Written by Dr. Hale Pringle
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Who is Dr. Hale Pringle?

I am an educator at heart. I am very serious about my entrepreneur business. While I do have an advanced degree in education, my 40 plus years working with people and computers are probably more important in the long run.

I love to help people and am building a network and Internet marketing team. I also work daily with a 7 figure earner who has what I consider to be the best online training program for Internet Marketing that you can find anywhere.   See more here.

I am an award winning blogger, have multiple awards for online community building and have completed a very intense Internet Marketing internship.

I can help you develop your business, whatever it is.

If you learn something from this, I'll feel like I've done my job.

Have a Great Day!   Oh Hale Yes!

AWEBER MAGIC

21 AWesome AWeber Features and Tips You Probably Don't Know

Introduction

AWeber's Features might seem pretty standard for an autoresponder company. You create lists, build Sign Up Forms, have subscribers fill in their email addresses (which adds them to your lists), manage subscribers and view reports.   Well, there is a lot more buried down there if you know where to look. Here are 21 Tips/Features that you may never have heard about.   (Actually including the Bonus Tips, there are 24 ☺)

This short eBook is divided into two sections:

- General Features and
- WordPress and Blog Related Features.

There are links to several videos and blog posts where I go into more detail on some of the features.   Many of these are also covered in more detail in my 200 plus page eBook AWeber Unleashed.

Enjoy!

General Tips and Features

Feature #1: Copy **One** Follow-up or Broadcast Email to another List.
AWeber shows you how to share a campaign of emails, but not one at a time.

Feature #2: Automatically Create An Active Web Page that Archives Evergreen Broadcast Emails.   Create a valuable asset with virtually NO EFFORT.

Feature #3: Publishing Broadcast Emails - When NOT to use the EXCLUDE LIST checkboxes and when to use them.   You may not be sending broadcasts to some of your best prospects – the ones who are on several of your lists.

Feature #4: Use the Automation Feature to Automatically Subscribe and Unsubscribe People to Your Lists.   Seamlessly work with multiple Ethical Brides and many places that your Leads can sign up for one of your lists.

Feature #5: Dramatically Increase Open Rates for Broadcasts about Events that are Coming Soon. Almost Double your opt-in rate with 5 minutes worth of work.

Feature #6: Easily Delete a large number of People who have Unsubscribed from Your List
Stop paying for undeliverable email addresses and people who have unsubscribed to your list.

Feature #7: Put Reports You Use into the New Dashboard
Go to one place and quickly look at important statistics.

Feature #8: Rapportive - Link this Firefox/Gmail Tool to AWeber
Rapportive is a free extension to Firefox. While you are in Gmail, it will show you the links an email address has to Social Media Sites. It will also show you if the email address belongs to someone on one of your AWeber lists – right in Gmail.

Feature #9: How to Insert a Sequence of Email Messages Into an Existing Sequence Without Subscribers Seeing the Some Emails Again.
Inserting emails into the middle of a follow up sequence doesn't have to be hard. It can to tickly however.

Feature #10: Place an Opt-In Form on a Facebook Tab on your Fan Page.
You don't have to pay for a fancy Fan Page Tab generator to have a Facebook tab that contains an opt-in to one of your lists.

Feature #11: Adding a "Follow Me on Google Plus" Button to your Follow Up and Broadcast Emails. AWeber gives us "Follow Me" buttons for Facebook and Twitter. We have to create our own for Google Plus.

Feature #12: Create Your Own Cool Button for Your Sign Up Forms
AWeber supplies square and dry buttons for their sign up forms. You can create your own buttons that say anything you want for free.

Feature #13: Send an Email to AWeber and Automatically Opt-in to a List.
You don't need a Sign Up form to add people to one of your lists.

Feature #14: Integrate GoToWebinar and AWeber
Use a single sign up form to have a Lead subscribe to your list AND sign up for a GoToWebinar webinar.

Feature #15: Run Split Tests on your Sign Up Forms
Improve your sign up form's conversion rate by Split Testing different versions.

Feature #16: Run Split Tests on your Broadcast Emails
See which headline works best or which offer converts best in your Broadcast emails using AWeber's Split Testing.

