar Button based on the Simple Payment Button.

The first step is where you describe the item and set a price. (Note: It is a common practice to have a product listed in several places. The full retail price is used in some places and discounted prices (One-Time-Offer Prices) shown in other places. Use a title that will tell you where you plan to use this button.

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Step 1 – Price and Description

The screenshot shows the 'Step 1 – Price and Description' form in AWeber. Red arrows and numbers 1 through 7 point to the following elements:

- 1: 'Buy Now' button type dropdown.
- 2: 'Item name' field containing '65 Foods For Dogs'.
- 3: 'Price' field containing '7.00'.
- 4: 'Customize button' section with checkboxes for adding a drop-down menu or text field.
- 5: 'Item ID (optional)' field.
- 6: 'Step 2: Track inventory, profit & loss (optional)' link.
- 7: 'Step 3: Customize advanced features (optional)' link.

The form also includes a 'Currency' dropdown set to 'USD', a 'Need multiple prices?' link, a 'Your customer's view' preview showing a 'Buy Now' button with payment logos, 'Shipping' and 'Tax' sections, and 'Merchant account IDs' options.

#1 – Leave this as “Buy Now”

#2 – Title for the button (describe where you will use this button – in this case RETAIL price)

#3 – Enter the price.

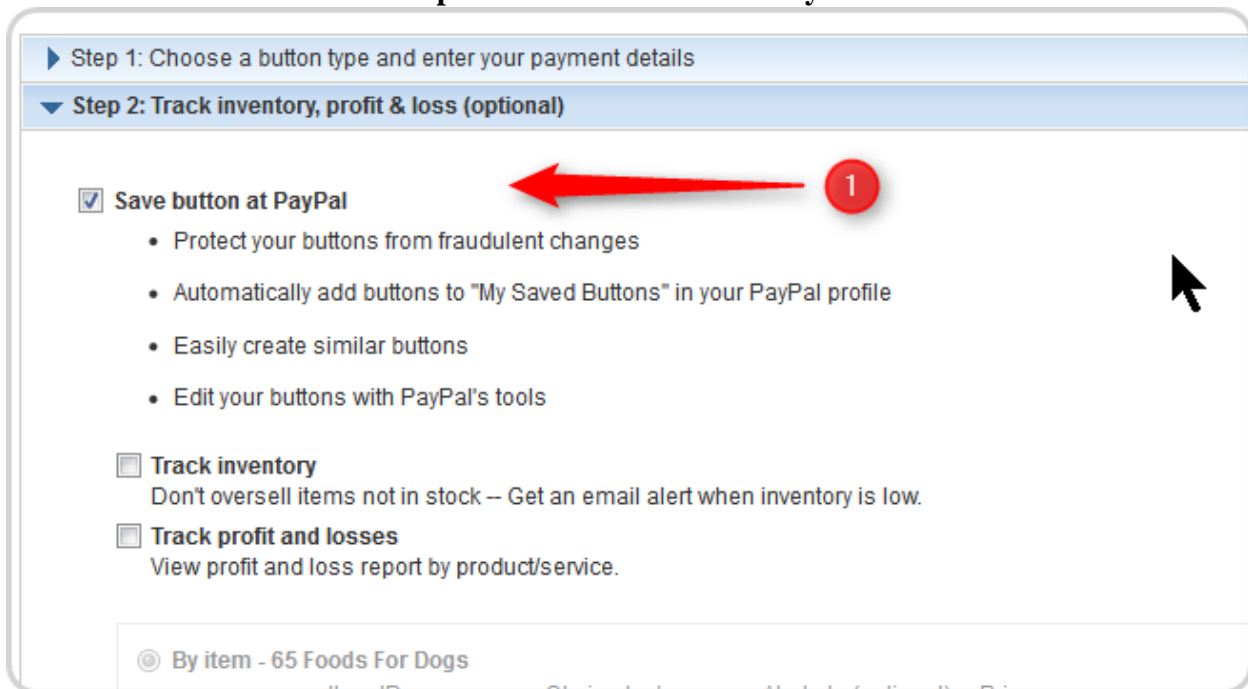
#4 – Leave these alone

#5 – Use the ID number option – even though PayPal’s help says your email may show.

#6 and #7 – We will use these

CLICK ON #6 Above – Track Inventory

Step 2 – Save the Button at PayPal



Step 1: Choose a button type and enter your payment details

▼ Step 2: Track inventory, profit & loss (optional)

☒ **Save button at PayPal**

- Protect your buttons from fraudulent changes
- Automatically add buttons to "My Saved Buttons" in your PayPal profile
- Easily create similar buttons
- Edit your buttons with PayPal's tools

☐ **Track inventory**
Don't oversell items not in stock – Get an email alert when inventory is low.

☐ **Track profit and losses**
View profit and loss report by product/service.

© By item - 65 Foods For Dogs

#1 – This should be already set.

Leave the default and click the little arrowhead beside step 3 to open the third step. You will need to change some of these from their defaults. (For example, we do not need a physical address to download an info product.)

Step 3 – Options

▼ Step 3: Customize advanced features (optional)

Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you want to let your customer change order quantities?

☐ Yes

☒ No

Can your customer add special instructions in a message to you?

☐ Yes

☒ No

Do you need your customer's shipping address?

☐ Yes

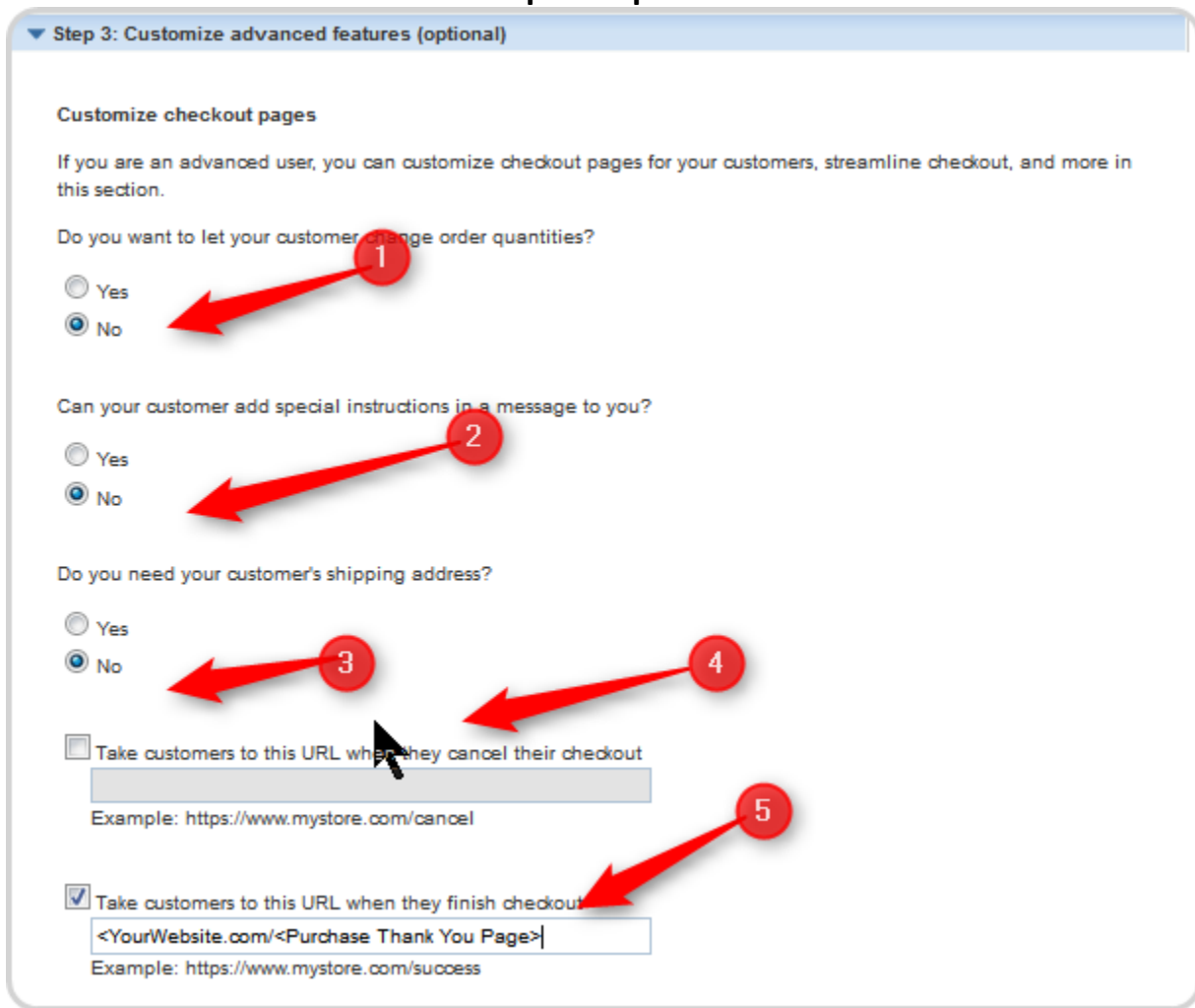
☒ No

☐ Take customers to this URL when they cancel their checkout

Example: <https://www.mystore.com/cancel>

☒ Take customers to this URL when they finish checkout

Example: <https://www.mystore.com/success>



#1 - No we don't want the customer changing the quantities— an info product come in quantity 1.

#2 – I usually don't feel a need for the customer to give special instructions on an info product.

#3 – We don't need a physical mailing address.

#4 – You can create a page that customers go to if they cancel and order. I usually don't. For a high selling item I would.

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#4 – CRITICAL – This is the Thank You/Download page. You send them to a page on your blog where you have a link to download the product. You say THANK YOU and it is a good idea to offer them something else while they are there.

Add your button code to your webpage

You just created customized HTML code for your button. The final step is to copy the code from this page and paste it into your website.

Copy the button code:

1. Click **Select Code**.
2. Right-click and copy the selected code.

If you're working with a website developer, you can paste the button code into an email and send it to your developer now.

Paste the button code in your website editor:

The code must be pasted in the "code" view, where you can view and edit HTML.

1. In your website editor or admin page, open the page where you want to add your button.
2. Look for an option to view or edit HTML.
3. Find the section of the page where you want your button to appear.
4. Right-click and paste your button code into the HTML.
5. Save and publish the page. (The preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.

Need more help? [Click here](#) for additional information.

The screenshot shows the PayPal button code interface. At the top, there are two tabs: 'Website' and 'Email'. A red arrow points to the 'Website' tab. Below the tabs is a text area containing the following HTML code:

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="2L4YBMP8QQT8E">
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_buynowCC_LG.gif" border="0" name="submit" alt="PayPal - The safer easier way to nav online!">
</form>
```

Below the text area are two buttons: 'Select Code' and 'Go back to edit this button'. A red arrow points to the 'Select Code' button. To the right of the text area is a preview of the 'Buy Now' button, which is orange with the text 'Buy Now' and several payment logos (MasterCard, Visa, American Express, Discover, PayPal, and Bank of America) below it.

This is where the highlight and copy the HTML Code. Press the “Select Code” button and all of the HTML code is highlighted. You can press Ctrl-C or Cmd-C or Right Click→ Copy to place this code in your PC’s clipboard.

I paste this code somewhere that I can find it. (Like Evernotes). Do not paste it into a word processor. They will add codes to the HTML code and you will have a mess.)

This is the code you will paste near the bottom of your Sales Page.

One More Page (Optional) - Retail Price Page - You can duplicate the Thank You/OTO page, remove the THANK YOU MESSAGE and replace the OTO price PayPal button with another Button that has a different price. This page where you send people to buy the product at “full retail.” For example, you may offer them the product in your email series. You don’t want to offer it at the same price as your “One Time Offer” (OTO). If you do, the OTO wasn’t really a One Time Offer. Except for the missing “Thank You” wording, this page can look almost exactly the same. You will want to adjust any wording where you talk about prices.

ADVANCED TOPIC – One of the things you often want to do is add people who BUY from you to a BUYERS list. I’m not going to cover that here. It is covered in an article on my website.

<http://halepringle.com/aweber-tip-adding-a-paypal-button-to-your-sales-page/>

Once you have the HTML code you will need to paste it into your Thank You Page.

1. Edit the Page (I often type xxxx in the spot where I want to paste the new code.)
2. Click on the Text Tab and search for xxxx (delete the x’s now)
3. Enter the word <Center> (#1 below)
4. Paste the code you got from PayPal
5. Enter the word </Center> (#2 below)
6. I entered **height="100"** in the spot highlighted – right before the src=... (#3 below)
7. Go back to Visual mode and see how it looks.

Sample PayPal Code in TEXT Mode Editing a Page.

```
<center>
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_xclick">
<input type="hidden" name="hosted_button_id" value=" " >
<input type="image" height="100" src="https://www.paypalobjects.com/en_US/i/btn/btn_buynowCC_LG.gif" border="0" name="submit" alt="PayPal - The
safer, easier way to pay online!">

</form>
</center>
```

PAGE 3 – THE DOWNLOAD PAGE.

Creating the Page is going to be easy. There are a couple of steps that we need to do in order for the page to be functional.

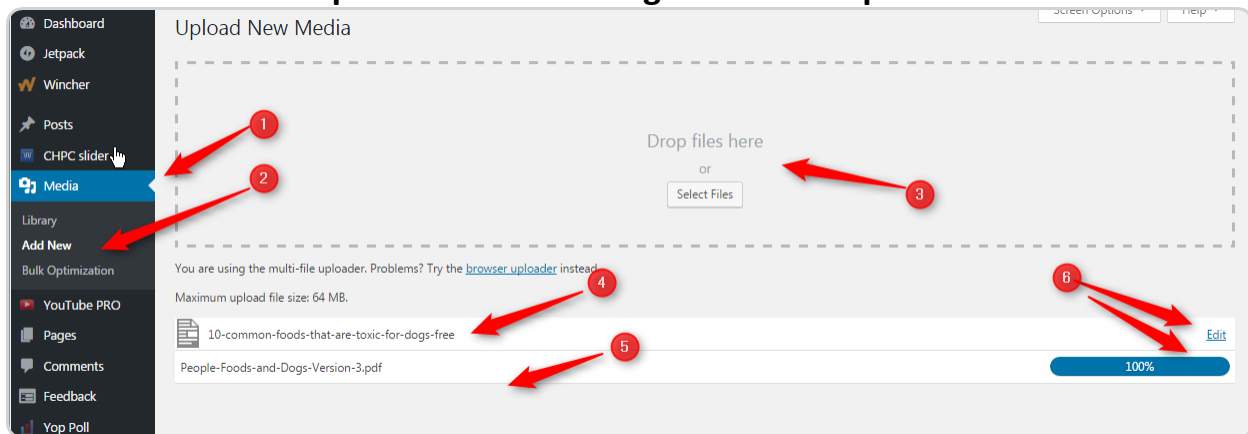
NOTE: I find it useful to name my files in all lower case with a dash between each word. Most websites run on an operating system called Linux and in that system files with the same name and different capitalization are treated as separate files. On Windows machines you can't do that. Windows will always get the same file regardless of which words you capitalize.

Step 1 – Upload your Ethical Bribe / Lead Magnet PDF to your website. You can use the MEDIA option on the left sidebar of WordPress. Find the URL for the PDF file and copy/paste it somewhere that you can find it.

Step 2 – While we are here, let's upload the Paid Offer PDF at the same time. Copy and Paste the URL for this file also.

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Upload PDF Files Using the Media Option



#1 – Click on Media

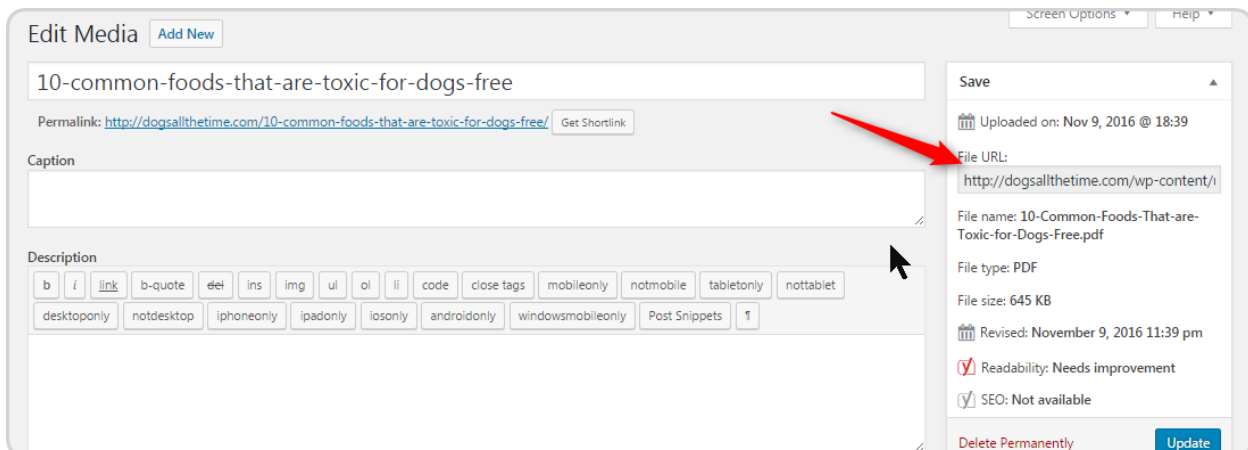
#2 – Click on Add New

#3 – Drag your PDF files into the box (Open Windows Explorer, navigate to them, highlight both with Ctrl-Left Click, hold the button down and drag them into this page.)

#4 & #5 – The files I am uploading.

#6 – Click on the EDIT button for each one so we can copy/paste the URL where this file is stored on our website.

Now we will click the first Edit Button



All we are interested in here is the URL. Highlight it, copy it and paste it into a text file somewhere.

The URL will look something like this:

<http://dogsallthetime.com/wp-content/uploads/2016/11/10-Common-Foods-That-are-Toxic-for-Dogs-Free.pdf>

NOTE: This screen in in a new Tab. Close the tab once you have the URL.

Click the other Edit Button and copy / paste that URL.

ADVANCED TIP (Not really that advanced)

I really don't want to use these URLs in my Squeeze Pages. The reason is that they will change. I WILL update them, fix them, expand them, etc. When I upload the new version, the URL will change. That means I need to go find all of the Pages that reference that URL and change them.

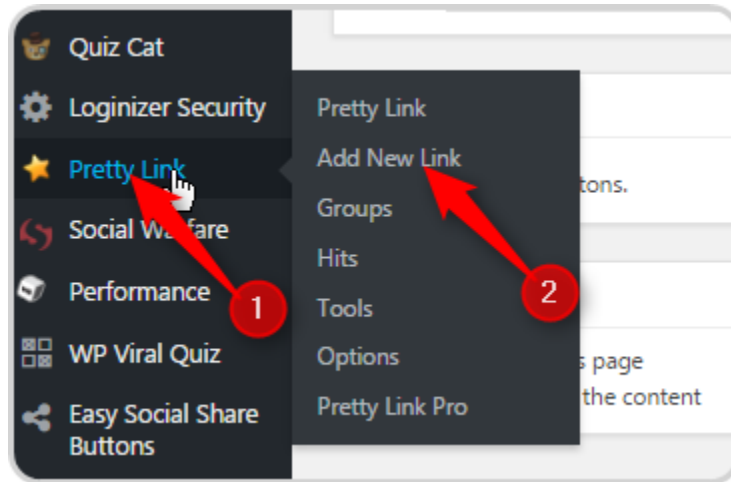
There is a better way.

I use a Free Plugin called **Pretty Link Lite**. Pretty link does two things a) it counts how many people arrived at the URL and b) it allows you to have a simple URL that is redirected to a more complex URL. In this case I use a Pretty link (line <http://HalePringle.com/Free-AWeber-Book>) and redirect that to the PDF which will usually have a much more complex name as shown above. When I upload a new version of the eBook, I can go to the Pretty Link Page, edit where ...Free-AWeber-Book points to and the change is made regardless of how many places I have used theFree-AWeber-Book link. I don't have to go and edit each of those places. I will have two Pretty Links – one for the free Lead Magnet PDF and one for the paid version PDF. (Oh and I can also see how many times the page was referenced.)

Install and activate Pretty Link Lite like you do every other free plugin.

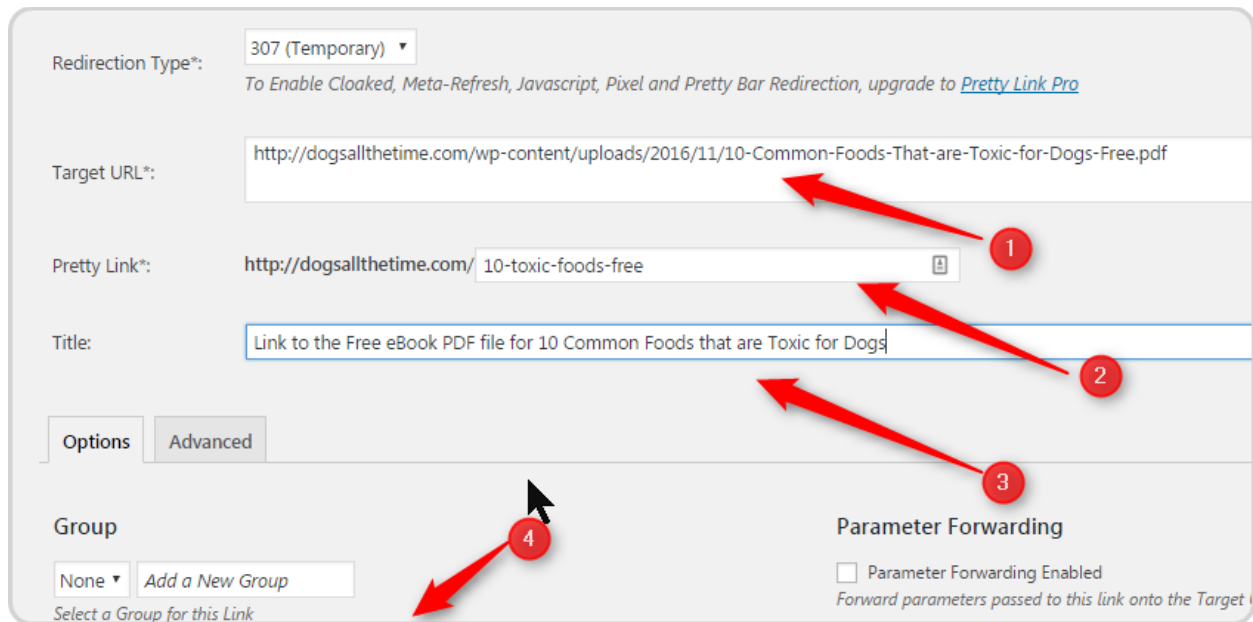
Now let's create our new Pretty Links that point to our PDF files.

AWeber: Quick Start



#1 – Pretty Link will show up in your left sidebar in WordPress

#2 – Click on the Add New Link



Redirection Type*: 307 (Temporary) ▼
To Enable Cloaked, Meta-Refresh, Javascript, Pixel and Pretty Bar Redirection, upgrade to [Pretty Link Pro](#)

Target URL*:

Pretty Link*:

Title:

Options Advanced

Group: [Add a New Group](#)
Select a Group for this Link

Parameter Forwarding
☐ Parameter Forwarding Enabled
Forward parameters passed to this link onto the Target

#1 – Paste the long URL you got from the MEDIA menu when you upload one for your files.

#2 – Type in a short name

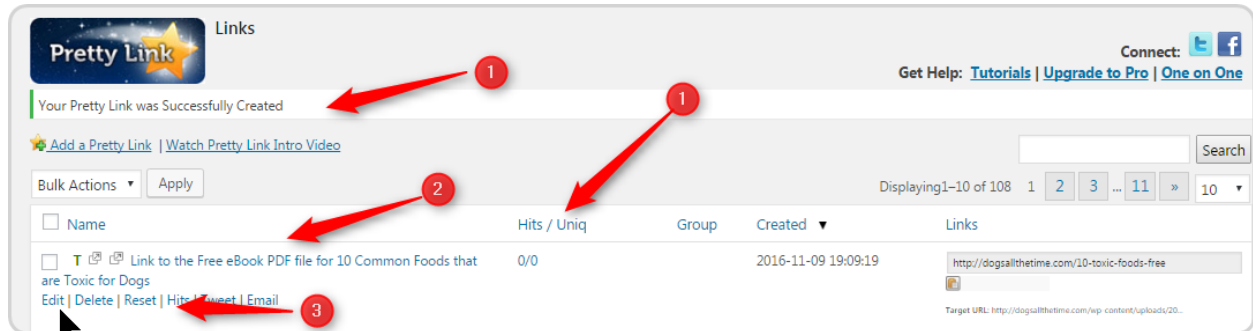
#3 – Type in a description

#4 - Click on the Create button - what to see that it worked. If you have a / on the end of your URL or an extra space in the wrong place, Pretty Link will object.

AWeber: Quick Start

COPE THE SHORT NAME including the website. Paste this in your text file of notes. These are the URLs you will use on your download pages.

This is the Pretty Link Page



#1 – This line says that the link was successfully created

#2 – This is the description of the link

#3 – when you hover over it, you will see an EDIT button. This is where you can change the URL this Pretty Link sends people to.

#4 – Here are the counters (how many visits and how many unique visits – if a person comes twice, they count as two visits and one unique visit.)

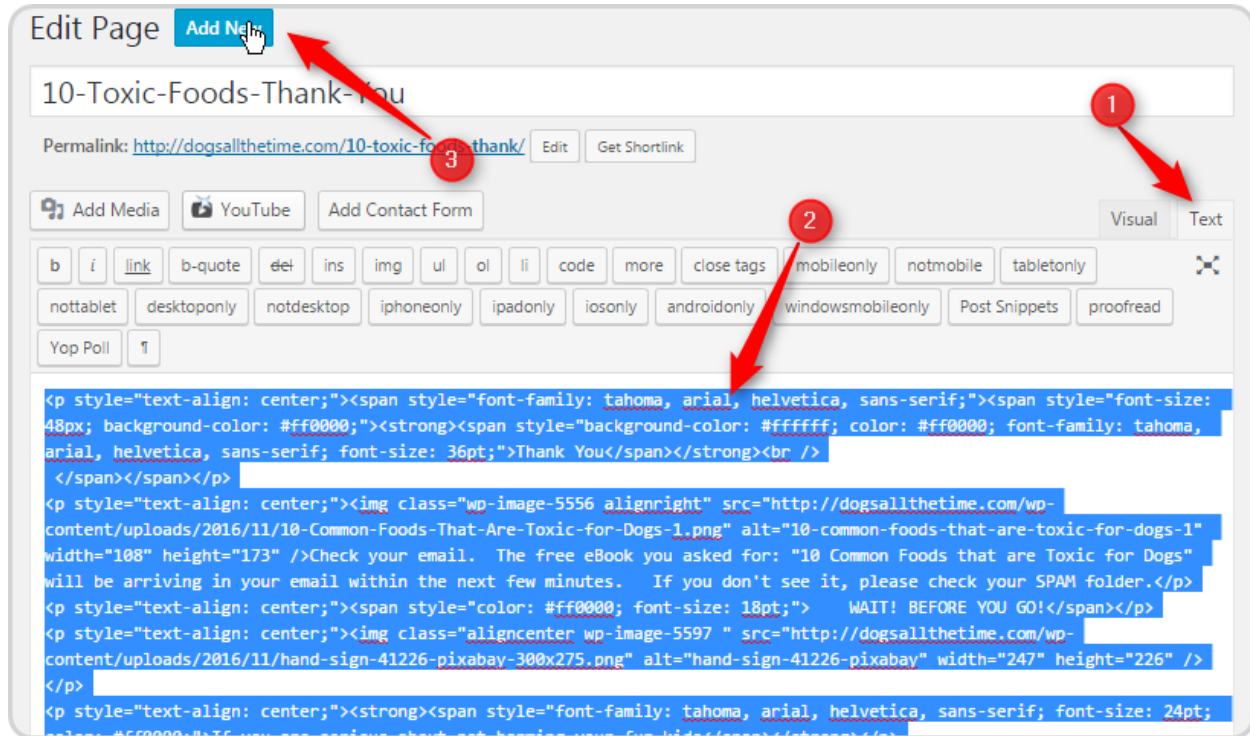
DO THE SAME PROCESS FOR THE PDF FILE URL OF YOUR PAID OFFER.

NOW LET'S CREATE THE DOWNLOAD PAGE.

START BY DUPLICATING THE THANK YOU PAGE.

I use a plugin called Duplicate Post, but you can do this manually

AWeber: Quick Start



Edit the Thank You page.

#1 – Click on Text

#2 – Click Ctrl-A and Ctrl-C (or Cmd-A and Cmd-C) to copy ALL of the HTML code that makes up the Thank You Page.

#3 – Click on Add New

A new page opens up. This will be your download page.

Beginning of Download Page

Add New Page

10 Toxic Foods - Download

Permalink: <http://dogsallthetime.com/10-toxic-foods-download/> Edit

Add Media Add Contact Form

Visual Text

b i link b-quote del ins img ul ol li code more close tags mobileonly notmobile tableonly nottablet desktoponly notdesktop iphoneonly ipadonly iosonly androidonly windowmobileonly Post Snippets proofread

Yop Poll 1