Bonus Feature #1– Share an entire email sequence with your business partners or move it from one list to another.

Bonus Feature #2 – Global Snippets – create a keyword that will be replaced with a short text phrase in every email where you use the keyword.

WordPress and AWeber Tips and Plugins

Feature #17: Opt-ins on Your Blog Page – High, Middle, Low, Pop-over and Check Box

Your Blog page is one of best places to ask Leads to sign up for your lists.

Feature #18: Opt-in using Gravity Forms
Gravity Forms is a widely used Blog Form generator. You can also use it to sign Leads up to one of your lists.

Feature #19: Squeeze Page Tips – Like Getting Rid of Extra Blank Lines in Sign Up Forms
This is a How-To remove annoying white space in AWeber forms.

Feature #20: Advanced Analytics – AWeber Integration Plugin
AWeber has advanced email analytics. It is easy to activate this feature using a free plugin.

Feature #21: AWeber Subscribers Count Plugin
Once you have the numbers, you can encourage people to subscribe to your Blog's email delivery by showing a count of how many people are already subscribed.

Bonus Feature #3 – Automatically send your blog posts to your list
There are several issues and considerations, but AWeber does let you automatically turn each new blog post into an email – automatically.

Feature #1: Copy a Follow-up or Broadcast Email to another List.

AWeber has a feature called Campaign Sharing (See Bonus 2) which can be used to pass a whole sequence of emails from one list to another, even one person to another (share with your clients or your group.) Here is a link to their description:

https://help.aweber.com/entries/21697033-How-Do-I-Share-My-Messages-With-Others-

Campaign Sharing can be found at the bottom of the Follow-up Messages → Follow Up Series Page.

NOTE: If you are the recipient of a shared campaign, it will wipe out any existing follow up emails for that list.
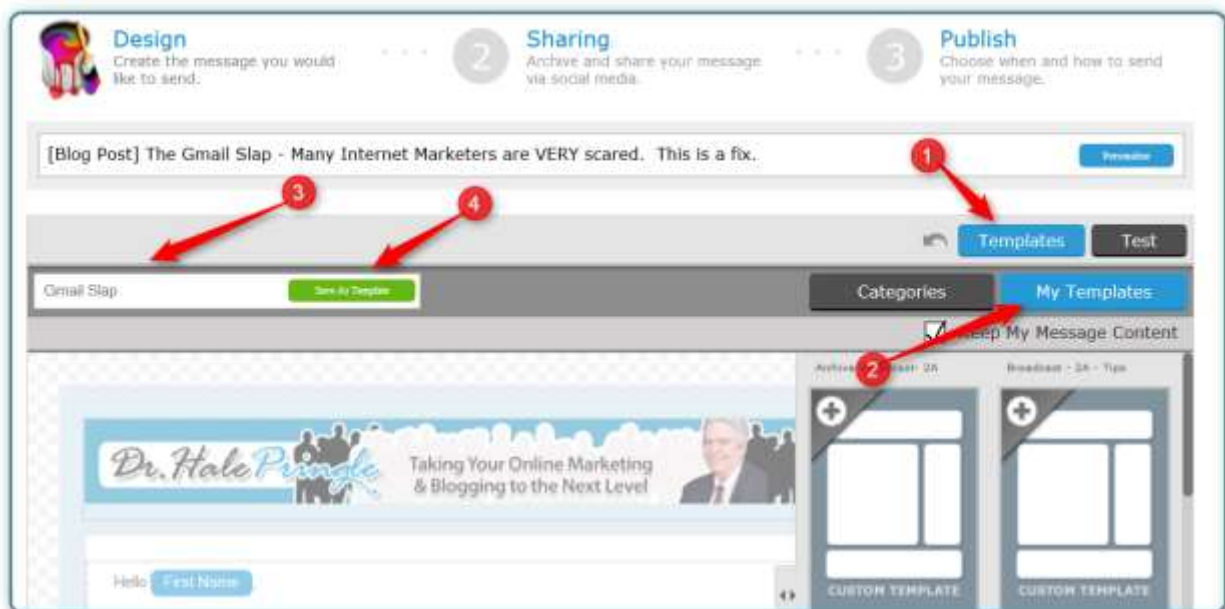
What their help doesn't describe is how to move one message from one list to another.

It is really very simple.

Create a Template

To create a Template we are going to follow a few simple steps. First we create an email that contains information we want to use again. This could be a full email (see Feature #1) or a "starting point" email where we have a header, some personalization and social linking buttons.   Once we are ready follow the steps below.

Create a Template from an Existing Email

#1 - Click on "Templates"

#2 – Click on "My Templates"

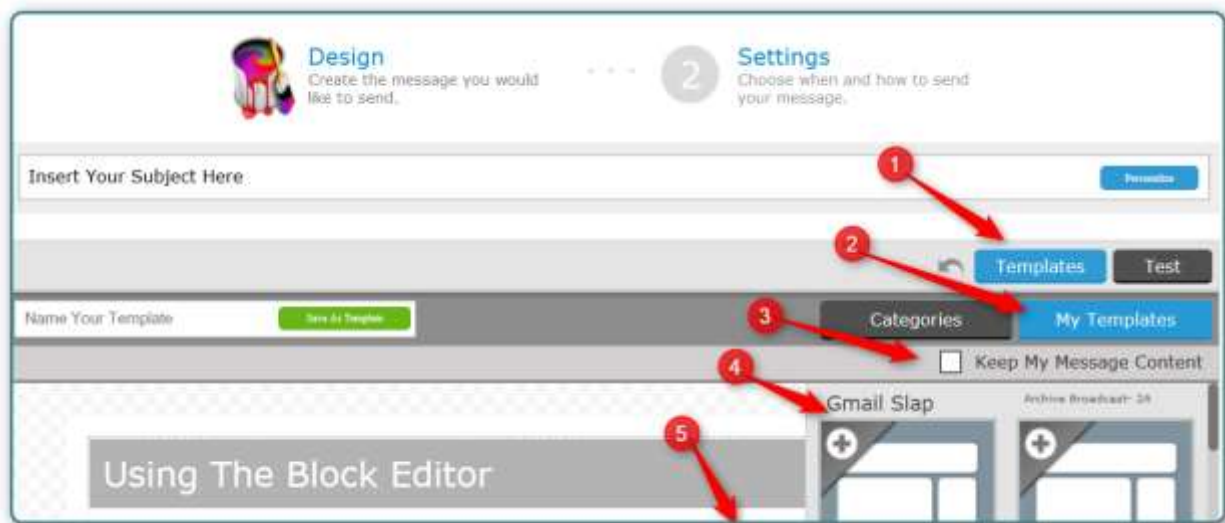#3 - Fill in a short name for your new template

#4 – Click on "Save as Template" Button

Note: Make sure the "Keep My Message Content (under #2) is checked.

Use the Template You Just Created

The steps here are even easier.   Open a new email (it will be empty). Then follow the steps below:

Create a Message Using a Template

#1 - Click on "Templates"

#2 - Click on "My Templates"

#3 - Make sure the "Keep My Message Content" is **NOT Checked**.

#4 - Click on the template you want to use.

#5 - Click on the "APPLY" Button (Not Shown). It is below the templates, and above the "Save" button."