```
<p style="text-align: center;"><span style="font-family: tahoma, arial, helvetica, sans-serif;"><span style="font-size: 48px; background-color: #ff0000;"><strong><span style="background-color: #ffffff; color: #ff0000; font-family: tahoma, arial, helvetica, sans-serif; font-size: 36pt;">Thank You</span></strong></span></strong></p>
<p style="text-align: center;">Check your email. The free eBook you asked for: "10 Common Foods that are Toxic for Dogs" will be arriving in your email within the next few minutes. If you don't see it, please check your SPAM folder.</p>
<p style="text-align: center;"><span style="color: #ff0000; font-size: 18pt;"> WAIT! BEFORE YOU GO!</span></p>
<p style="text-align: center;"></p>
<p style="text-align: center;"><strong><span style="font-family: tahoma, arial, helvetica, sans-serif; font-size: 24pt; color: #ff0000;">If you are serious about not harming your fur-kids</span></strong></p>
<p style="text-align: left;">The free eBook contained 10 Common Foods. There is a much more complete book with over 65
```

Publish

Save Draft Preview

Status: Draft Edit

Visibility: Public Edit

Publish immediately Edit

Readability: Needs improvement

SEO: Not available

Purge from cache Move to Trash Publish

Page Attributes

Parent (no parent)

Template Default Template

#1 Enter the name of the Download page

NOTE: Your first email from AWeber will contain a link to this page. Make sure the "Here is your download page" link in the email matches the name of the page here.

#2 – Click on Text

#3 – Paste the code

#4 – Don't forget to do three things

1. Change the Template to Full Width
2. Uncheck the TITLE Box
3. Turn Off any Social Sharing you have on the page.

Make the small changes needed to turn this into a Download Page



#1 - Replace the “Thank You” with this line

#2 – Replace the “Check your email....” Line with “Download your eBook “<the Title>” here. Make the area <the Title> into a hyperlink.

SAVE THE PAGE

NOTE: You page the Pretty Link here. You one you created when you uploaded the first draft of your free eBook using the MEDIA menu option in the Sidebar.

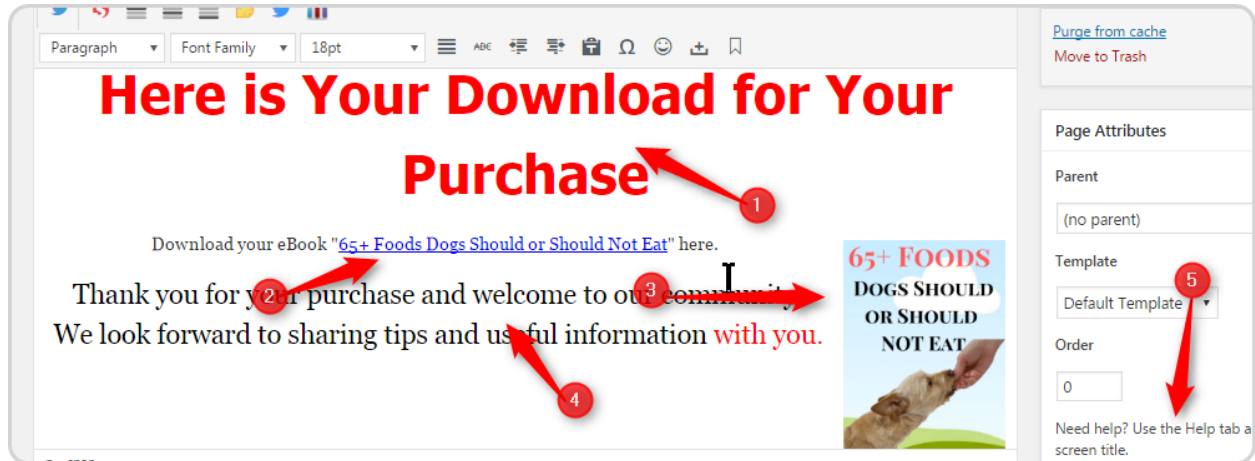
NOTE 2: The rest of the page is the One-Time-Offer. You might want to change the text to say “Here is one last chance to get this offer at our lowest price....”

PAGE 4 – THE DOWNLOAD PAGE IF THE SUBSCRIBER BUYS YOUR PAID BOOK.

Start by duplicating this page the same way you duplicated the Thank You Page.

Make the modification you need to change this to a Download page for the PAID Product.

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#1 – Changed to “Purchase”

#2 – Name and link changed. NOTE: This is the Pretty Link you create when you uploaded version 1 of your Paid Product using the MEDIA menu option.

#3 - Change the graphic from the FREE version to the PAID version

#4 – Add an additional WELCOME message.

#5 – Don’t forget to make the three changes on this page that you did on the other pages.

1. Change the Template to Full Width
2. Uncheck the TITLE Box
3. Turn Off any Social Sharing you have on the page.

SAVE THE PAGE!

ONE MISSING LINK

The only link we are missing at this point is the link to the FREE Download page that goes in the initial email.

SUMMARY

So far we have the following:

1. A Squeeze Page –
 - a. We will talk about how to configure your URLs to add Tracking information shortly.

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- b. The AWeber Sign Up form contains a URL to a Thank You page. When a LEAD fills out the sign-up form and clicks submit they are added to your list AND their browser is directed to the Thank You Page.
- 2. A Thank You Page – Page has two functions.
 - a. The page tells them to check their email – the free product is coming.
 - b. The page contains a One-Time-Offer with a PayPal button. If they new Subscriber buys the One-Time-Offer they are taken to a Thank You for Your Purchase – here is a link to download your purchased product. When you create the PayPal button, you fill in the “Thank You for Your Purchase URL.
- 3. First email (to do) - We still need the first email. It will contain a link to the Download page where your new subscriber downloads their free product.
- 4. Download Page – New Subscribers are directed to this page by a link in the first email they get from AWeber.
- 5. Download Your Purchased Product Page – New Subscribers are sent here is they purchase your product on the Thank You Page or the Download Page.

We have Four pages linked together and when we add the link in the email the whole system will be one integrated system.

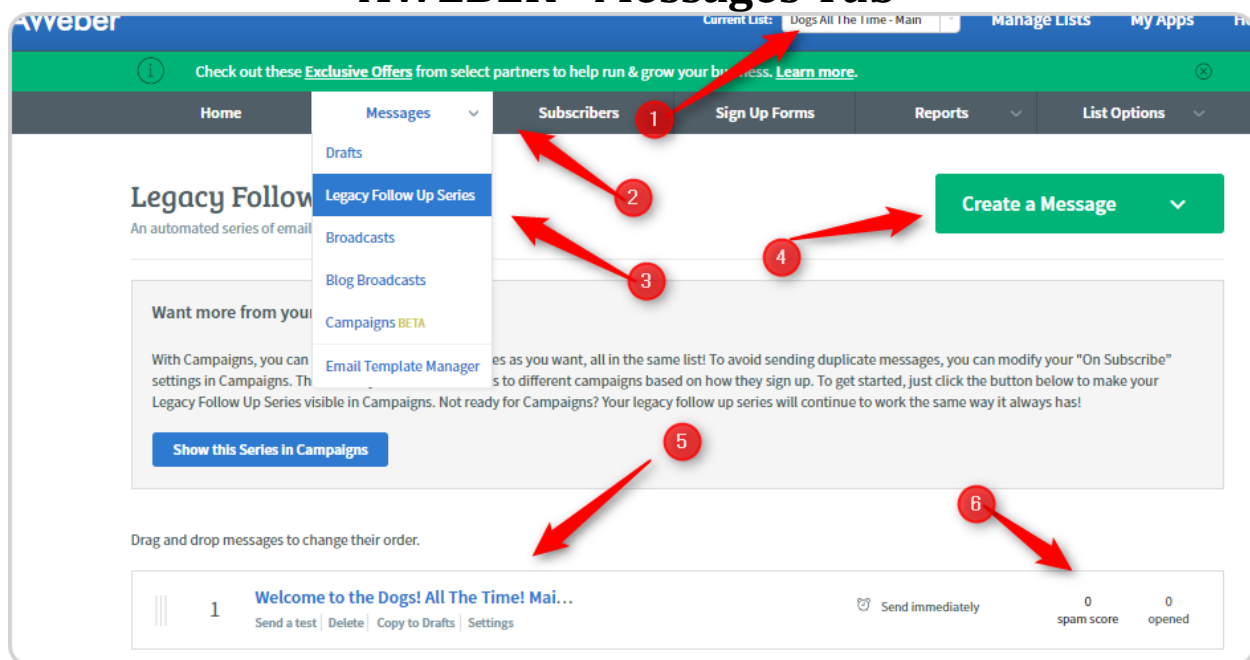
NOTE: There is an important section coming that shows you how to send traffic to your squeeze page with a code that lets you track where your subscriptions are coming from.

Area 2 - AWEBER EMAILS

IMPORTANT NOTE: You REALLY need to create at least one email for each list. If a lead subscribes to a list with no emails, they will never see any follow-up emails you might create later – and you will not know it!. They don't need to be as complete as the emails, I describe here, but you need to have SOMETHING.

First we will look at AWeber's Follow-Up Series.

AWEBER - Messages Tab



#1 - Select a list.

#2 & #3- Click on the “Messages” tab → “Legacy Follow Up Series” (There is a new Campaign system. It is in Beta and I’m not going to cover that here. * You could also click on “Broadcast”)

#4 – Here is where to start a new message.

#5 – If you have existing emails in your sequence, they will be listed here. If you hover over one of the emails, a menu appears. You can edit the email, send a test message to someone or delete the message here.

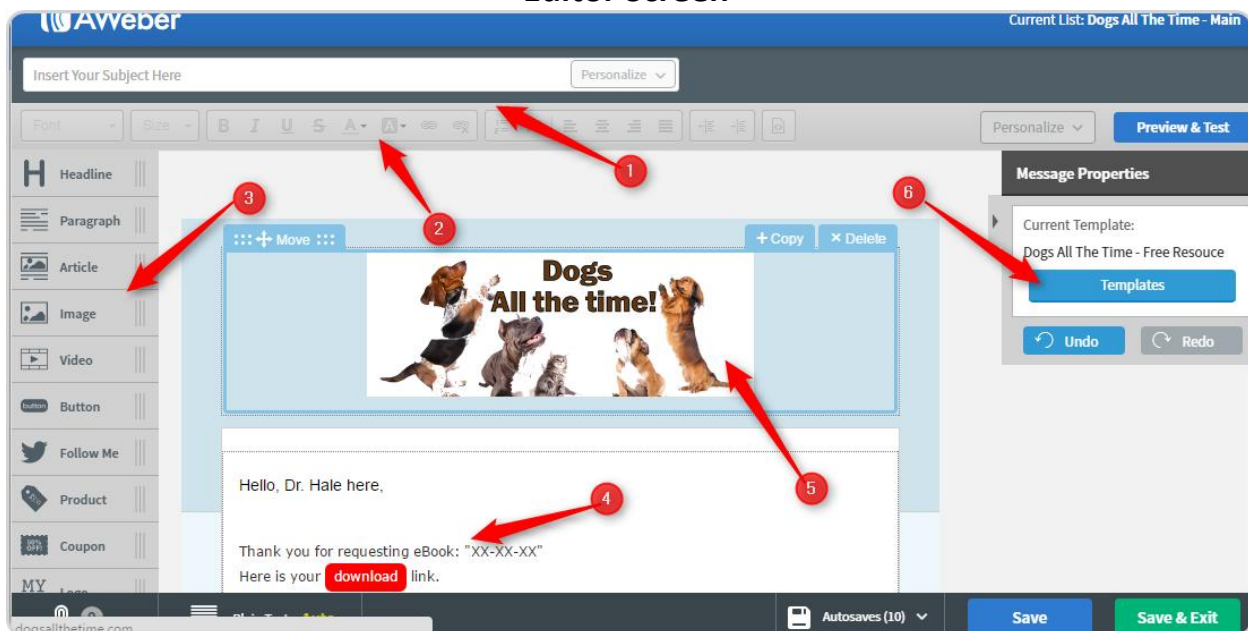
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- #6 - Note: AWeber checks your email for common things that spam filters use to send your emails to recipients SPAM inboxes
(Note: The SPAM score is a link. You can click on it and see what you need to change to reduce the score.)

AWEBER Drag & Drop Editor

Clicking the green button takes us to AWeber's drag and drop editor.

Editor Screen

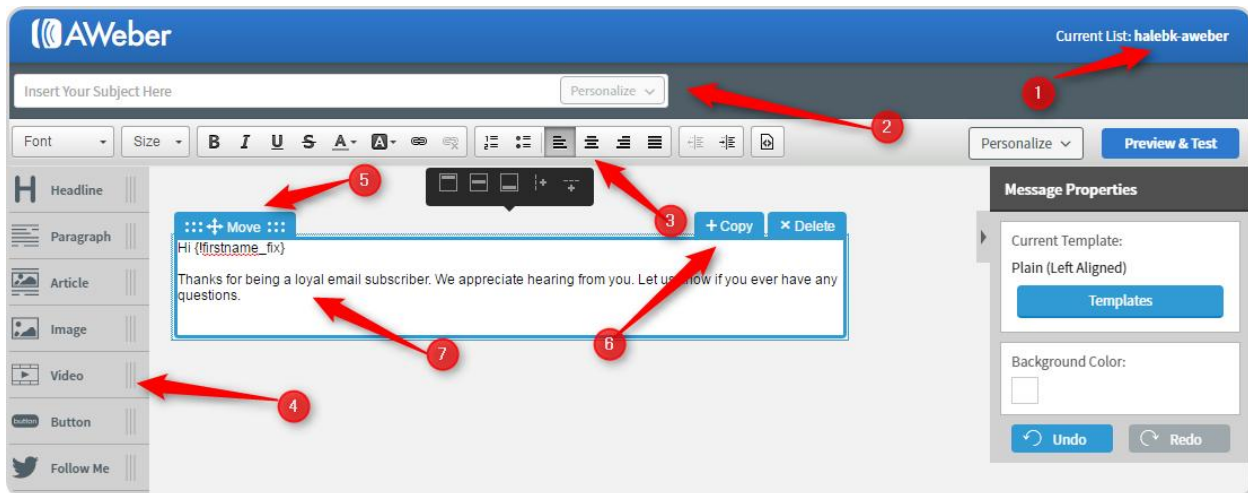


- #1 - Subject line for your email.
- #2 – Word Processing type icons (Bold, Italicx, etc.)
- #3 - Major Elements you can drag into the email
- #4 – The main message area
- #5 - Example of an image inserted into the email.

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#6 – Templates – Beginners usually ignore – I suggest you do NOT ignore

AWEBER - Drag & Drop Editor Screen



#1 – Always make sure you are using the correct list.

#2 - Don't forget the subject line.

#3 - Standard “Word” type edit options

#4 – Elements you can drag into the edit area

#5 - Duplicate or delete the paragraph.

#6 – Move the element up or down once you have several.

#7 - Click on the box (maybe a couple of times) and enter your text.

Let's start by creating an email message that we can use over and over. This message have all the elements of what will be your “standard” email, they just won't have any content. This email is called a Template. (We will duplicate this and add to content to create a second template as well.)

OVERVIEW OF THE EDITOR

I'm going to suggest you create a couple of templates. I'm also going to use this section to go over the pieces and parts of the Message Editor.

CREATE TWO TEMPLATES

I am going to suggest that you create two templates.

1. A generic template for your follow up emails. Header, Signature, a picture of yourself, etc.
2. A copy of the generic template with your message thanking someone for asking for your Ethical Bribe. You WILL have additional ethical bribes later and it is MUCH easier to modify an existing message than it is to start fresh each time.

The first email that you need to send will be a "Thank you for asking for xxx" We will save this email as a template to use when we create a second Ethical Bribe and need to create a second "Thank you for asking for xxx" email.

We start with a generic email template.

Create Your Generic Template

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Sample Generic Template



I'm not saying you need to do all of these things, but this is what I currently use. I'll explain the pieces below.

#1 – This is the same header from <http://HalePringle.com>. It is also the header image I used for my blog posts, my Squeeze Pages, my Twitter messages, (My G+ when that was a going concern) and on my Facebook page "Listbuilding Rocks with Hale Pringle." The purpose is to build brand recognition. People see the same image wherever they run into me. This recognizes that my impact on a visitor is a vanishingly small portion of what the average visitor sees day after day. The more they see the same "brand" information, the more they will begin to recognize that they have seen that brand before.

#2 – A tag line that I use regularly. This is done for the same Brand recognition value I described in #1.