The "Keep My Message Content" button refers to any content that you are just typed into the Drag and Drop Editor. In this case we want ALL of the information to come from the template.
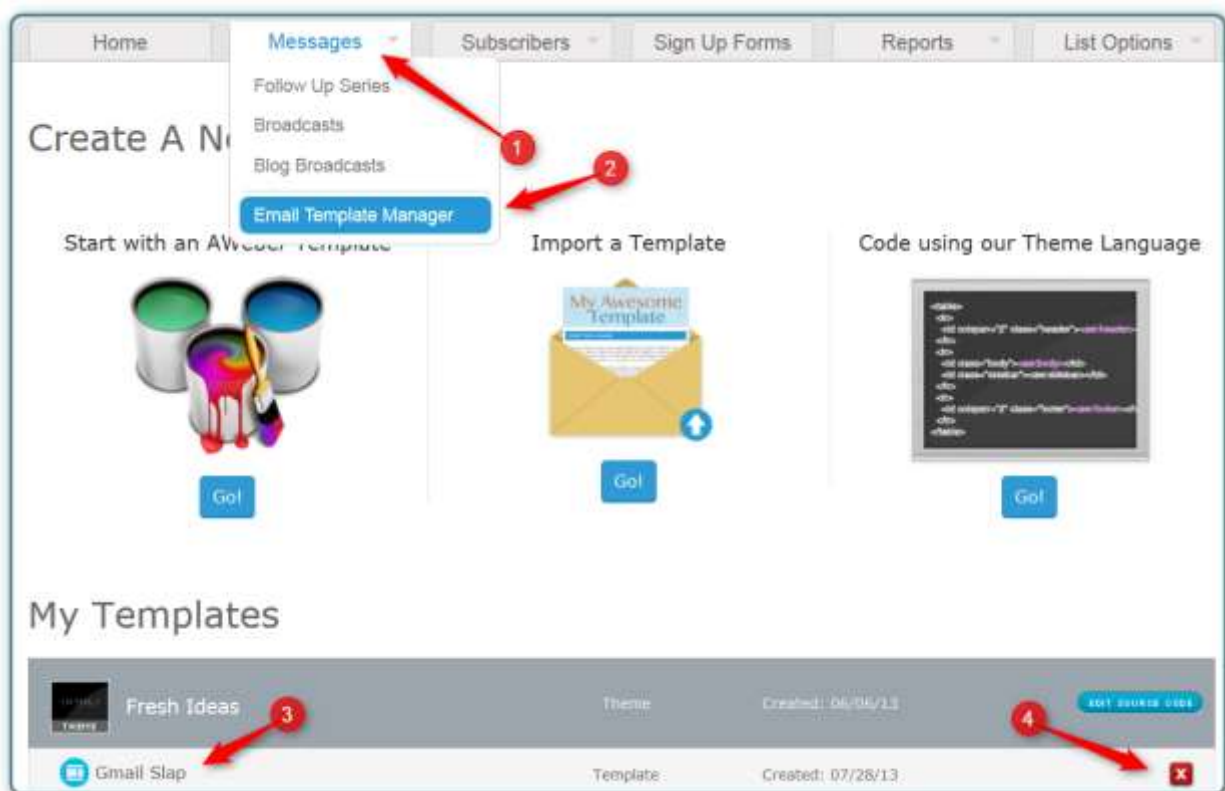
NOTE: Be sure to check the Subject line. It is often something you want to change and the Template system does not copy the Subject Line.

Deleting Templates

Once you are done with the template you used to move an email, you probably want to delete it.

To delete a template when you are done with it 1) Click on Messages, 2) Click on Email Template Manager, 3) Find the template you want to delete (they are grouped by the AWeber Template you used when you created the original email, and 4) Click on the red x on the right.

Delete a Template

#1 - Click on Messages

#2 - Click on "Email Template Manager"

#3 - Find the email you want to delete

#4 - Click on the red X.

As you have just seen, creating a temporary template makes moving an email from one list to another very easy.

Feature #2: Automatically Create An Active Web Page that Archives Evergreen Broadcast Emails.

I love to repurpose my work and get double or triple duty from the same work. Here is a repurposing tip.

There are two basic types of emails that AWeber can send out for you – Follow-up and Broadcast. There are three is you count automatically creating a broadcast email from your blog posts.

The Follow-up emails (or drip emails) go out to everyone who signs up for one of your lists. You decide how many days elapse between each email in the campaign. The timing of the emails is based on the day a person opts in to one of your lists.

Broadcast emails go out to everyone in the lists that you select. They go out on the same day and at the same time for everyone. While AWeber has a way to allow you to choose the User's Time zone for Follow Up Emails, they do not (yet) have a similar feature for Broadcast Emails. (Here is a link to a blog post that contains a work-around, crude by effective. Send Broadcast Emails to Different Time Zones.)