#3 – The same picture I use on all of the other communications. This is another Brand recognition element.

#4 – My signature – from the header file. This is the last Brand recognition element in my generic message.

#5 = The Social Media buttons will probably never get clicked on, but they say “Hale is aware of the importance of Social Media.”

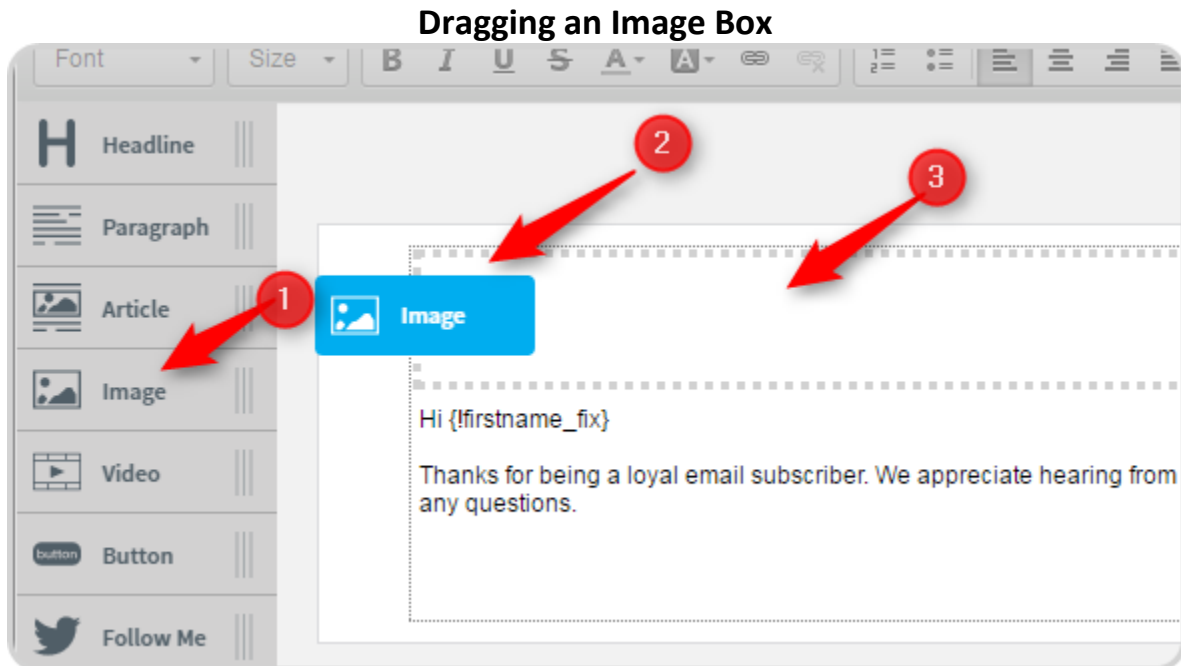
#6 – The “Follow Me” buttons have a better chance of being clicked on so they are important to add.

#7 – The Signature Block is actually being used as a “P.S.” message. I can change this message in the List Options → List Settings menu and it will change the P.S. in every email. Drip Emails (emails sent out 1 days after a Subscriber Opts-in, 2 days after, 5 days after, etc.) are usually evergreen. It doesn’t matter when a person opts into a list. You use Broadcast emails for time sensitive messages. Being able to change the P.S. message in all of your emails lets you mention time sensitive sales, special webinars, etc. in your drip messages without having to manually change each and every email.

Let’s look at creating each of the elements.

Element #1 - The Header Image.

We will Drag an Image Box into our message at the top.



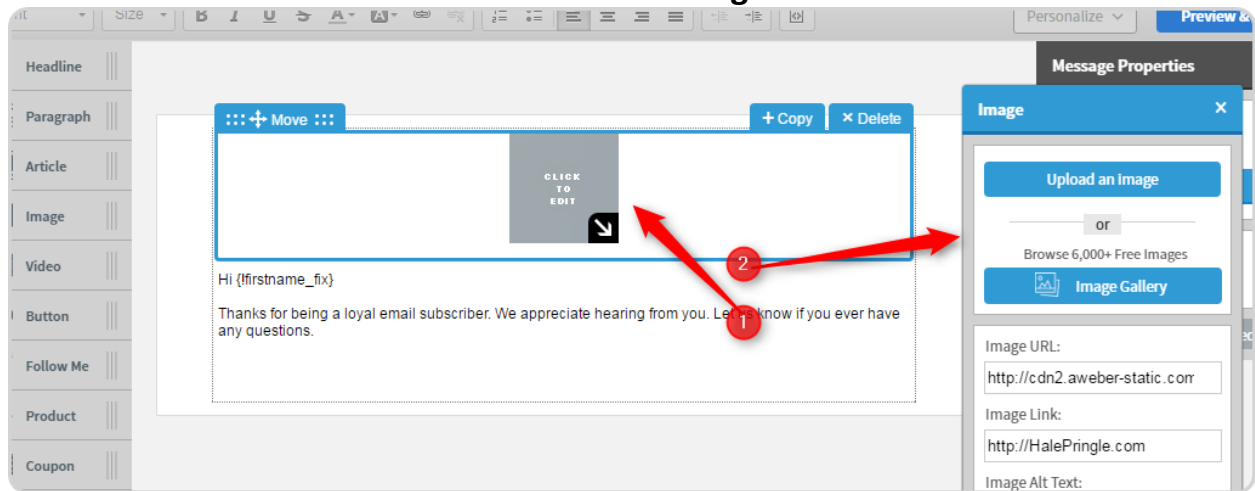
#1 – Click on the IMAGE element in the left sidebar. Hold your mouse down and drag it.

#2 – This is an Image Element being dragged onto the message

#3 – A dotted line box appears showing where the Image Element can go. (NOTE: Later when you are wanting a special image in an email, you will need to put an image element at the end of your current text element. Then you add another text element below the image. Instead of what you do in a word processor like Word where you have an image INSIDE the text area, you end up with a text area, followed by an image area, followed by another text area. It looks the same when you read it, but the construction is different.)

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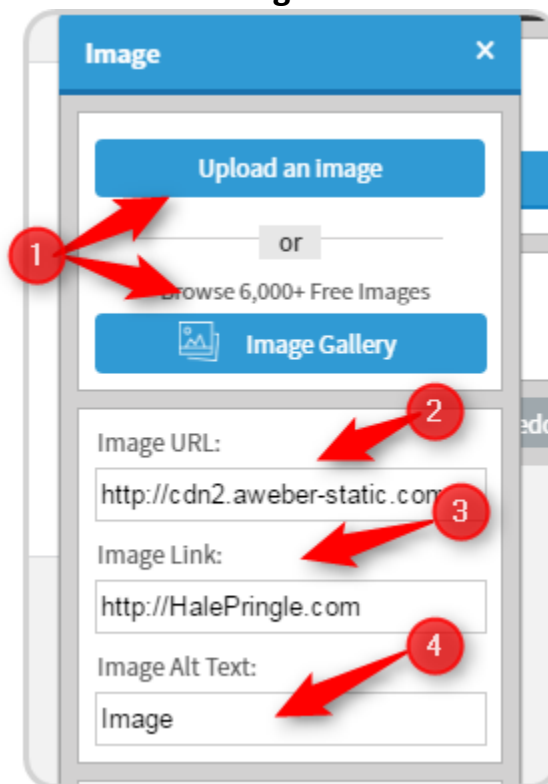
Your Email With the Image Element



#1 – The Image will go here.

#2 – The Image Menu. This is where you tell AWeber what image to use.

The Image Menu



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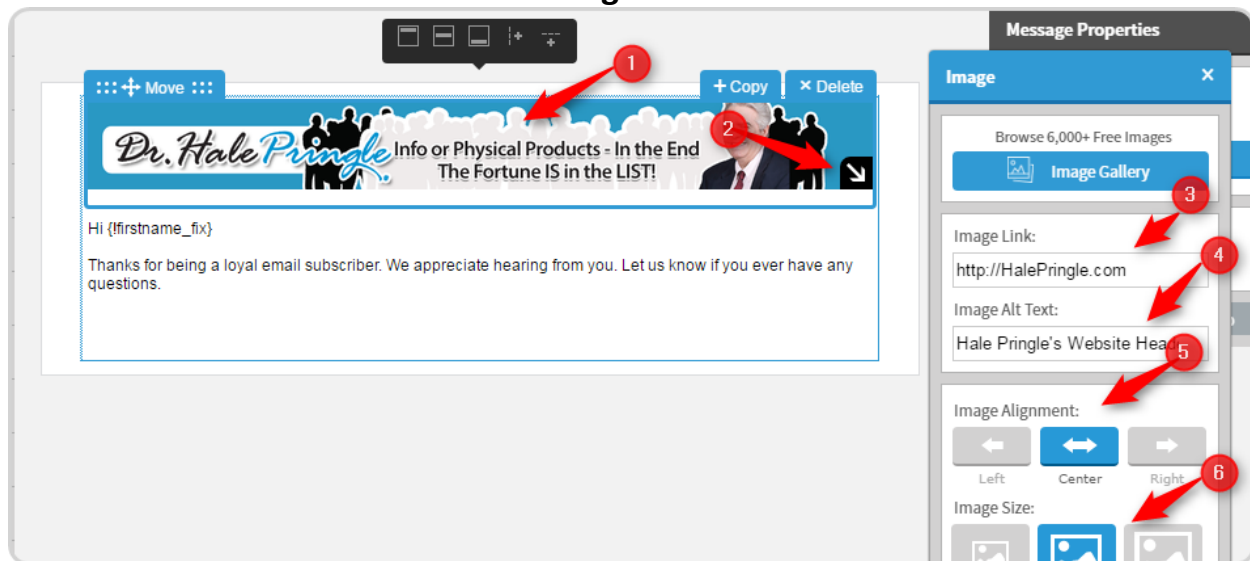
#1 – Where to get the image. The first time you use an image you will have to upload it. After that you can choose it from your “gallery”

#2 – You can alternatively use an image from somewhere else on the Internet. Perhaps your blog/website or an image repository like Photobucket.com

#3 – People like to Click on Images. Give them a place to go if they do.

#4 – Some people (fewer all the time) turn images off. Use this “Alt Text” field to tell them what your image is. If they don’t see the image, they will see this text.

Email after an Image Has Been Inserted.



#1 – The image

#2 – Click on the image and this arrow will appear. You can drag the arrow to resize the image. (You may have to resize the image offline and upload a smaller or larger version to get use what you want.)

#3 – A URL I would like the person to go to if they click on the image. Note: If you are inserting images later about a webpage or a blog post, you can send them

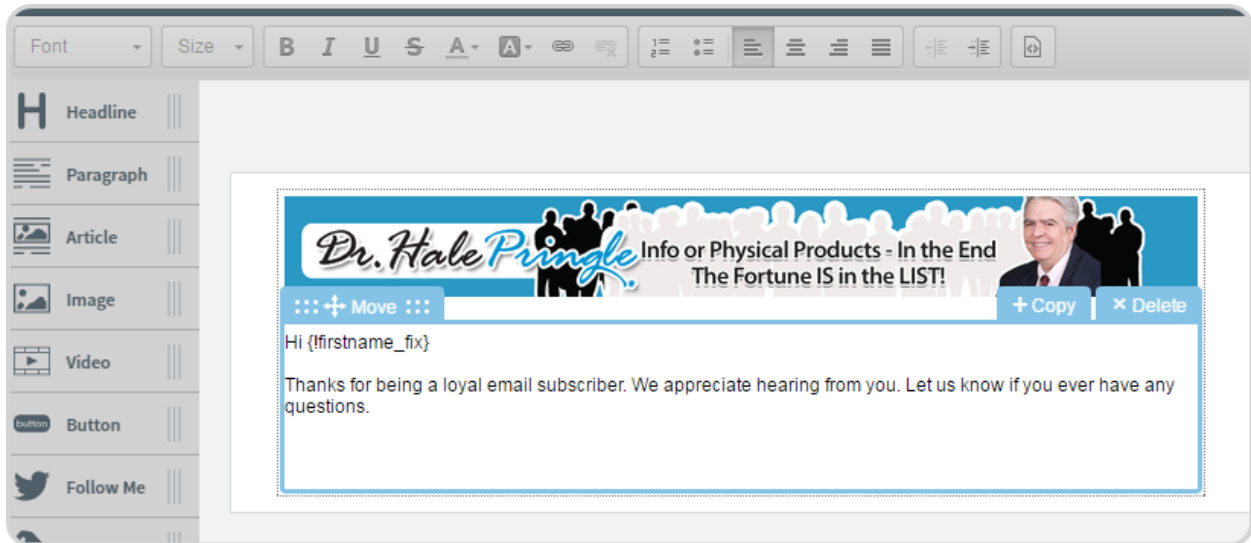
#4 – The text to show if the reader does not see the image.

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#5 - Should the image be centered, left justified or right justified.

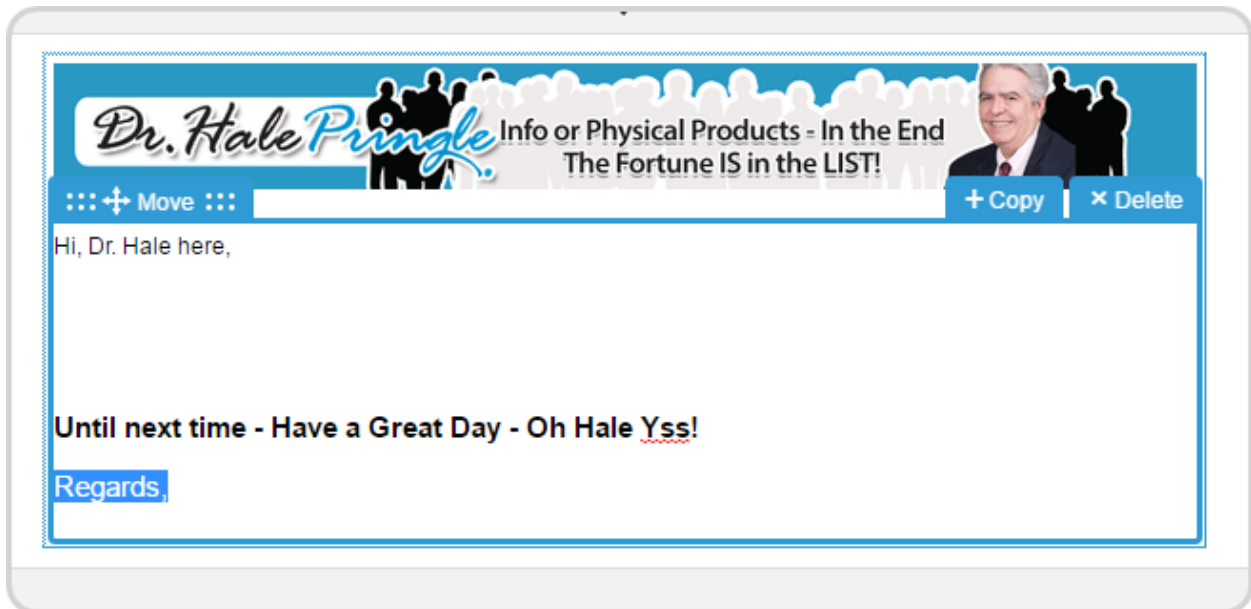
#6 - Major adjustments to the image size.

What we Have So Far



Element 2: Generic Information in the Text Area.

After the Edit



This is just standard word processor type editing.

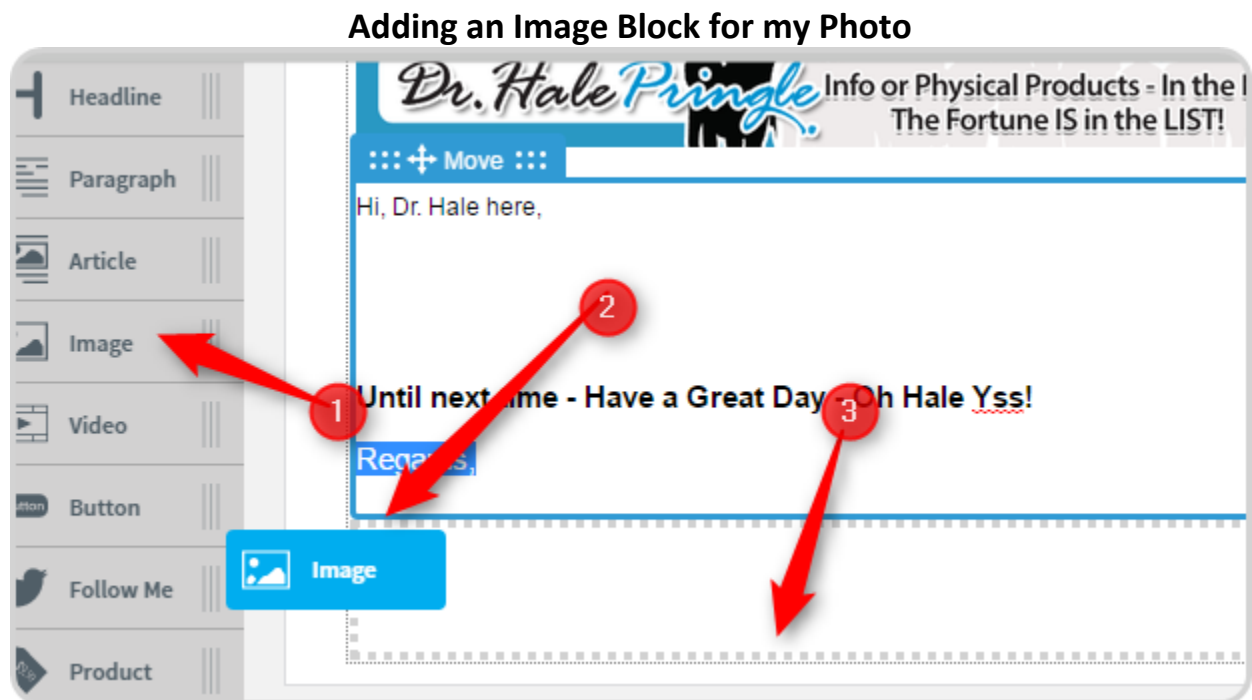
I will note that I removed the “Personalization” element {first-name-fix} that AWeber defaults to. Marketers have found that just asking for an email generates a higher sign-up rate. This means that you don’t have the “First Name” and can’t say “Hi Joe,” Since this personalization has become so standard, it has lost much of its impact.

AWEBER EDITOR TIP

The Editor doesn’t really let you add a block at the very bottom. Looking at my sample, the bottom block is going to just be a “Paragraph.” Let’s add this next. Then we can add other elements above this bottom block. It means we don’t have to drag elements around just to get them down near the bottom.

Element #3 – My Photo

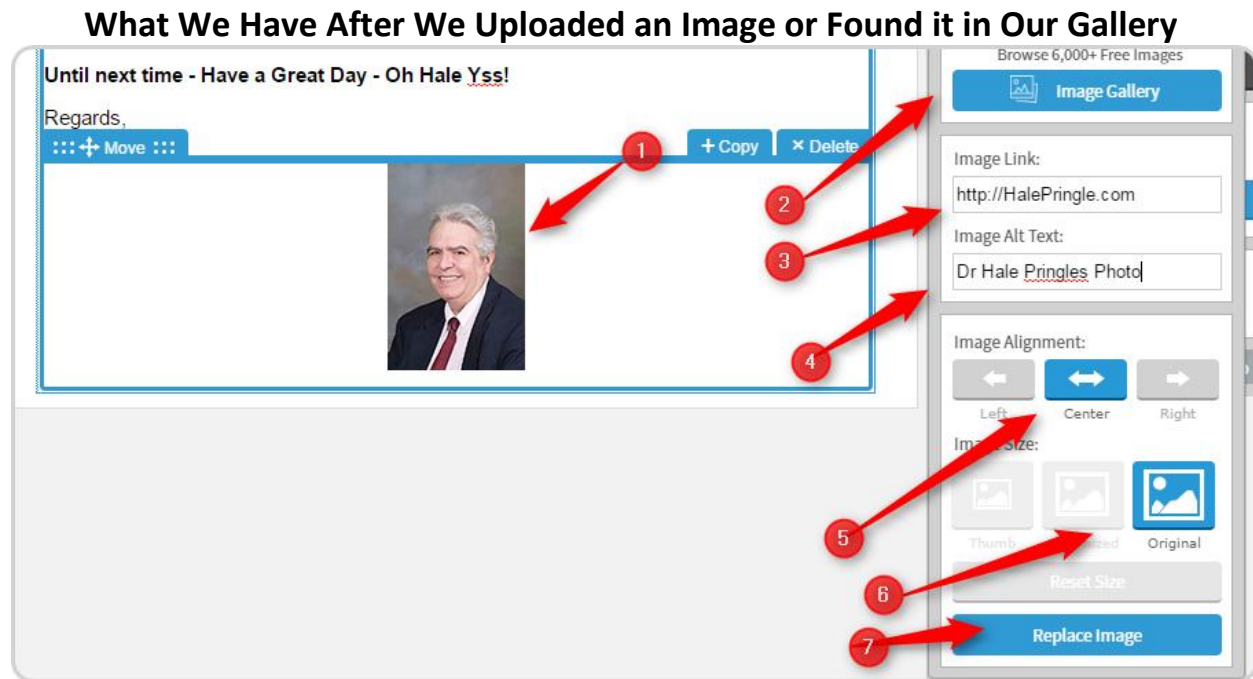
Here we need to drag a new Image element below the paragraph we already have.



This is just like the image block I used to create the header. #1- We click on the “Drag Image Block” icon on the left. #2 – we hold the mouse button down and

AWeber: Quick Start

drag the Image Block and #3 – A dotted line box appears telling us where we can drop the Image block.



#1 – The Image

#2 – Where we either uploaded the image or clicked on it in the Gallery.

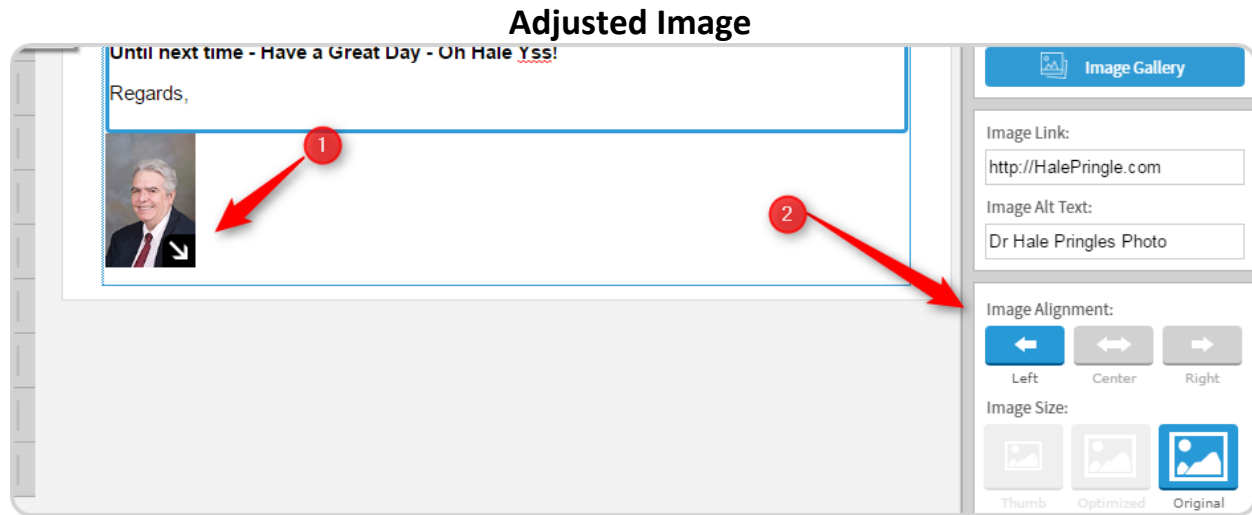
#3 – URL where I'd like people to go if they click on the image.

#4 – ALT TEXT – what people will see if they don't see the image.

#5 – The image is "Centered" – which I will fix in a minue

#6 – Image Size – we will work on size too.

#7 – Replace the Image.

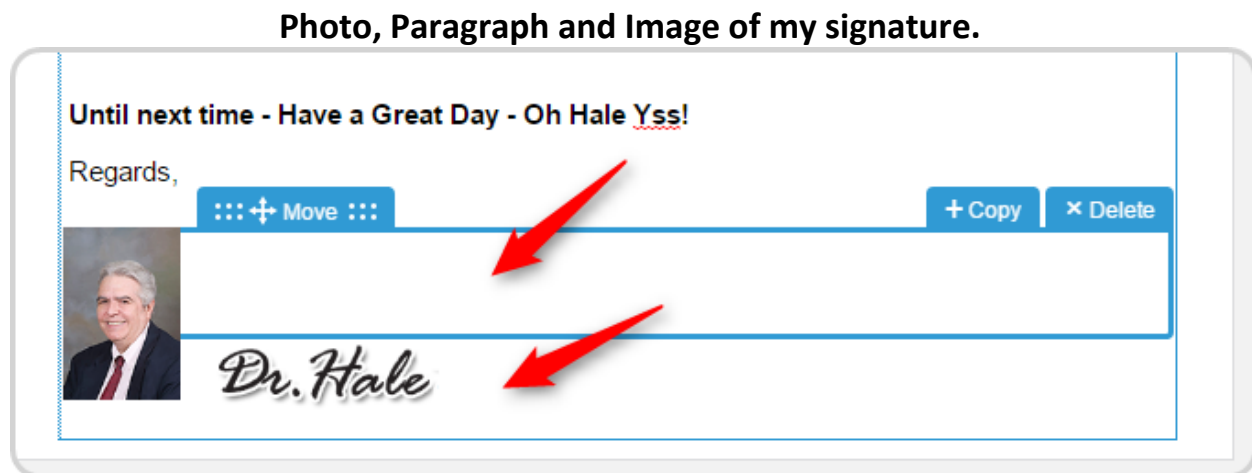


#1 - Click on the image and the arrow appeared. Drag the arrow to reduce the size of the image.

#2 – Click on the “Justify Left” button

Element 4 – My signature

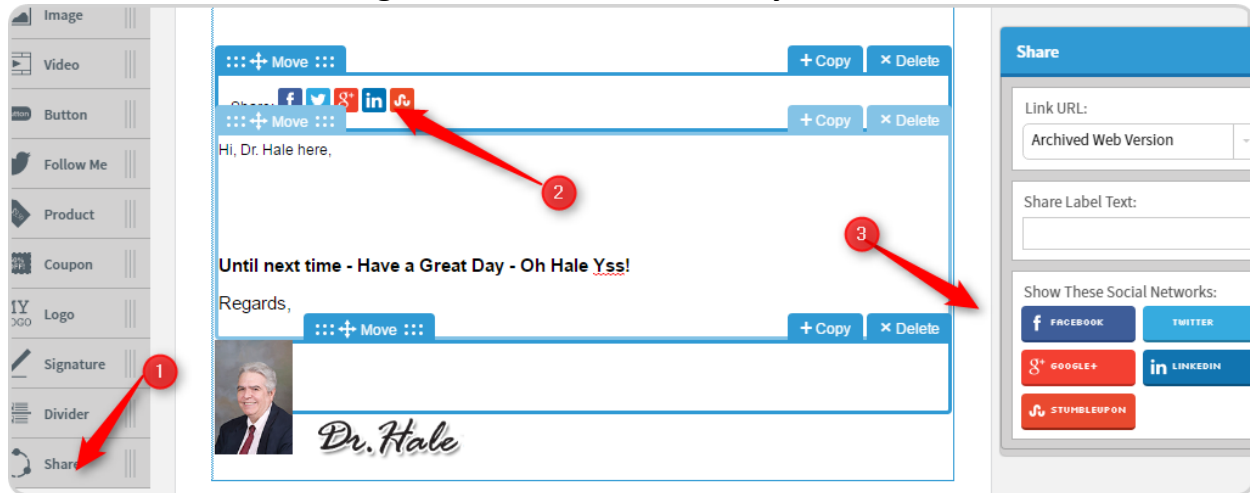
This looks a little different than you saw above. I decided to leave it in order to make a point. “When you try dragging things around, sometimes you get results different that what you though you would get.



Actually the easiest way to get this result is to create an image that has a photo and anything else you want (like a signature or logo). Then you just insert that one image into your email.

Element 5 = The Social Media buttons

Drag the SHARE button onto your email

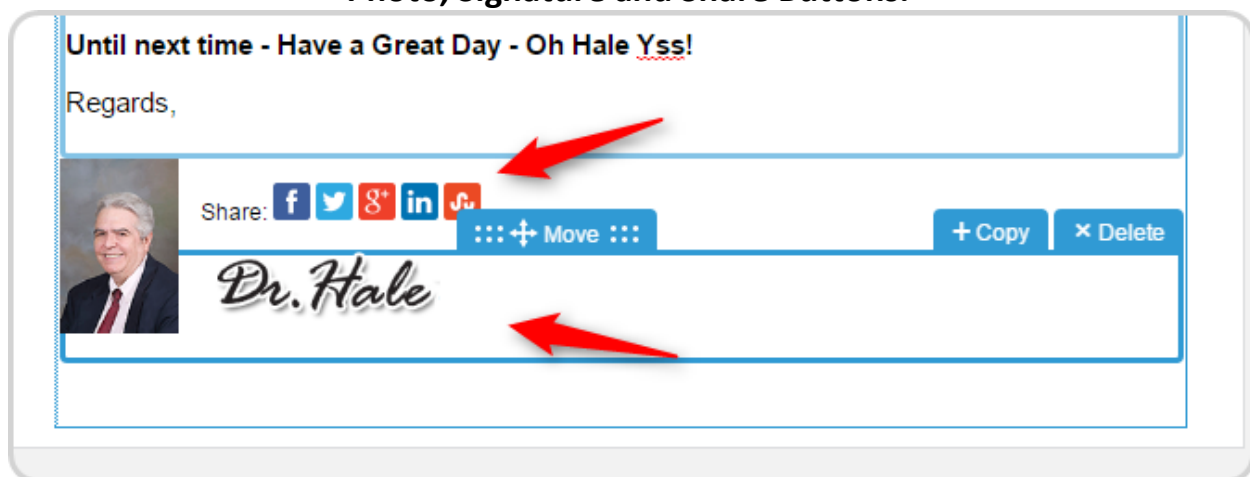


#1 – The Share Button Block – I clicked on this and held the mouse button down while I dragged in onto the editor. NOTE: It is difficult to add things to the bottom of the email. It is best to start with the bottom element and then insert things above it. Here I'm going the other way to work my way down the page.

#2 – Here you can delete Social Media Buttons that you don't want.

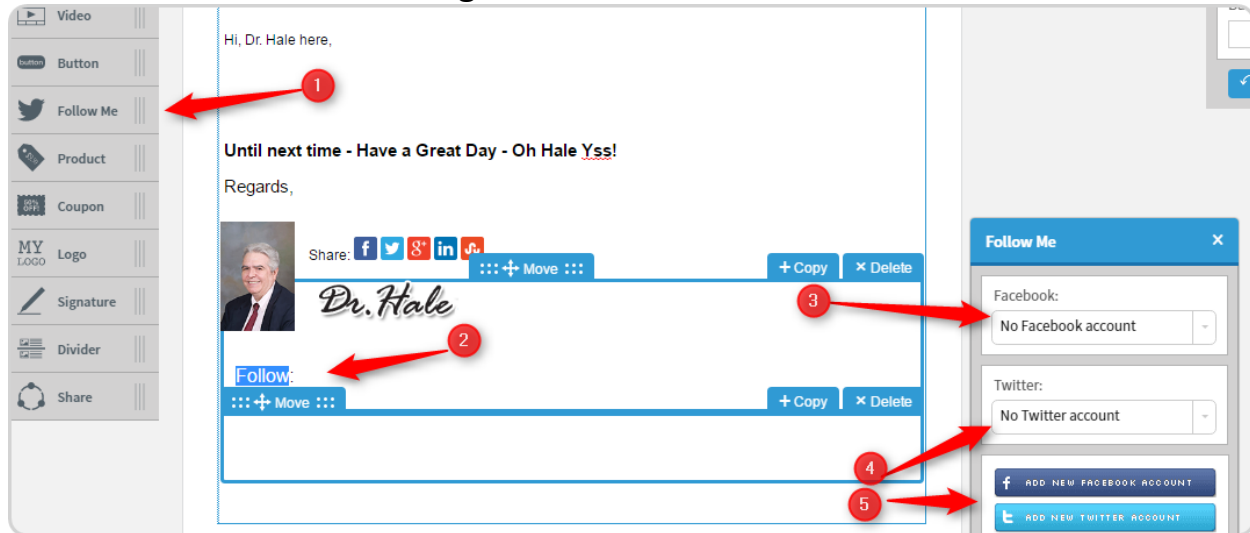
After Dragging things around, I ended up with this.

Photo, Signature and Share Buttons.



#6 – The “Follow Me” Buttons

Drag the Follow Me Element



#1 – The Follow Me Element

#2 – The Follow Me Element in the editor. Note that the Twitter and Facebook icons don't show.

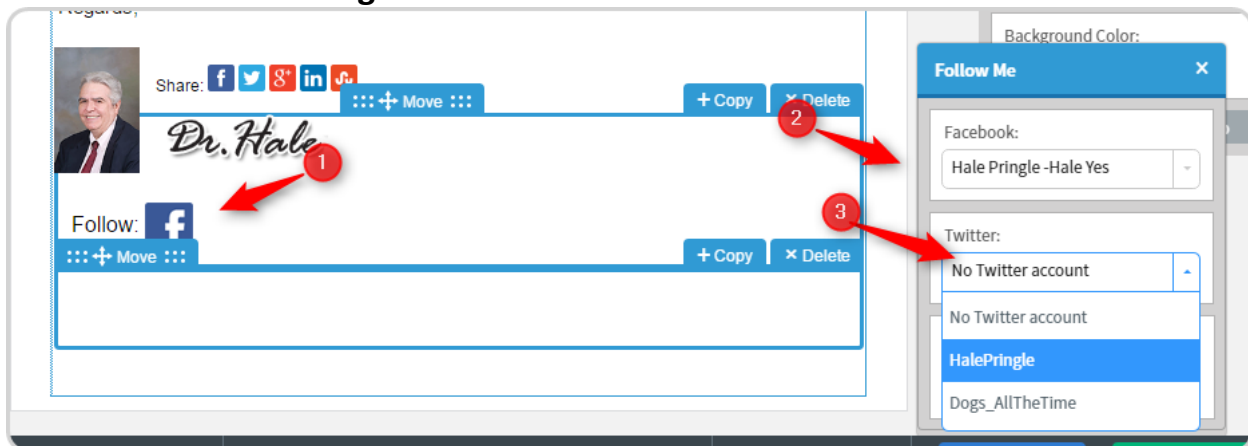
#3 – Here is where we fill in our Twitter Account and our Facebook Account.

NOTE: Sometimes when I click on this on a new account in Chrome, I get a window that says “You’re Done, Close this window” The problem is that all of the browser controls are missing. Press F11 in Chrome to toggle out of Full Screen Mode.

You need to click on the buttons to connect your AWeber account to your Facebook and Twitter accounts. After you have done that, the top fields become drop down menus and you can select you Personal Account for each. They do not want you to have people follow a page.

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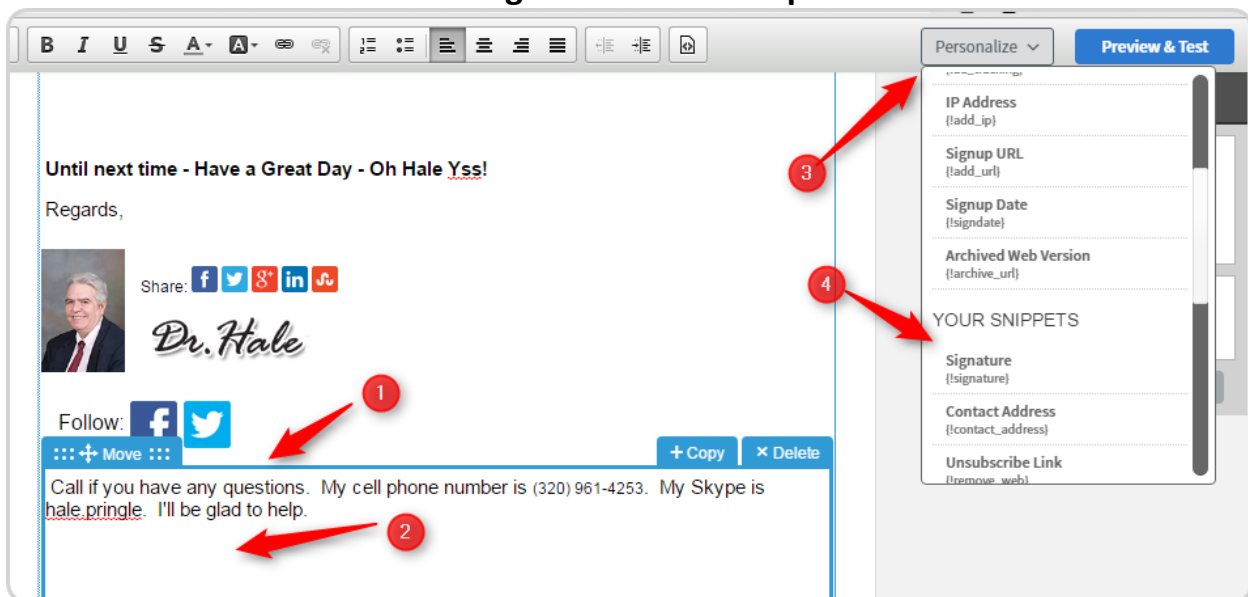
Filling in the Facebook and Twitter Accounts



Here you can see that I have attached Facebook and the Blue F for Facebook (#1) has appeared. The Twitter drop down menu I open. When I choose my account there will be a Blue Bird Twitter icon beside the Facebook Icon.

Element 7 – The Signature Block is actually being used as a “P.S.” message. I mentioned how handy this is a couple of times earlier.

Finishing the Generic Template



#1 – I have typed in a standard message.

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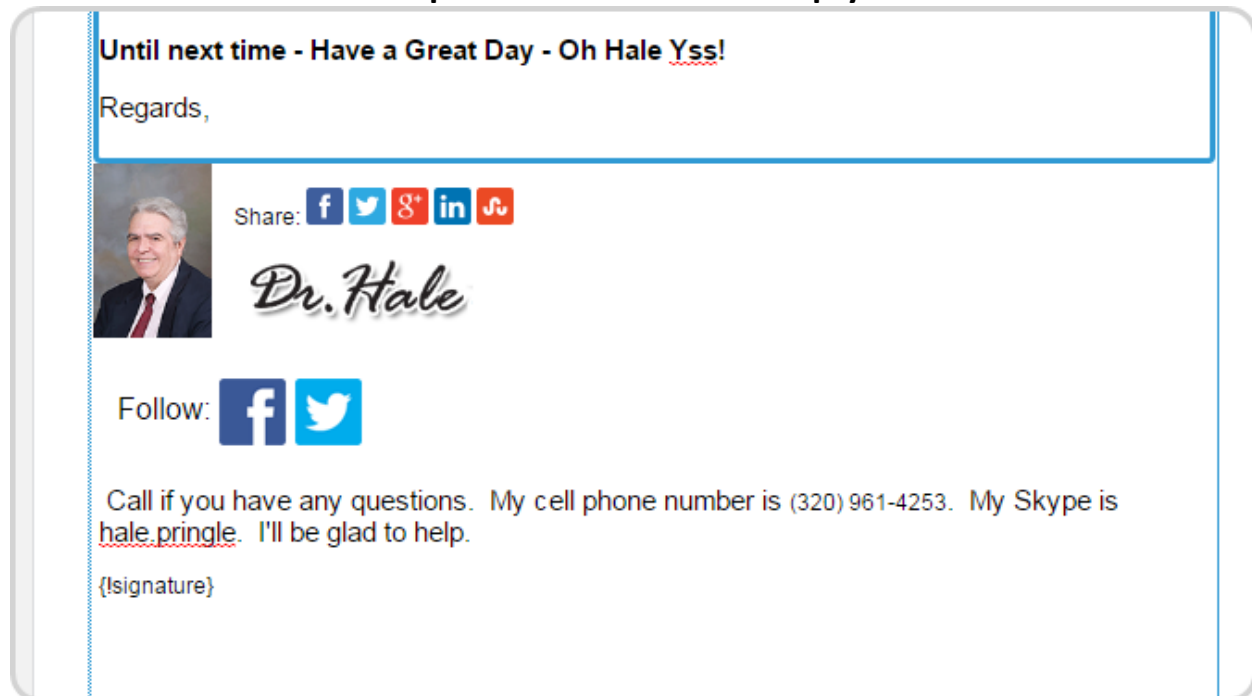
Marketing tip: One trainer told me something when I was starting out that sounded it about right. “Your one advantage of the “big boys” is that you have time to spend with your customers. Be totally accessible until it becomes too much to handle.” That is why I’m suggesting your personal number and Skype address. This is a Google Phone number that forwards to my personal number. If This every becomes I problem, I can shut it off or redirect it to a recorded message.

#2 – The cursor is here.

#3 – Click on Personalize

#4 – Scroll down to “Your Snippets” → Signature. Click on that.

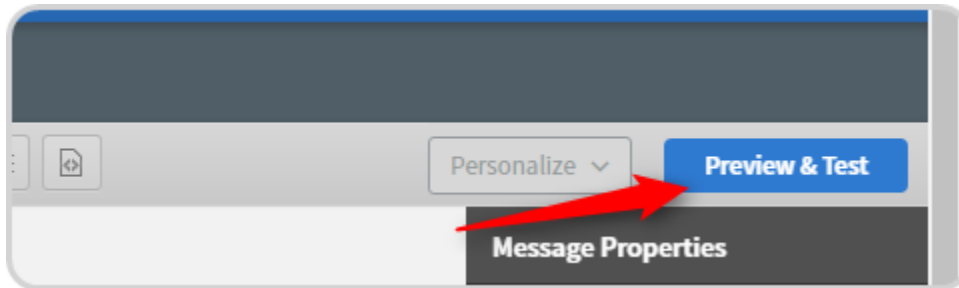
The Completed Bottom of the Empty Email.



Test Your Email

Click on the Preview and Test Button

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The Preview Screen



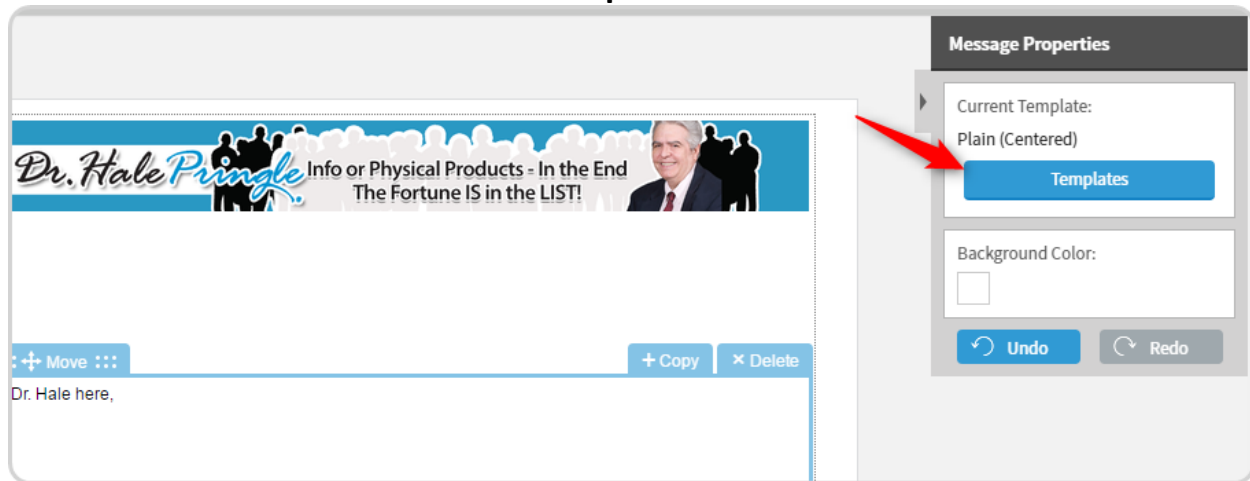
#1 The green button asks you for an email address and sends a sample (to yourself). Open that email and see what it looks like. There is a BACK button up there. Too.

#2 – shows that in the messing around the Salutation has been moved down the page. That is the kind of thing we want to fix before we save this email as a Template.

Saving the Empty Email as a Template

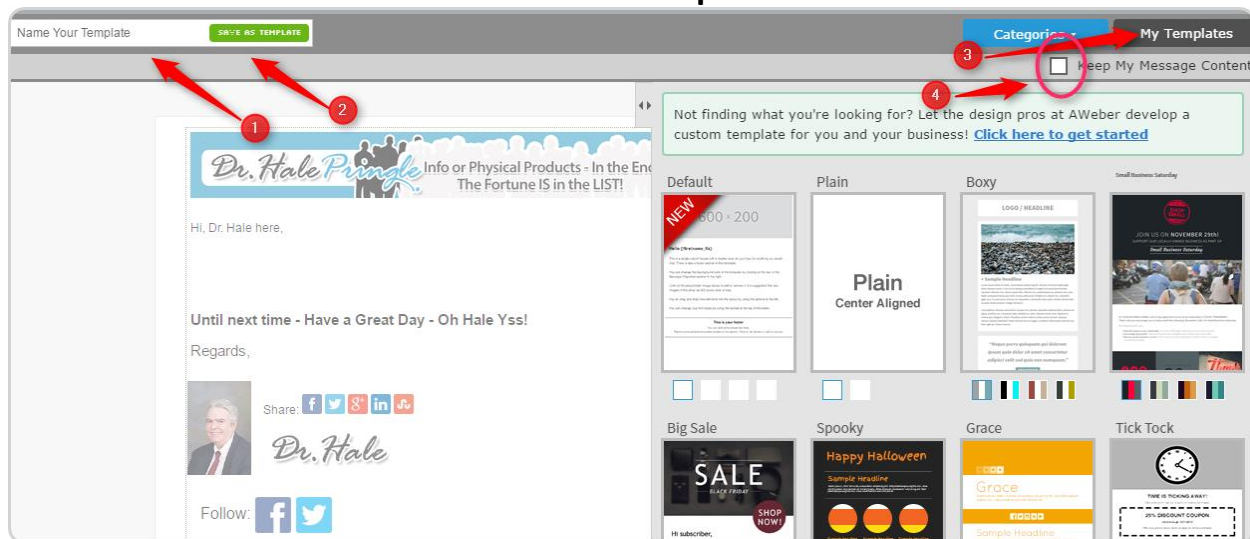
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The Template Menu



We used the Template Menu option earlier. Now we will go a little further.

Save The Template



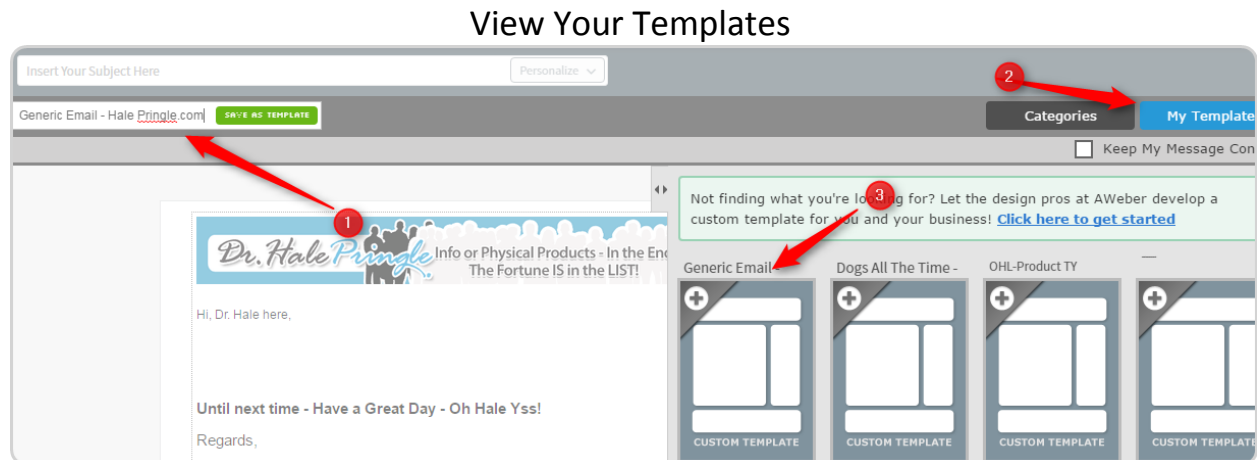
#1 - After you click the Template Button you will see a space to enter a name for your template

#2 – You will also see button that does the saving.

#3 – On the right you see there are two options – the standard template and My Templates. You will use the My Templates to see and choose from your templates later.

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#4 – IMPORTANT – this little check box will cause no end of grief if you don't know about it. **As long as the check box is checked and there is ANYTHING in the editor, you cannot choose a template.** It helps insure that you don't lose a lot of work, but it will also drive you nuts when you can't figure out why you can't choose a template.



#1 – I filled this in and pressed the green button. (I filled it in again so you could see what I did. The field will empty after you press the button.)

#2 – I switched to My Template

#3 – There is my Generic Email (short title)

SUCCESS – When you start a new email, you can click on this template and all this work is already done for you.

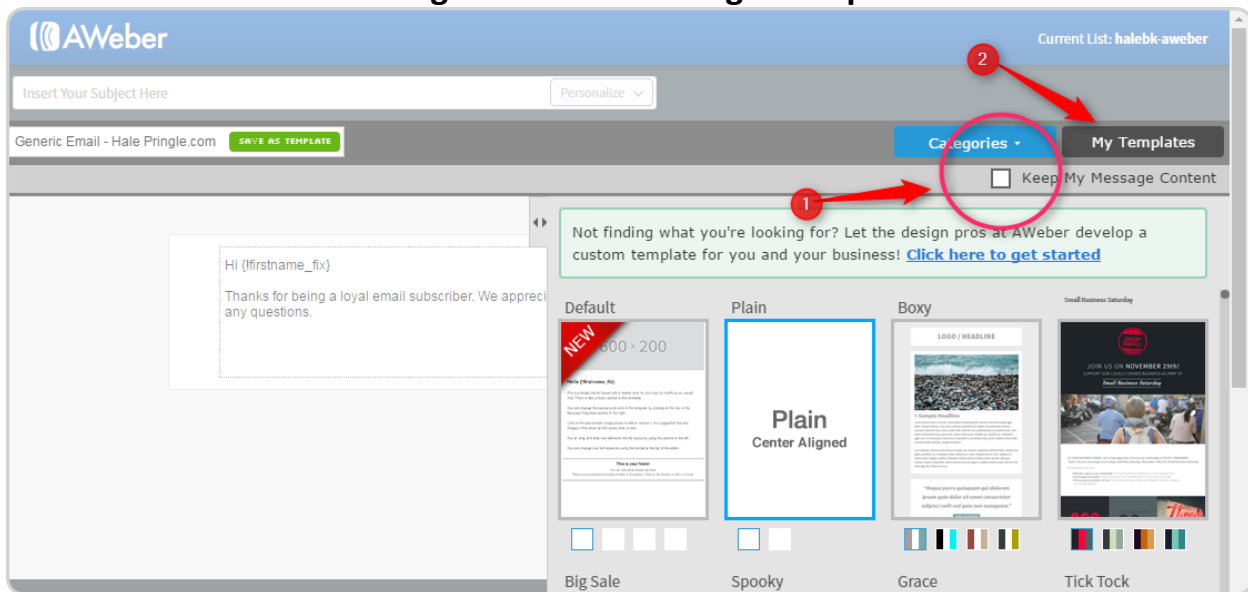
How to Use the Template

When you start a new email, make sure the little check box is OFF. Click on Templates → My Templates

After you have started several emails, AWeber seems to remember your usual starting Template, but before that you will end up with the default “Blank Template”.

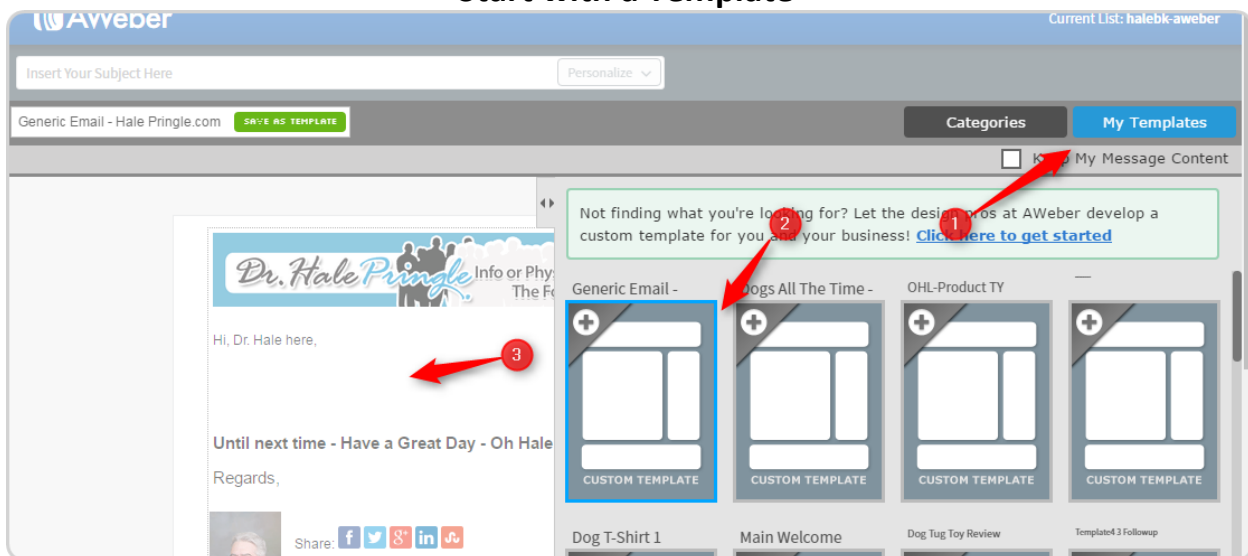
AWeber: Quick Start

Starting a New Email Using a Template



#1 – YOU MUST TURN THIS CHECKBOX OFF. If you don't, AWeber won't respond when you click on a new template. They don't want to destroy your text. In this case, we don't care. We want the template screen, not the little "Hi {firstnmae_fix},"

Start with a Template



#1 – Click on "My Templates"

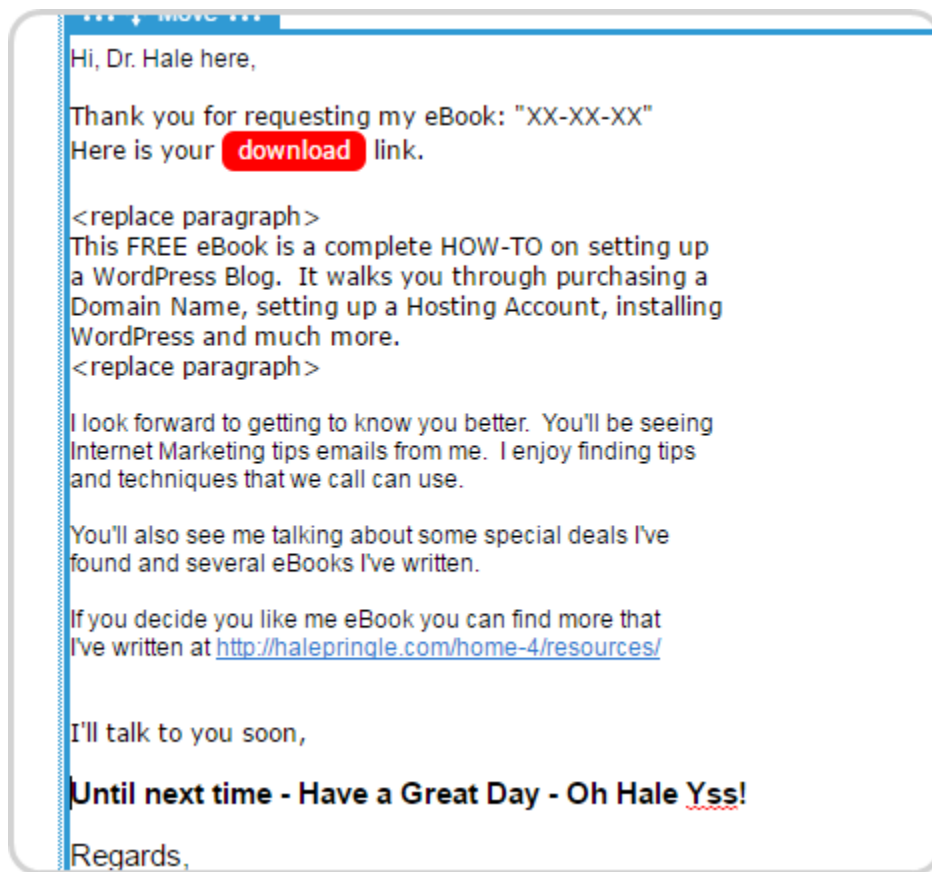
#2 – Click on the Template you want.

#3 – Here are the results. If it isn't the right one, click on a different one.

TEMPLATE 2 – Your “Thank you for asking for our product xxx” email.

We just showed you how to start a new email and use the template. If you are doing this for the very first time, you can just go ahead and fill out the email we just finished turning into a template and then save it again as a new template.

Here is one of mine.



This is the same thing in text so you can cut and paste and then edit.

Hi, Dr. Hale here,

Thank you for requesting my eBook: "XX-XX-XX"
Here is your [download](#) link.

<replace paragraph>

This FREE eBook is a complete HOW-TO on setting up a WordPress Blog. It walks you through purchasing a Domain Name, setting up a Hosting Account, installing WordPress and much more.

<replace paragraph>

I look forward to getting to know you better. You'll be seeing Internet Marketing tips emails from me. I enjoy finding tips and techniques that we can use.

You'll also see me talking about some special deals I've found and several eBooks I've written.

If you decide you like me eBook you can find more that I've written at <http://halepringle.com/home-4/resources/>

I'll talk to you soon,

Until next time - Have a Great Day - Oh Hale Yes!

.....

NOTE: I usually remove the {signature} field that I am using for a PS on the very first email. I don't want the new Subscriber to feel hammered with some type of ad in their very first email from me.

The one thing that hasn't been covered is creating a link.

AWeber – Drag and Drop Editor – Links



#1 – When you highlight some text and click on the link icon, the small “Edit Link” menu pops up. (#4)

#2 – If you enter a link that AWeber cannot validate, you will get the red box around your link. The little “valid” check mark that #4 is pointing at will be red. Some valid links (like those you create in the Pretty Link plugin) will be marked as invalid. Just test them carefully.

AWeber: Quick Start

#3 – Links that can be validated will be shown in the normal blue text with a blue underline.

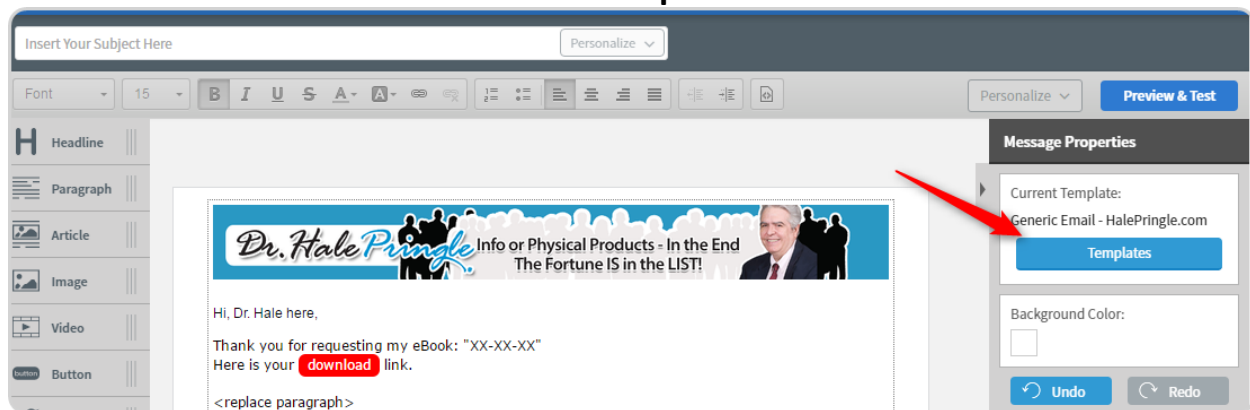
#4 – This is the pop up menu with a valid symbol for the current link.

PREVIEW AND TEST THIS EMAIL JUST LIKE WE DID THE LAST ONE.

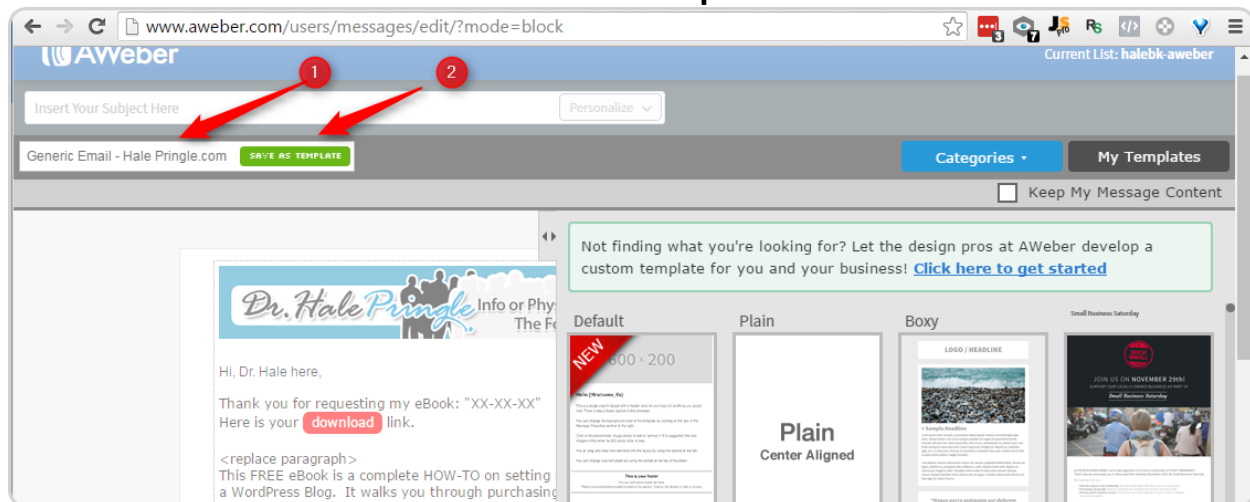
Save the Template

Save the Email as a Template so you can use it as a starting point when you create another Ethical Bribe Product.

Click on the Template Button



Save as A Template



#1 – Fill in a name for your First Email Template

#2 – Click on the Green Button.

SUCCESS – You have created a second Email Template.

Adding this Email to our Scheduled Email Campaign. (Using the Legacy System)

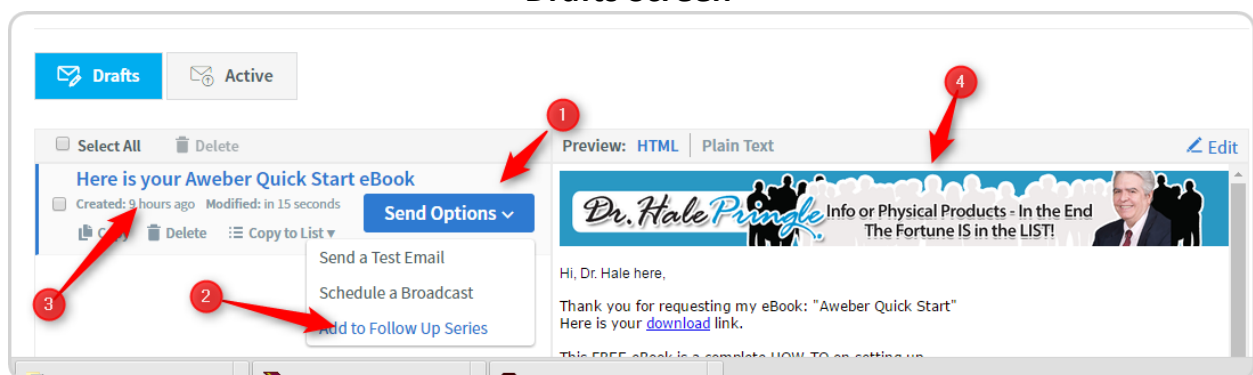
At the bottom of the screen is a “Save” button and a “Save and Exit” Button.

Click on the “Save and Exit” button when your email is complete.

Your email will be saved and placed in a “Drafts” status. You need to activate it before it becomes part of the actual follow up Series.

Here is the screen that you will see:

Drafts Screen



#1 – To activate the email – click on the Send Options

#2 – Click on “Add to Follow-up Series” and the email will become part of the series that is sent to each of your new subscribers when they opt-in to your list.

#3 - Here you can edit the email, delete the email, set a test email etc.

#4 - This is preview of the selected email so you can see which one you are working on without having to open each one to look at it.

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The first email goes out immediately. Subsequent emails will show you this screen

The screenshot shows the 'Add to Follow Up Series' form in AWeber. It includes a subject line with a warning icon and text 'Don't forget your subject line!' (callout #1), an 'Interval' section with a dropdown set to '1' day(s) after previous (callout #2), a 'Send Window' section with a dropdown set to 'Any day, any time' (callout #2), and a 'Message Options' section with three checkboxes: 'Track clicks on website links in this message' (checked), 'Send messages based on each subscriber's local time' (unchecked), and 'Apply these days and times to ALL messages in this list' (unchecked). At the bottom right is a green 'Add to Follow Up Series' button (callout #3) and a 'Cancel' link.

#1 – If you forget the Subject Line Aweber will remind you

#2 – Decide how many days to wait before this email goes out.

#3 –Click the Green Button

When Does the Email Go Out.

Your first email will go out “immediately” after a Lead becomes a Subscriber. Here is an email that is later in the sequence. We can decide how many days to wait and toggle a few other options.

Click on the Green “Add to Follow-up Series” button and the process is complete.


NOTE: The first email will NOT have a place to edit the number of day. email – it goes out as soon as the form is submitted.

AWeber: Quick Start

NOTE 2: If people sign up for your list before you any an intro email set up they will be marked as having received email 1,000 and won't see any of your emails. You will need to edit each one and set them back to zero. It is best to have the email ready and waiting before anyone signs up.

Note 3: I usually resend the Download email after 2 days. Just in case they missed the first email.

Email List showing the Resend Email

#1	HalePringle.com ! Download You Reque... Send a test Delete Copy to Drafts Settings	Send immediately	0 spam score	66.7% opened
#2	Resend: ! Download You Requested - A... Send a test Delete Copy to Drafts Settings	 Send 2 days after the previous message	0 spam score	100% opened

Note: The SPAM Score (over on the right) is a link. Click on it to see how to edit your email and reduce the score.

Here is an example screen.

AWeber Emails – Spam Score

Spam Score Analyzer

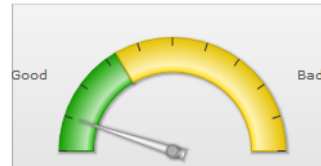
A popular spam filtering tool called SpamAssassin™ is used to check your message and display any key areas that are being caught by the filter. This analyzer is only to be used to determine if your message "appears" to be spam, all of your subscribers must still explicitly opt-in to receive information from your account.

Score Breakdown

- 0.0** BODY: HTML included in message
- 1.5** BODY: Message only has text/html MIME parts

1.5 TOTAL - Any score below 5 is OK to send.

Score **1.5**



This is good to send.

Message Preview

[HTML Version](#)

Edit your email to fix any problems

SAMPLE DAY ZERO EMAIL for Your Master List

Follow the same procedure and create at least one email for your Master List. Here is a sample.