I find my broadcast emails fall roughly into two major categories – very time sensitive material (e.g. "Attend a Webinar this Thursday") and evergreen material (e.g. "Here is a great Internet Marketing Tip").
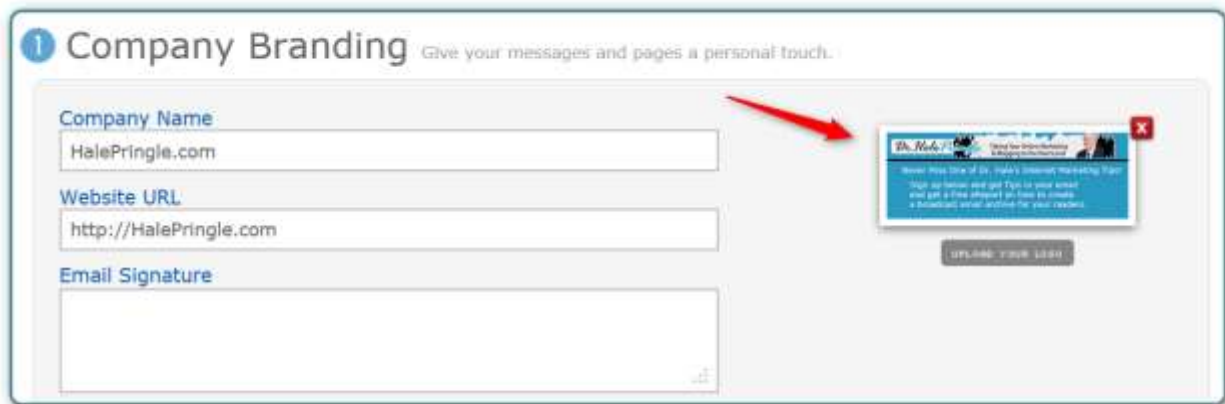
If you have evergreen broadcasts, you can use an AWeber Feature to have AWeber collect these broadcasts into a web page for you. The Web Page gives the Broadcast Subject line and the first few lines of each broadcast. The subject line is a clickable link so that a reader can read the whole broadcast, weeks or months later.

As an added bonus (unless you turn it off), the page has a sign up form built in so that people can sign up to one of your lists.

Here are the setup steps.

1. Decide which broadcast emails we would like to put in your Topic archive. It might be all of them or a selected few. I'm going to call this a Topic. You'll see that you could have several Topics (Newsletter Archives or Evergreen Archives) with almost no effort at all.

2. Create a header logo specifically for your new Topic list. I like to use my Blog logo and add some text to the bottom to describe the Topic Archive and offer an ethical bribe for signing up to receive my emails. The logo you choose works best if it is wider than it is tall. You will need to upload this logo as part of the setup for your new list. (I offer an Ethical Bribe to be consistent with the rest of my email sequences. All of my emails are built on the assumption that each new subscriber will be receiving "something".)

3. Set up an AWeber list just for your Topic. In my example I'm going to single out my broadcast emails that are Internet Marketing Tips. (I collect some of these on my blog - Internet Marketing Tips, but it is much easier to let AWeber do it for me.) I send these tips out frequently and they are interspersed among other broadcasts.

4. Automatically Link your new list with an existing list using AWeber's Automation Feature (more on that below). In my new 200 plus page eBook "AWeber Unleashed" I support using multiple lists (one for each place that you have a Sign Up Form – like for every Ethical Bribe you use) and then using AWeber's automation feature to automatically subscribe people who sign up for an Ethical Bribe list into a main list. The main list is where you maintain and add to your follow-up sequence of emails.

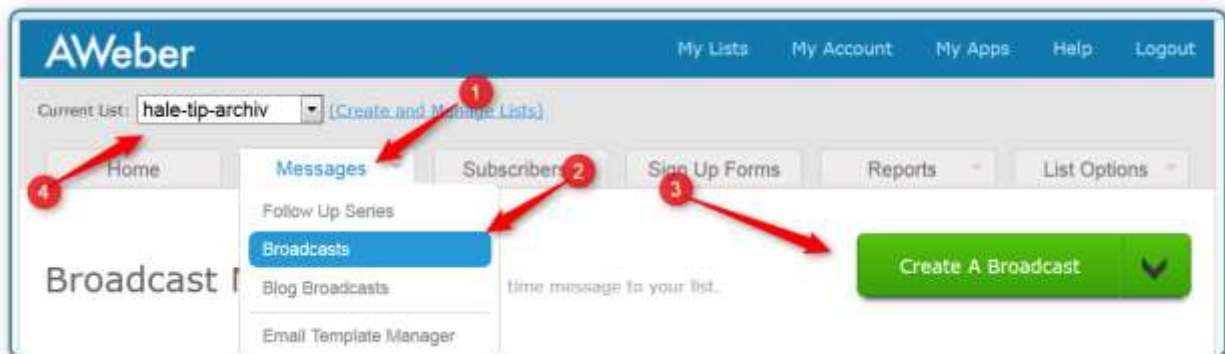**The Logo Is Uploaded on the Second Page of Creating a List**

We are done with setup. Except for getting the logo (and you can farm that out to fiverr.com) that probably didn't take more than 5 minutes.