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Hello friend!

Welcome!

You just a) asked for some free material or b) purchased something from Dogs! All the Time!. We really appreciate your business and will strive to give you the best quality and service.

You will be receiving the material you requested in a separate email. If you don't see it in the next few minutes, check your SPAM folder. If you don't find it there, email me and we will do our best to make things rights

Again, WELCOME to our group and we appreciate your interest in our products.

Regards,

Dogs! Al The Time.

P.S. If you love your fur-child, come visit our Facebook page. Lots of Images and stories.

I look forward to getting to know you better. You'll be seeing Internet Marketing tips emails from me. I enjoy finding tips and techniques that we call can use. That is

<https://www.facebook.com/DogsAllTheTime/>

You'll also see me talking about some special deals I've found and several eBooks I've written.

Until Next Time: You have a Great Day! Oh Hale Yes!

Regards,



Dr. Hale

Share:     

Follow:  

YOUR ASSET IS NOW SET UP!

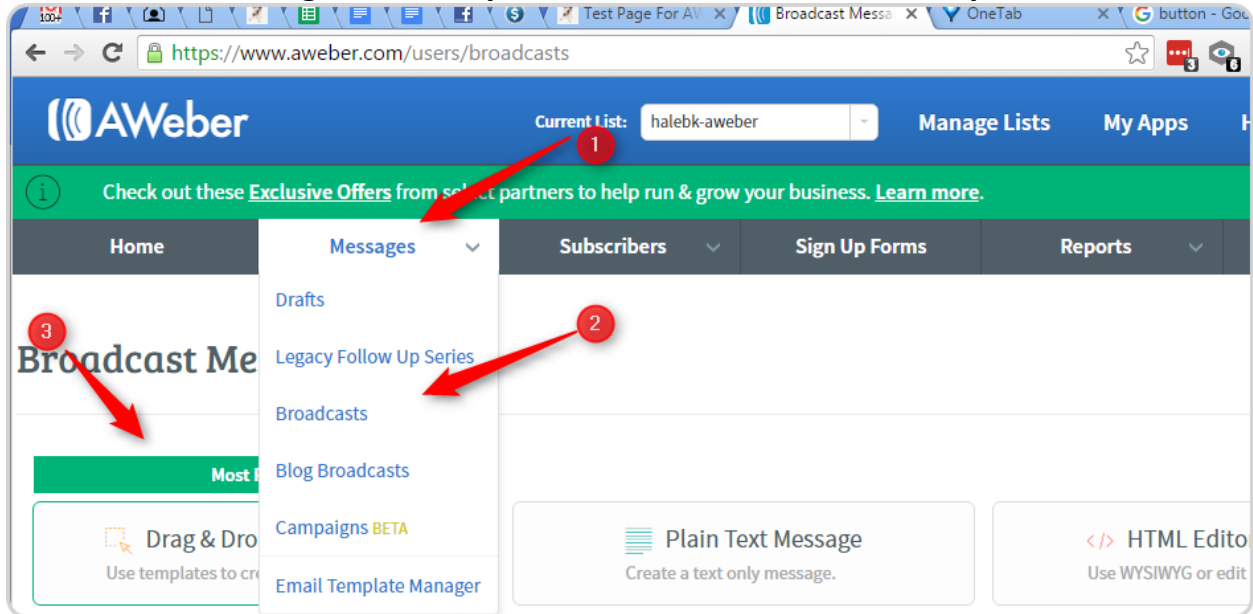
IMPORTANT NOTE: You are now setup to send follow-up emails to your list. Many marketers say that 80% of their sales come from their follow-up email sequence. You set up a series of emails. Most of the emails offer value to your customers. About 20% to 30% make offers. You might end up with over 200 emails and each new subscriber gets these emails over time after they subscribe to your list. You KNOW they are interested in your niche (they subscribed to your list) so they are pure gold to market to.

I'm not going to cover the follow-up, but this is the purpose of the list!!

AWEBER Broadcast Emails

If we go back to the Messages Tab we can choose Broadcasts.

Messages Menu Option → Broadcast sub-menu option

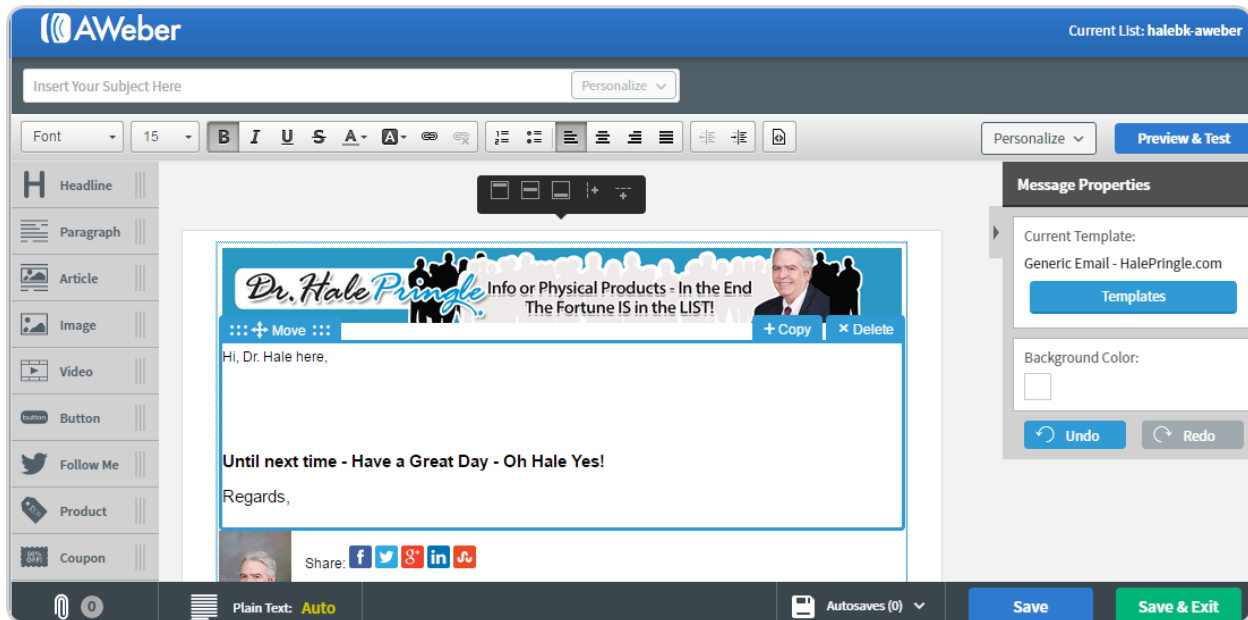


The arrows just show that we chose the Messages Tab, the Broadcast menu and we can click on the green button (mostly hidden) to “Most Popular” – the Drag and Drop Editor.

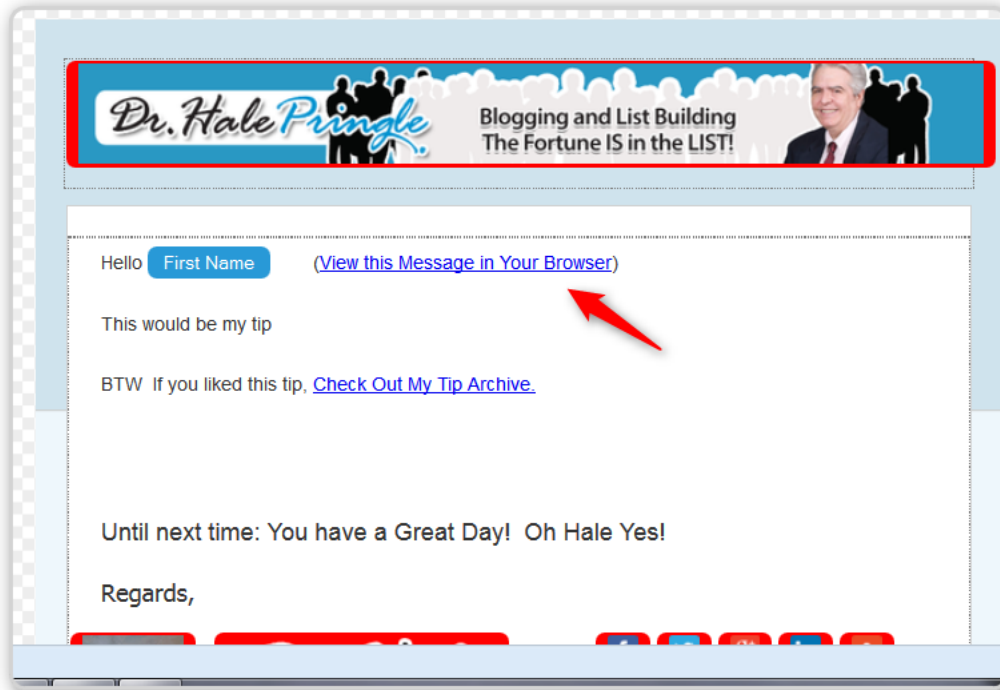
You will be shown the same Drag and Drop Editor we just went over. You will also be shown your first template

AWeber: Quick Start

Broadcast Email Edit



Example Broadcast Email in the Editor

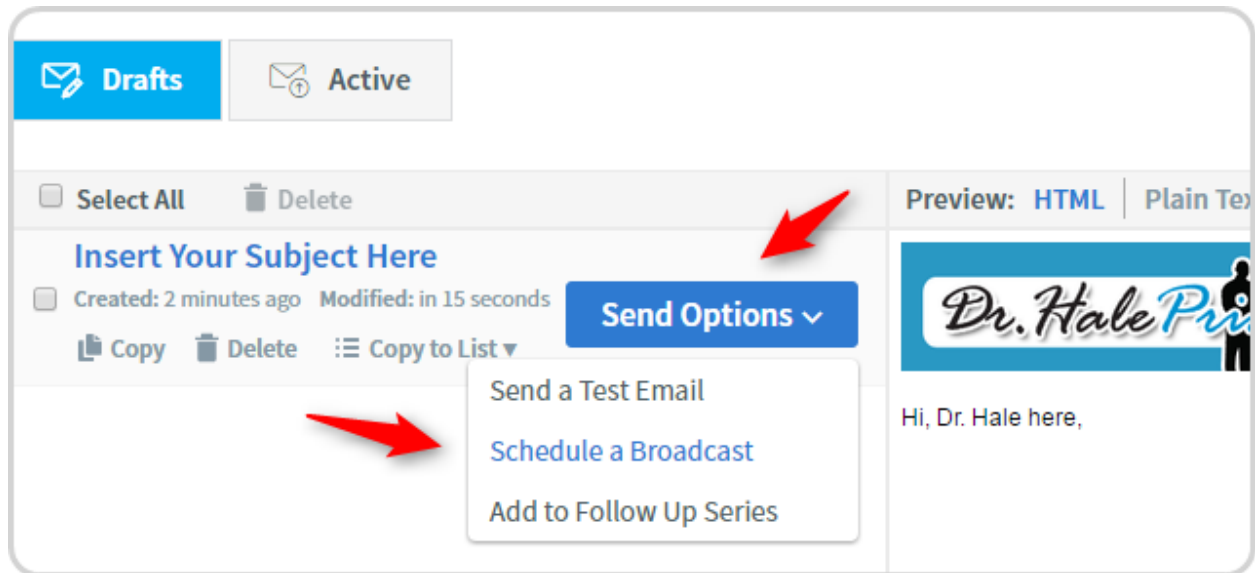


Broadcast Emails use the same Drag and Drop editor that the Follow-up emails use. There is one difference. You can insert a link to `{!archive_url}` in a Broadcast email and the readers will be sent to an on-line version of the email that they can see in their Web Browser.

After save your email, it will go into the same Draft Status that our Follow up Email did.

Now you choose the "Send Options" → Send a Broadcast.

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Here is the screen that appears.

Broadcast Options

Broadcast Settings
Subject: [Insert Your Subject Here](#) ⚠ Don't forget your subject line!

Do you want to share this message?

Edit

Broadcast Archive: **Enabled** Facebook: **Don't Share** Twitter: **Don't Share**

Who should receive this message?

Edit

List: [halebk-aweber](#) Send to Segment: [All Subscribers](#)

When should this message be sent?

Edit

Send: [Immediately](#)

Message Options

☒ Track clicks on website links in this message

☒ Email me when QuickStats are available

[Send Message Now](#) [Cancel](#)

Dr. Hale Pringle
127

<http://HalePringle.com>

Page

First Options

Broadcast Settings

Subject: A New Version of AWeber Quick Start is Available [✎](#)

Do you want to share this message?

Broadcast Archive
Publish your broadcast so subscribers can view it online

Enable ☒

[Homepage](https://archive.aweber.com/halebk-aweber)
[RSS Feed](https://archive.aweber.com/halebk-aweber.rss)

Social Media
Share your message directly with Facebook fans and Twitter followers

Facebook: Disabled

Do not post this message ▼

[Connect to a new account](#)

Twitter: Disabled

Do not post this message ▼

[Connect to a new account](#)

The screenshot shows the 'Broadcast Settings' interface. At the top, there's a header 'Broadcast Settings' and a subject line 'Subject: A New Version of AWeber Quick Start is Available' with an edit icon. Below this is a section titled 'Do you want to share this message?'. Under 'Broadcast Archive', the 'Enable' checkbox is checked. Below that are links for 'Homepage' and 'RSS Feed'. Under 'Social Media', there are two columns for 'Facebook' and 'Twitter', both currently set to 'Disabled' with a dropdown menu showing 'Do not post this message'. Each column has a 'Connect to a new account' link. Four red callout boxes with numbers 1 through 4 are overlaid on the image: #1 points to the 'Enable' checkbox, #2 points to the 'Homepage' link, #3 points to the Facebook dropdown, and #4 points to the Twitter dropdown.

#1 – Enabling Sharing will create a version of this email online. That is what the code to `{!archive_url}` will send people to.

#2 – You can see the links if you want to send them or post them elsewhere.

#3 & #4 – You can tell AWeber to send the email out to Facebook and/or Twitter.

Selecting a Page to Post the Email To on Facebook

Social Media
Share your message directly with Facebook fans and Twitter followers

Facebook: List Building Rocks With Dr Hale Pringle

Twitter: Disabled

Do not post this message ▼

[Connect to a new account](#)

[Connect to](#)

Do not post this message

Social Shopping

Look Better, Look Younger

Plan B - Hale Yes

Motives Cosmetics

Ilovegadgetsrus

Sandy Scherff

I Love Gadgets and Gear

I Love Pickleball

Paradise for Pet Lovers

I Love Gadgets

A Touch of Haiti

Hale Pringle -Hale Yes

List Building Rocks With Dr Hale Pringle

Original Medicinals

Dogs All The Time

Who should receive this email?

List: halebk

When should I receive this email?

Segment: All Subscribers

Earlier we told AWeber the personal profile of the person who would be posting. Now we can pick which Facebook Page to Post on.

NOTE: You cannot change the Subject Line. If you tried to use personalization it will come out as {firstname_fix} since the post on Facebook is not to a specific person.

Who Should Receive This Email?

AWeber: Quick Start

Email Recipients

Who should receive this message?

List: halebk-aweber

Send to Segment
All Subscribers ▼

List	Include	Exclude
Anitol - Ad 1 to UK	<input type="checkbox"/>	<input type="checkbox"/>
Dogs All The Time - Main	<input type="checkbox"/>	<input type="checkbox"/>
Dogs All The Time- Quiz List	<input type="checkbox"/>	<input type="checkbox"/>
DogsAllTheTime - Newsletter	<input type="checkbox"/>	<input type="checkbox"/>
GHP-Boxer-Mom	<input type="checkbox"/>	<input type="checkbox"/>
GHP-Diamonds	<input type="checkbox"/>	<input type="checkbox"/>
GHP-Dog-Main-T-Shirts	<input type="checkbox"/>	<input type="checkbox"/>
GHP-Hanniness	<input type="checkbox"/>	<input type="checkbox"/>

Apply Cancel

#1 – Clicking on the “Who Should Receive This Message” link opens this screen.

#2 – Click on any of the other groups that should receive this message.

- AWeber will make sure that people only get ONE copy of the email
- EXCLUDE takes precedence over Include. For example if you are sending a message about a sale to several of your groups, you would probably want to EXCLUDE people who have already bought the product. It doesn't matter how many of the other groups they belong to.

#3 – Click Apply to finish.

Finally When Should the Broadcast be sent?

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Schedule the Broadcast

When should this message be sent?

Send Time
12 ▾ 00 ▾ am ▾

Time Zone
(GMT -5:00) Eastern Time ▾

July 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Apply Cancel

#1 – Schedule WHEN

#2 - Pick a Time

#3 – Pick a Time Zone

#4 – Pick a Date.

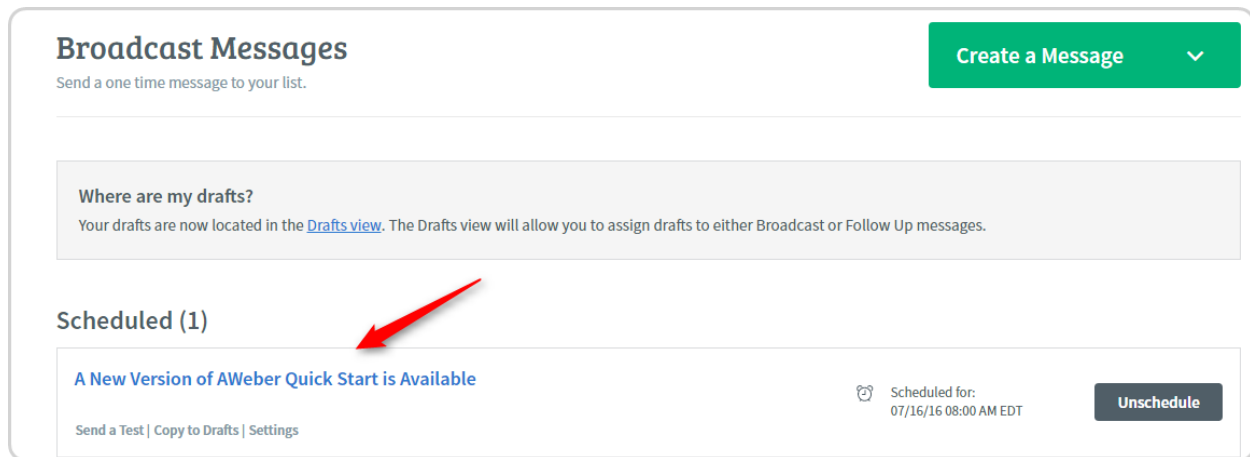
6	7	8	9
13	14	15	16
20	21	22	23

8:00a

Click on Apply.

AWeber: Quick Start

AWeber Broadcast Email – After You SAVE



Broadcast Messages
Send a one time message to your list. [Create a Message](#)

Where are my drafts?
Your drafts are now located in the [Drafts view](#). The Drafts view will allow you to assign drafts to either Broadcast or Follow Up messages.

Scheduled (1)

[A New Version of AWeber Quick Start is Available](#)

[Send a Test](#) | [Copy to Drafts](#) | [Settings](#)

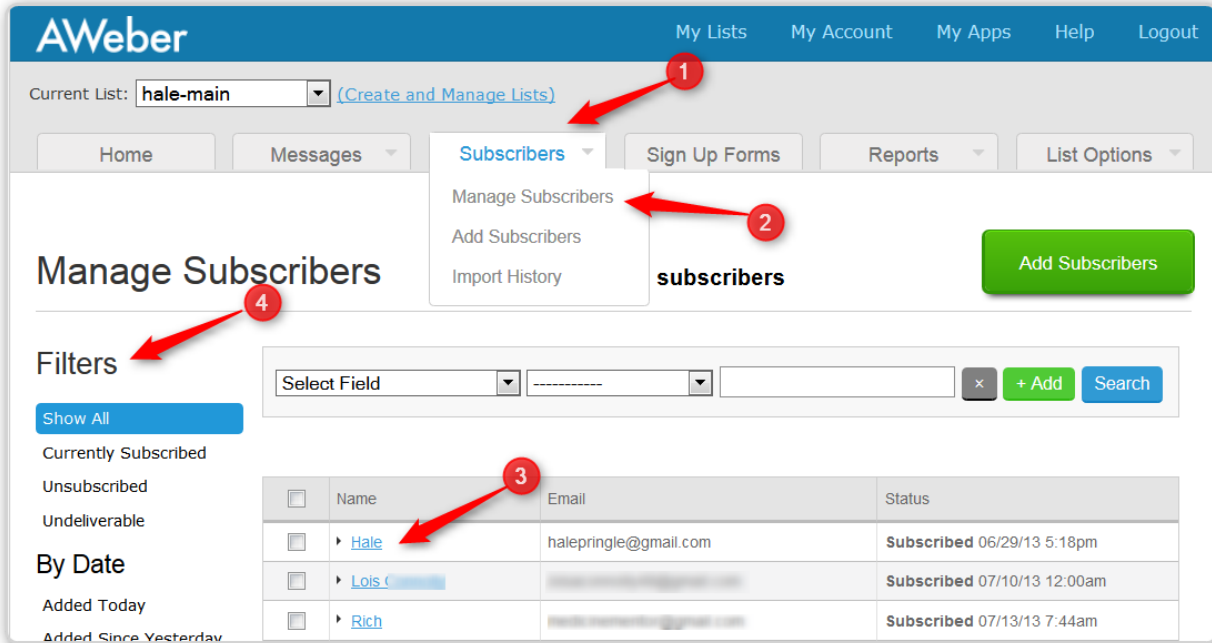
Scheduled for: 07/16/16 08:00 AM EDT [Unschedule](#)

BONUS - DOUBLE YOUR OPEN RATE!

Here is a link to an article that shows you how to about double the open rate for a Broadcast email. It shows you how to create a filter for just those who did NOT open your original email. You can send a new email to this group. Studies have shown that if you get a 20% open rate on the original email, you will get about the same rate on a second email. The nice thing is that you are not bothering people who DID open and read your original email. [Double Open Rates](#)

Area 3 - AWEBER Subscribers

Manage Subscribers Menu Option



#1 and #2 - "Manage Subscribers" is the only option you will use for quite a while.

#3 - Note: I am in my list. You must test your emails!

#4 - You can see subgroups here. You can also search to see if someone is in your list.

We will talk about using this shortly, but here you can see that we can list just those that meet certain criteria.

NOTE: You have a lot more than you think you do. Based upon the IP address AWeber knows what city, what country, and a lot more about the Subscribers on your list. You can download the whole list as a CSV file and look at it in Excel or Google Docs.

AWeber: Quick Start

The screenshot displays the AWeber interface with several numbered red arrows pointing to specific elements:

- 1**: Points to the 'Add URL' dropdown menu.
- 2**: Points to the 'Save' button in the 'Save As Segment' section.
- 3**: Points to the search criteria input field containing '?adtracking=prakoso'.
- 4**: Points to the 'Save As Segment' text input field.
- 5**: Points to the 'Export CSV' button.

Filters

Show All
Currently Subscribed
Unsubscribed
Undeliverable

By Date

Added Today
Added Since Yesterday
Added In Past 7 Days
Added In Past 30 Days
Added In The Last Year

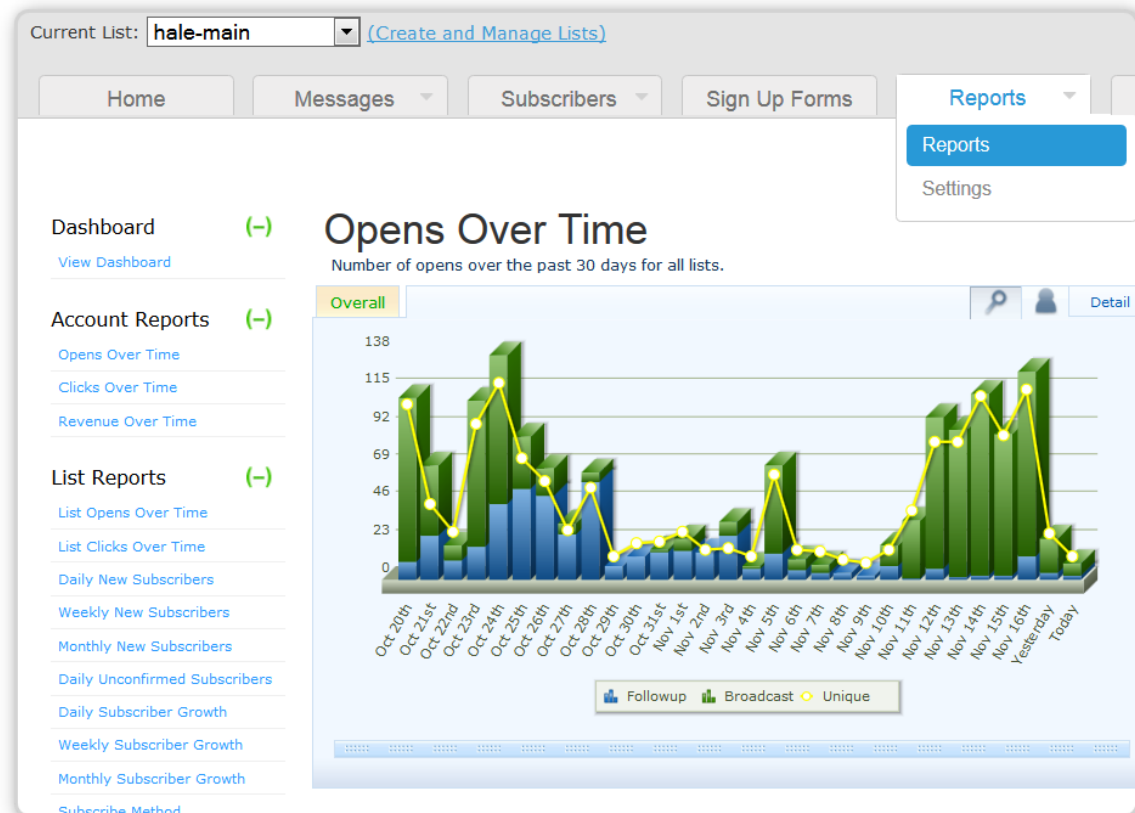
Displaying 1-3 of 3 subscribers

<input type="checkbox"/>	Name	Email	Status
<input type="checkbox"/>	teresa [redacted]	teresaanderson@hotmail.com	Subscribed 04/02/14 5:55pm
<input type="checkbox"/>	borislava [redacted]	borislavaanderson1@gmail.com	Subscribed 04/03/14 1:23am
<input type="checkbox"/>	eduardo g [redacted]	eduardo@hotmail.com	Unsubscribed 05/06/16 12:33pm

Export CSV

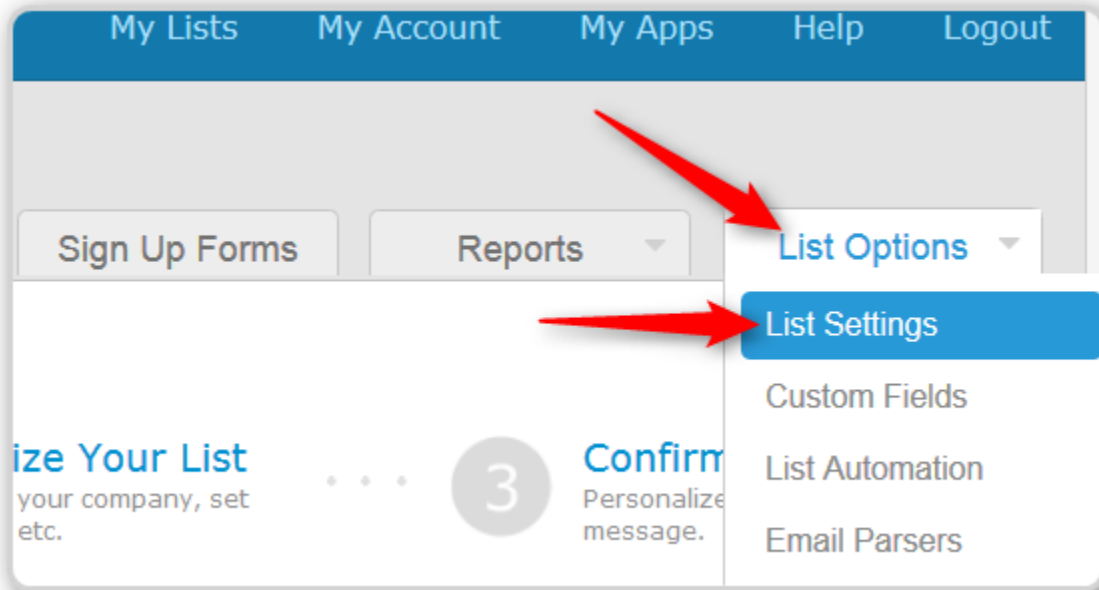
AWEBER Reports

Sample Report Screen



There are lots of ways to look at your subscriptions and un-subscribes here.

AWEBER List Options Menu Option



The only one you need to worry with is “List Settings”

This menu option lets you change the settings on an existing list.

AWEBER Top Menu (particularly HELP)

At the very top of each screen there is the Top Menu.

Top Menu Options



#1 - Manage Lists – shows you your lists and lets you create a new one.

#2 - My Apps is WordPress Plugins and integration with PayPal and many other applications.

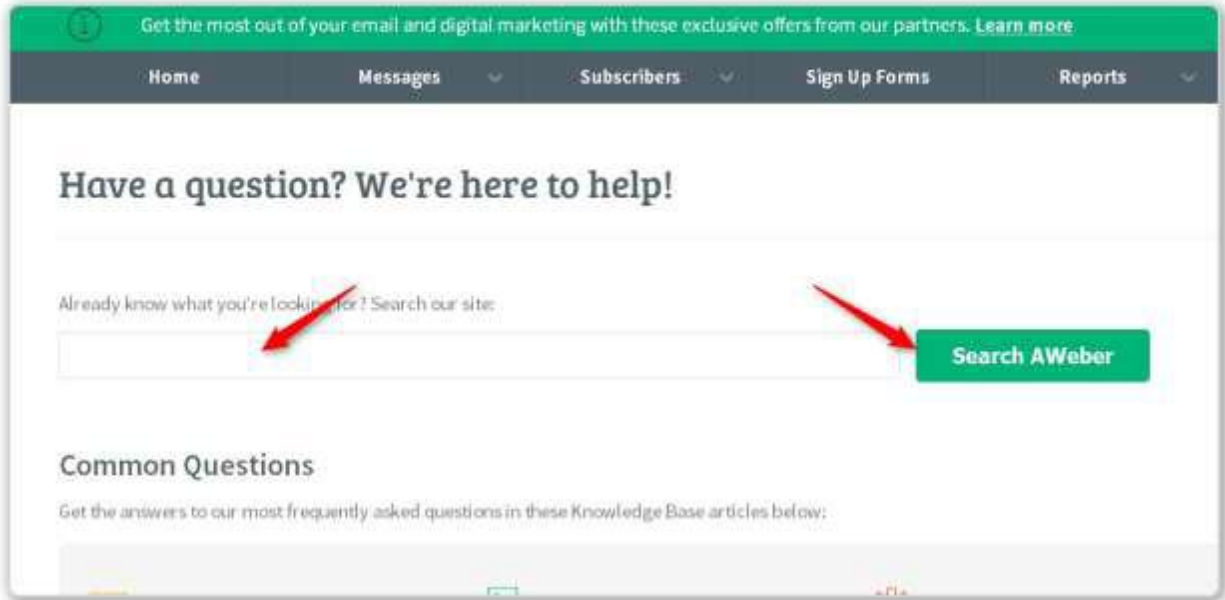
#3 - Help is just that – I'll show you more next.

#4 – “Hale” is My Account – this included billing and passwords.

#5 - Logout is pretty obvious

AWeber: Quick Start

Help Menu Screen

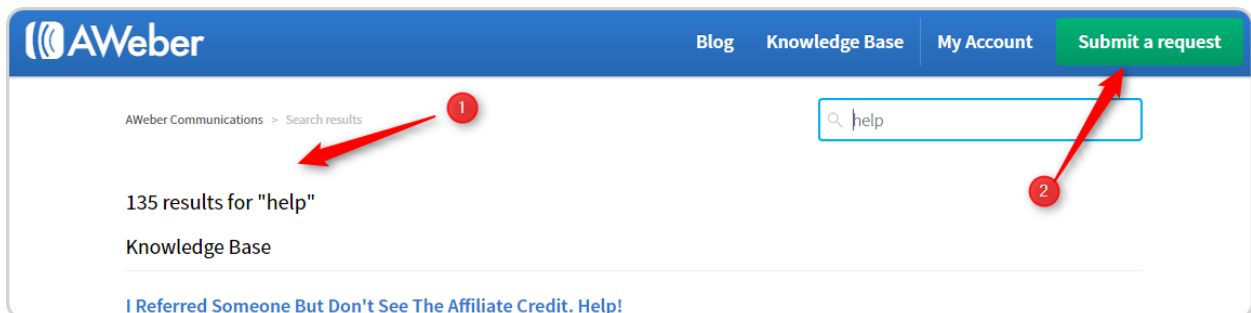


AWeber has a very large knowledge base, Frequently Asked Questions and a set of videos to explain different features.

However, there are times when you want to ask a question.

You MUST Search for something – anything. Then a new menu appears.

After a Search



After a search the "Submit a Request" option appears.

Contact Support Menu Option

AWeber Communications > Submit a request

Search

Submit a request


Your email address *

Subject *

Description *

Please enter the details of your request. A member of our Customer Solutions team will respond as soon as possible.

Attachments

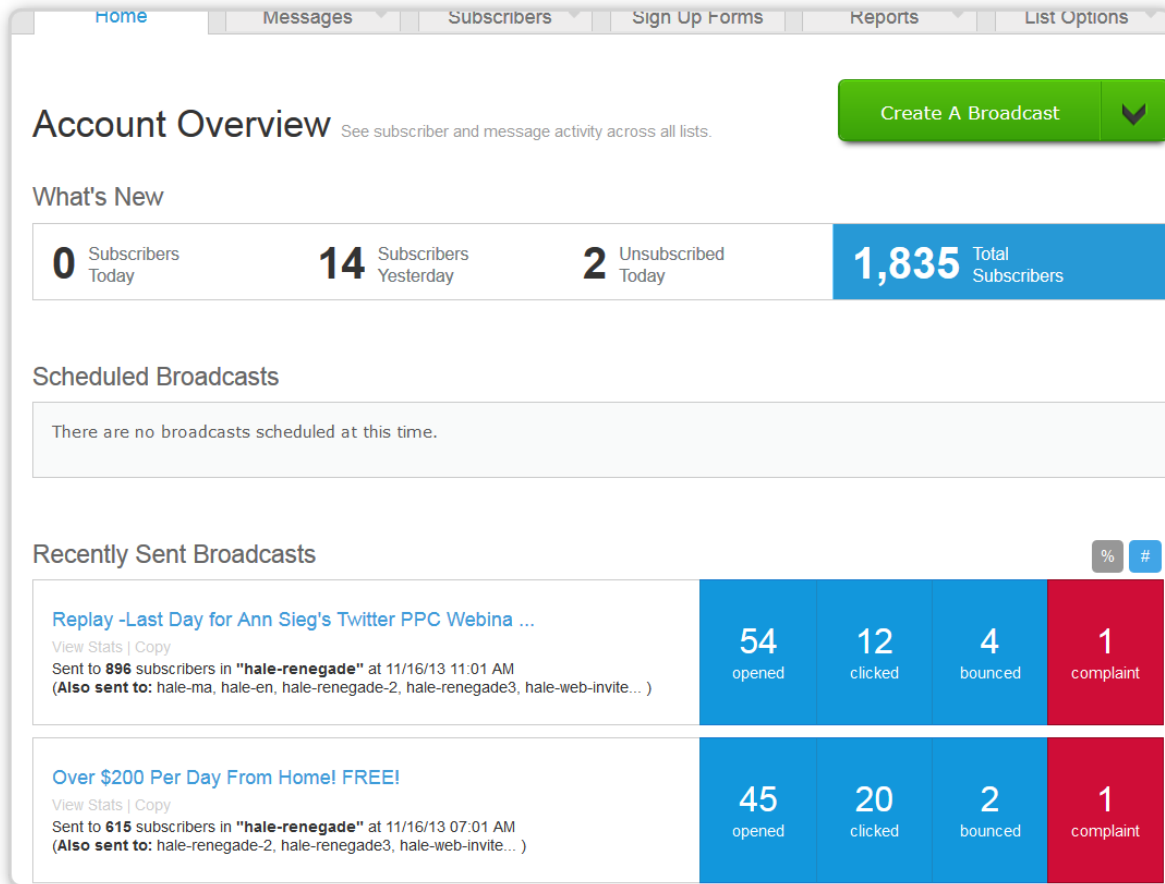
 Add file or drop files here

Submit

You can fill in this screen and ask them a question

AWEBER Home or Dashboard

Home or Dashboard Screen



I picked this screen to make a point. You will get complaints. I've had people double opt-in on Monday and complain that I am spamming them on Tuesday. It is the nature of the industry. Keep your eye on it, but don't worry about it. If you see a drastic change in the number of complaints, then you should look to see what has caused the change.

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Dashboard – List Stats

List Stats	Email	is				Search All Lists
List Name	Today	Yesterday	Subscribed	Unsubscribed	Grand Total	List Completion
default3187537	0	0	0	0	0	<div><div></div></div> 17%
hale-blog-cmt	0	0	5	2	7	<div><div></div></div> Complete
hale-blogsingup	0	0	47	1	48	<div><div></div></div> 84%

If you scroll down the Dashboard/home screen you will see a section called List Stats. It shows you each of your lists and their recent performance.

List Stats	Email	is				Search All Lists
List Name	Today	Yesterday	Subscribed	Unsubscribed	Grand Total	List Completion
default3187537	0	0	0	0	0	<div><div></div></div> 17%
hale-blog-cmt	0	0	5	2	7	<div><div></div></div> Complete
hale-blogsingup	0	0	47	1	48	<div><div></div></div> 84%

AWeber Summary

In summary – We Covered:

1. What an Autoresponder is and where it fits in Marketing
2. Creating a list
3. Creating a Sign-up form
4. Inserting the form in a blog – creating a simple Squeeze Page
5. Messages – Follow-up & Broadcast (the editor, testing emails, etc.)
6. Using templates to make emails rich and consistent.
7. Subscribers Tab
8. List Option Tab
9. Reports Tab
10. The Top Menu (including Sending an email to Support)
11. The Home/Dashboard Screen.

TRACKING YOUR OPTINS

Part of really becoming a professional at Internet Marketing is tracking what happens. Where are your subscribers coming from? Which Ad works the best? Does the large image work better than the small one? And so on.

In order to do this you really need to track three things.

1. Impressions – How many people saw an ad?
2. Clicks – How many people clicked on the ad and went to the Squeeze Page?
3. Subscriptions – How many people who arrived at the Squeeze page actually filled out the form and pressed the Submit button.

Where are we going to get these numbers before we become big enough to spend hundreds and then thousands of dollars for tools that do this automatically? Here we go....

1. Impressions – Virtually every ad system will tell you how many times they showed your page.
2. Clicks – as we have described earlier, you can use Petty Link Lite to track clicks. You create one Pretty Link for each ad and you will be able to go to the Pretty link Page and see how many clicks and unique clicks any Pretty Link received.
3. Subscriptions - ????

Subscriptions is the part where many people run aground. They can't tell which ad lead to a subscription.

There is a simple way to track this. It is not as elegant and when you receive emails telling you someone signed up, you won't be able to tell which source referred them from the subject line. You have to open to each email to see where they came from. The method is however is very simple.

Just add /?zzzz where zzzz is a code to the end of your call to the Squeeze Page in your Pretty Link. For example <http://HalePringle.com/aweber-offer/?blog> When you look at the information for a Subscriber in AWeber you will be able to see the page they opted-in from. That URL includes the ?zzzz value.

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Example AWeber Subscriber Data for a JV Giveaway Called 4th of July

Subscriber Information

Unsubscribe

Basic Info

Name: [Redacted]

Email Address: [Redacted]@aol.com

Ad Tracking: none

Additional Notes: [Redacted]

Save

Last Follow Up Received

1 - AWeber: Quick Start - Download link to the eBook you requested

Sent: Yesterday, 7:35pm

Date Added

Yesterday, 7:34pm

Subscription Source

Filled out a sign up form.
<http://halepringle.com/aweber-quick-start-ss-offer/?4thJuly>

Status: Unconfirmed

Location

Boz, NY, United States

You can go to the Manage Subscriber List in AWeber and filter on the value you used in place of the same ?zzzz I showed here. For example if we had said ?blog, we could filter on Subscription Sources containing ?blog and AWeber would give a list of just those subscribers.

Here is an example:

Filters

Show All

Currently Subscribed

Unsubscribed

Undeliverable

By Date

Added Today

Added Since Yesterday

Added In Past 7 Days

Added In Past 30 Days

Added In The Last Year

Add URL

contains

?adtracking=prakoso

Search

Save As Segment: [Redacted]

Save

Displaying 1-3 of 3 subscribers

<input type="checkbox"/>	Name	Email	Status
<input type="checkbox"/>	teresa [Redacted]	teresa[Redacted]@hotmail.com	Subscribed 04/02/14 5:55pm
<input type="checkbox"/>	borislava [Redacted]	borislava[Redacted]1@gmail.com	Subscribed 04/03/14 1:23am
<input type="checkbox"/>	eduardo g [Redacted]	[Redacted]@hotmail.com	Unsubscribed 05/06/16 12:33pm

Export CSV

AWeber: Quick Start

#1 – ADD URL is the full path of the Squeeze Page the person used to sign up for your list. This includes the ?zzz material you added to the end of the URL

#2 – “Contains” is the option we want

#3 - This is the ZZZZ code I have been talking about

#4 – We found 3 people with this code

#5 – We could download this (or our whole list) and look, sort, filter etc. in Excel or Google Sheets.

Now we have a) impressions, b) clicks and c) conversions.



Dr. Hale Pringle
The Educator is IN – Oh Hale Yes!

Quick Start: AWeber

A Tool For List Building

Blogging and List Building
The Fortune IS in the LIST!

<http://HalePringle.com>

Until next time, you have a Great Day!

Dr. Hale