Now there is just one more thing.

When you start to create a broadcast email make sure your new Topic List is the Active List in AWeber
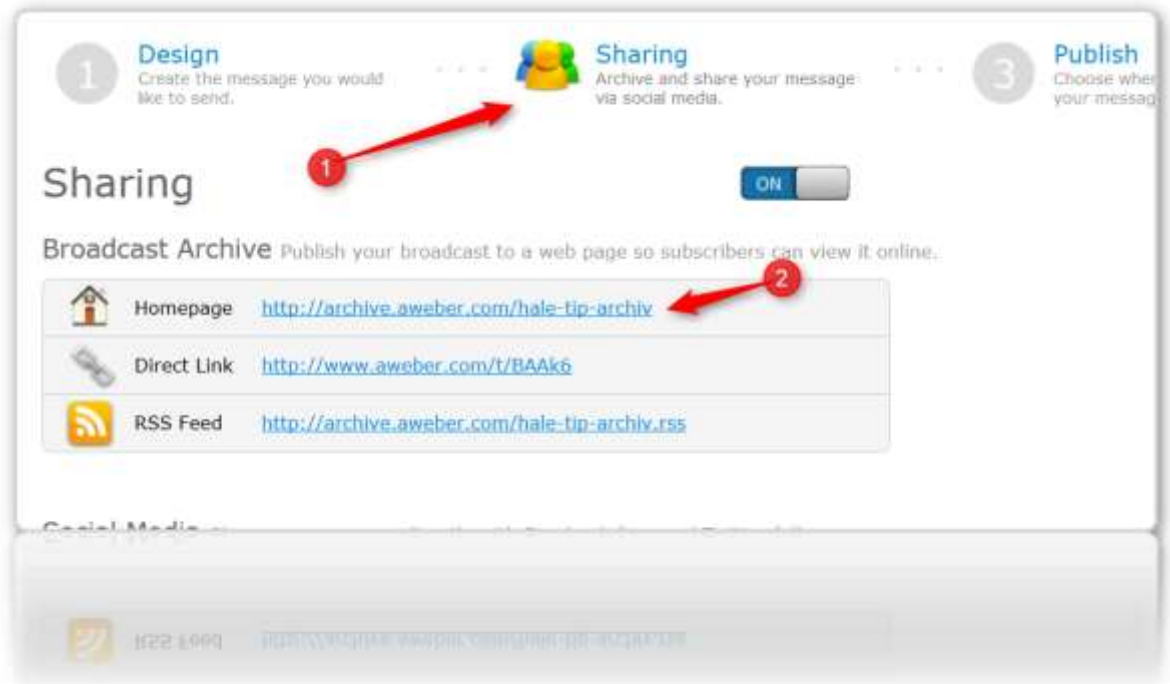
Select the Archive List When You Create a Broadcast

#1 – When you click on "Messages" and then #2 "Broadcasts"

#3 - Before you click the Green "Create a Broadcast" button; make sure that your Topic Archive list is selected (#4).

After you save your new Broadcast email, you will go to the second tab called "Sharing." The Sharing button must be on. You will see the links to the Topic Archive here.

Finding the Link to Your Archive

#1 – The "Sharing" tab

#2 - The links to the Archive Pages. (Note the Blue ON button that tells us that Sharing is on).

When you get ready to publish the Broadcast you can add any of your other lists simply by clicking on a check box. Your subscribers will not see any difference.

The key here is that the first list when you broadcast determines which archive the broadcast goes into.

In fact all broadcast emails go into an archive, but some broadcasts are so time sensitive that archiving them doesn't make much sense. Who needs to see and invitation to a Webinar that took place two months ago.

Here is a link to a quick video walkthrough

The last step is to promote your archive. I don't mean that you need to do anything more than mention it in your blog posts and on your website. People who like one of your "newsletters" or "tips" or "recipes" etc. and will click on your link to see more of the same. (I use WordPress and the plugin Pretty Link Lite so that I can change the link from an AWeber page to a link that has my Blog URL – e.g. http://HalePringle.com/tips-archive)

Example Archive

Feature #3: Publishing Broadcast Emails - When to use the EXCLUDE LIST checkboxes and when NOT to use them.

When you send a broadcast email there are three "pages" or "Tabs" you work through. On the last tab you are offered all of your lists to "Include" or "Exclude."

You need to know how this page works. It is simple, but not obvious.

How to Use the Include Lists and NOT use the Exclude Lists

You can (and probably should) check the "Include" column to include several different lists. **If you send the broadcast to several lists at one time, AWeber will remove the duplicates.** If you send the same email to one list and then make a copy and send the copy to another list, anyone is on both lists will get two copies – one from each list. It is better to send one copy and check off several lists at the same time.

So the rule of thumb would be: "**Do send one Broadcast and include all the lists you want to send to.**"   **Generally you do NOT click on any Exclude lists. If you do you will exclude people on are in one or more of the Include Lists and are in any of the Exclude lists.**

How to Use the Exclude Lists

Why you should be careful with the "Exclude" list.   There are two considerations here.

1. If you "include" people from one or more lists and "exclude" people from one or more lists, AWeber will automatically remove anyone who is in one of the Exclude lists.
    The rule of thumb would be: "**Check to Include Lists and Ignore the Exclude Lists**"
2. There is an exception. If you are sending an email offering a SPECIAL on one of your products, it is a good idea to "Exclude" people who have already purchased the product. The rule of thumb being: "**Exclude people you don't want to see a special email.**" This does require that you create lists of people who have purchased your product or joined your team or whatever you are promoting.

The Include and Exclude Lists

#1 – This is the third tab (Design, Sharing, **and Publish**) you fill out when sending a broadcast.

#2 - Check off the lists you want the broadcast to go to.

#3 - Usually ignore the "Exclude" column. Think of it as excluding individuals – not whole lists.

Feature #4: Use the Automation Feature to Automatically Subscribe and Unsubscribe People to Your Lists.

Buried in virtually every List-building eBook or course that I have read is a suggestion use multiple lists and the AWeber Automation Feature to automatically subscribe people to a "main" list.

When one of your leads opts-in to a list, the Automation feature can automatically subscribe the lead to a second list.   This allows you to have a special list (segment) for each offer you make or place a person can sign up for your list.   (See 11 Places for Leads to Opt-In to your Lists).

Why Use Several Lists?