Dr. Hale Pringle – Hale Yes!

Skype [hale.pringle](https://www.skype.com/en/contacts/hale-pringle)

Email: HaleYes@HalePringle.com

MOSTLY FREE RESOURCES

Version 4.0

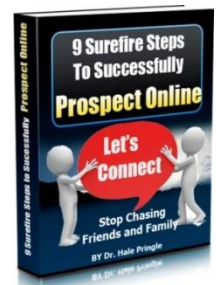
Check out these **FREE** Reports and eBooks by Dr. Hale

(Those marked as MRR are documents written by others, but I have modified them and I really like what they have to say. MRR means that if you contact me we can arrange for you to place the document on your site as well (with YOUR affiliate links in the document.) Unless otherwise indicated, the rest of the eBooks I wrote from scratch and you won't find them elsewhere.

FREE – 9 Surefire Steps to Successfully Prospecting Online

<http://HalePringle.com/fbprospecting-offer>

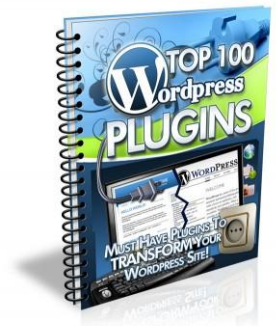
This eBook shows you Step-By-Step how to connect with the right people and actively prospecting online.



FREE- 100 Top WP Plugins-

<http://halepringle.com/Top100Plugins>

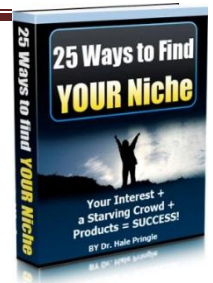
Top plugins described and links to where you can find and purchase them. These are industry standards used by many of the industry's top bloggers (MRR)



FREE - 25 Ways to Find YOUR Niche –

<http://halepringle.com/Niche-offer>

25 different ways to brain storm for the perfect niche for you.
Includes a set of questions that will help you determine if a niche is viable.



FREE - 7 Mistakes New Bloggers Make

- <http://halepringle.com/7-mistakes-offer>

7 Mistakes New Bloggers Make

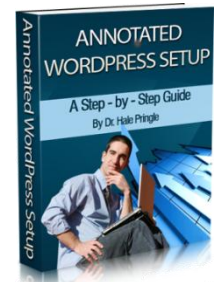
New bloggers fall into the same traps over and over. Learn what they are so YOU can avoid them.



FREE - Annotated WordPress Setup

<http://halepringle.com/WP-Setup-offer>

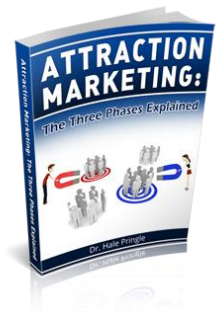
Follow along while screen shots show you how to set up a WordPress Blog – from buying the domain to working your blog.



FREE EBook - Attraction Marketing: The Three Phases Explained

<http://HalePringle.com/am-3-phases>

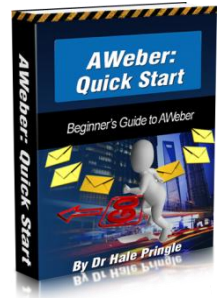
This eBook reveals the #1 Secret to Becoming an Attraction Marketer Quickly. It explores the three distinct Phases that you will go through on your way to becoming an Attraction Marketer.



FREE – AWeber: Quick Start

<http://HalePringle.com/aweber-gs-resources>

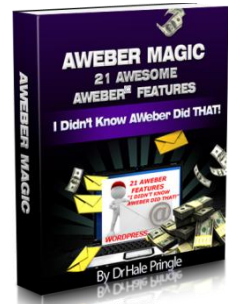
This Free eBook AND 15 minute Video will get you started with AWeber, the autoresponder system used by at least half of all Internet Marketers. Enjoy! Grab this while it is still FREE!



FREE – AWeber Magic -21 AWesome AWeber Features and Tips

<http://HalePringle.com/21-aweber-offer>

This eBook reveals over 21 AWeber Features and Tips you have probably never heard about. Several are general and several are specific to WordPress Blogs. Enjoy! Grab this while it is still FREE!



FREE - Beginner's Guide to Copywriting

<http://halepringle.com/Copywrite101-offer>

Forget what you learned about writing in High School and College. Copywriting has its own rules. This short eBook with help you get started.



FREE - Blog Look and Feel Checklist –

<http://halepringle.com/Checklist-offer>

Hidden rules that top bloggers usually follow when they design their blog. A top blogging instructor's "hot seat" criteria revealed.



FREE - Create an eBook in 30 Minutes or Less

<http://halepringle.com/create-ebooks>

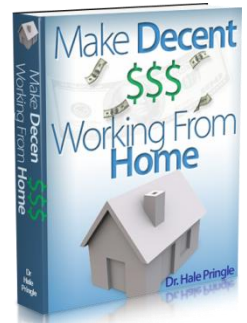
Take your long blog post that you worked so hard on and create an eBook/eReport in minutes. Re-purpose your work/



FREE – Decent \$\$\$ Working From Home

<http://halepringle.com/decent-money>

If you are willing to do the work, there is a new program called DS Domination that will generate decent money (\$50 to \$500 / day) for you – quickly. Learn how you can tap into three different training system and build a second income – part-time.

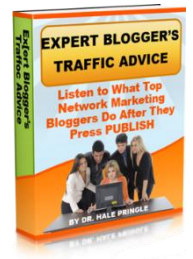


FREE – Expert Blogger's Traffic Advice –

<http://halepringle.com/Experts-Traffic-offer>

Listen!! Top Network Marketing Bloggers tell you what they do to attract people to their blog.

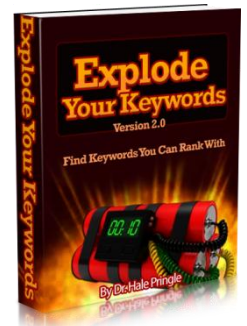
You blog post is NOT done when you press Publish!



FREE – Explode Your Keywords –

<http://HalePringle.com/Explode-Your-Keywords>

Step-by-Step instructions on how to find thousands of potentially relevant keywords and sift through to find the ones you can potentially rank with. **Version 2**



uses **Google Keyword Planner**

FREE - Facebook Prospecting –

<http://halepringle.com/Facebook-Prospecting-offer>

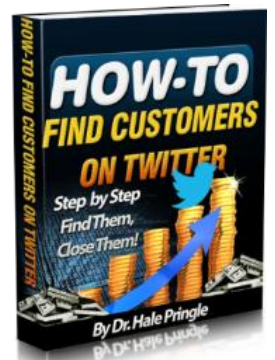
Follow an expert and she shows you how to find prospects, connect with them and sign them into her network marketing company.



FREE – Find Customers on Twitter

<http://HalePringle.com/Twitter-customers-offer>

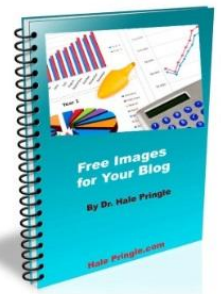
An online expert show exactly how she find, engages and closes customers on Twitter – one at a time. Twitter is widely regarded as the best customer search engine in the world.



FREE- Find FREE Images for your Blog

<http://halepringle.com/Images-offer>

Your blog posts NEED images. The Google SEO criteria expect them and you readers are much more engaged when you have them. Finding free images helps the beginning budget. Over a dozen sites are listed, along with search engines that specialize in searching across multiple free sites.



FREE - Free Tools for Internet Marketers –

<http://halepringle.com/Free-Tools-offer>

Over 50 **free** tools to make your Internet Marketing tasks easier.



FREE - Internet Marketing Tools You SHOULD Purchase.

<http://halepringle.com/Paid-Tools-offer>

Some tools are just worth the price. This is my list of MUST HAVE tools.



FREE – JV Giveaways: Quick Start

<http://halepringle.com/jv-giveaways-quick-start-offer/>

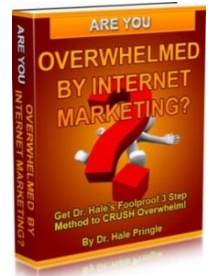
JV Giveaways are a great way to build your list. They Are inexpensive and can generate lots of traffic. IF YOU KNOW HOW TO use them. Here is an overview that will get you started quickly!



FREE – Overwhelmed by Internet Marketing?

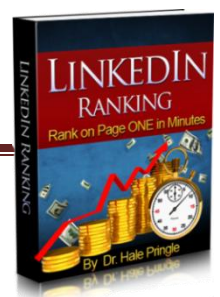
<http://HalePringle.com/Overwhelmed-offer>

If you are trying to learn Internet Marketing on your own, you are undoubtedly Frustrated and Overwhelmed. There are solutions! This free report exposed WHY you are overwhelmed and how to combat it!



FREE - LinkedIn Ranking (Page One in Minutes):

<http://halepringle.com/linkedin-Ranking-offer>

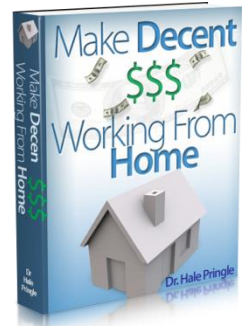


The SECRET to drastically improving your ranking in LinkedIn in minutes revealed! Five easy steps that you can do in minutes. See the results as soon as you are done! Amazing!

FREE – Sell High, THEN Buy Low:

<http://halepringle.com/sell-high-then-buy-low-offer>

Discover THE training program that shows you how to make money by Selling items you don't own and then buying them and having them shipped to your customers. It is all legal and it is the fastest, most straight forward way to make money from home I have ever seen.

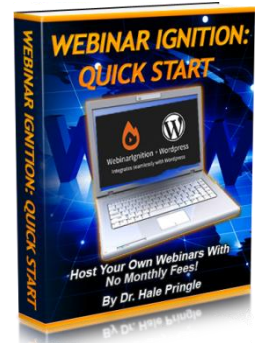


FREE Webinar Ignition: Quick Start

[Http://HalePringle.com/Webinar-Ignition-QS-Offer](http://HalePringle.com/Webinar-Ignition-QS-Offer)

This free eBook contains a brief comparison of the Webinar Ignition Plugin and GoToWebinar plus a check list for using Webinar Ignition to host your own personal webinars. It also gives to a link to an example

Webinar where I walk you through creating a webinar. For less than \$100 you can book a webinar, have a registration page, add registrants to your autoresponder lists, make free offers, automatically generate reminder emails and SMS text messages, host a webinar that can have thousands of attendees, automatically record the webinar on YouTube and have an evergreen replay (with optional countdown timer until it closes.)

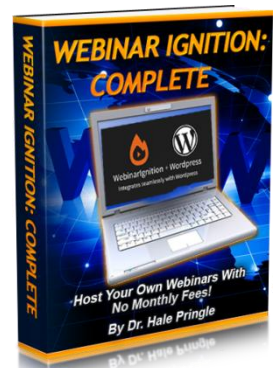


Webinar Ignition: Complete

[Http://HalePringle.com/Webinar-Ignition-Complete-Resource-Offer](http://HalePringle.com/Webinar-Ignition-Complete-Resource-Offer)

This eBook retails for \$29.99 and covers the WordPress Webinar Ignition

Plugin in depth. Screen shots walk you through the initial setup and every step of using Webinar Ignition to host your own webinars. For less than \$100 you can book a webinar, have a registration page, add registrants to your autoresponder lists, make free offers, automatically generate reminder emails and SMS text messages, host a webinar that can have thousands of attendees, automatically record the webinar on YouTube and have an evergreen replay (with optional countdown timer until it closes.)



Small Reports or Tips Pages

GoDaddy Domain Purchase and NameServer settings

<http://halepringle.com/GoDaddy>

Creating a Static Home Page - <http://halepringle.com/Static-HomePage>

Adding an Image Sidebar - <http://halepringle.com/Image-Sidebar>

Find out how many pages are REALLY competing, Find EZine articles in your niche that have a lot of traffic and more -

<http://halepringle.com/Neat-Tips>