Subscribing to Two Lists at the Same Time

1. **Use Follow Up Email (Day 0) to Download A Specific Ethical Bribe** – One of my main reasons is so that I can have very generic Day 0 information in my main list (i.e. "The material I promised is coming in a separate email") and very specific information in the Day 0 email in each different offer list (i.e. "Here is the download link to xxxx that you requested.")   It doesn't matter how many offers I have or places people can sign up for your lists, this method allow you to seamlessly add a new offer or a new sign up location (e.g. Facebook, Archive Web Page, a New Ethical Bribe Squeeze Page). Your main follow up email sequence is unaffected and continues to work for the existing lists and the new list.
2. **Tracking** – knowing who came to you from each offer is critical to understanding what it working and what is not.
3. **Segmentation** – being able to send a "Special Offer" to the people who came to you via one of your ethical bribes ("e.g. "There is the 2nd Edition", "I've got a Special Offer for a new paid product", etc.) is smart marketing. You can say "I know you are interested in XYZ since you downloaded a copy of my eBook 'XYZ Explained.'   If you liked that, you are going to love…."
4. **List Management** – if you do this right you only need to maintain one follow-up sequence. Trying to duplicate your sequence for a dozen opt=in points quickly becomes a nightmare.
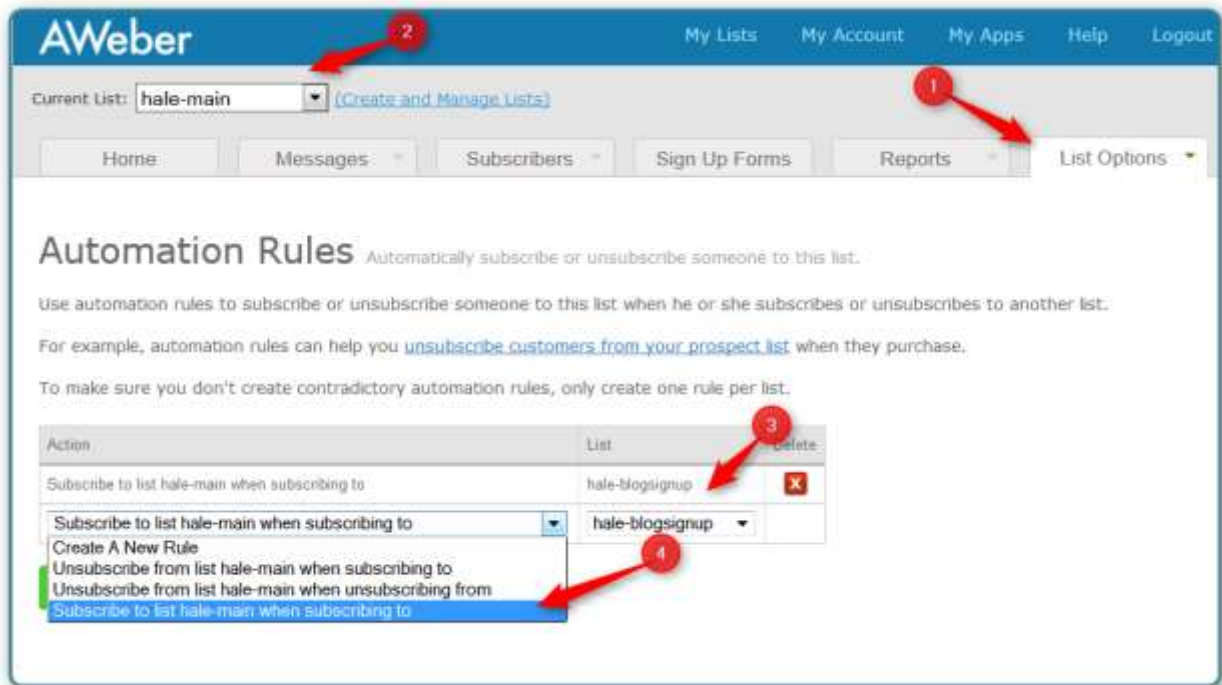
Unsubscribing From One List When a Subscriber Subscribes to a Second List

In a similar fashion when a subscriber subscribes to a special list, the Automation Feature can unsubscribe them from a second list.

Why Automatically Unsubscribe Subscribers from a List?

1. The main reason has to do with marketing. If you are promoting a particular product in your follow-up sequence, you need to get subscribers out of that list once they purchase the product.   If you don't, the follow-up sequence will continue to promote the product and you run a high risk of people unsubscribing since you are seen as "hounding them." Most payment system (e.g. PayPal) will automatically subscribe a purchaser to one of your lists when they make a purchase. You can then use AWeber's automation feature to unsubscribe them from another list.

2. A second reason is when you have two unrelated but similar funnels. If a subscriber is in the funnel 1 follow-up sequence and they later sign up for the Funnel 2 list, it is probably a good idea to take them out of the original funnel rather than promoting two products or services at the same time. Don't compete with yourself.

AWeber Automation – Create a Rule

#1 – Under "List Options" choose AWeber Automation"

#2 – Pick the list you want a Subscriber to be automatically added to.

#3 – Choose the "Subscribe to list xxx when subscribing to" option from a drop-down menu.

#4 - Pick the list that will activate this rule when a lead subscribes to it.

#5 - Click on the Green Button (just barely shown under #4)

Here is a video link that shows you how to do this.

Feature #5: Dramatically Increase Open Rate of Broadcasts about Events that are Coming Soon

List segmentation seems like an advanced topic to many. Here is a simple list segmentation technique that anyone can use to dramatically increase the opt-in rates for Broadcast emails that are time sensitive.
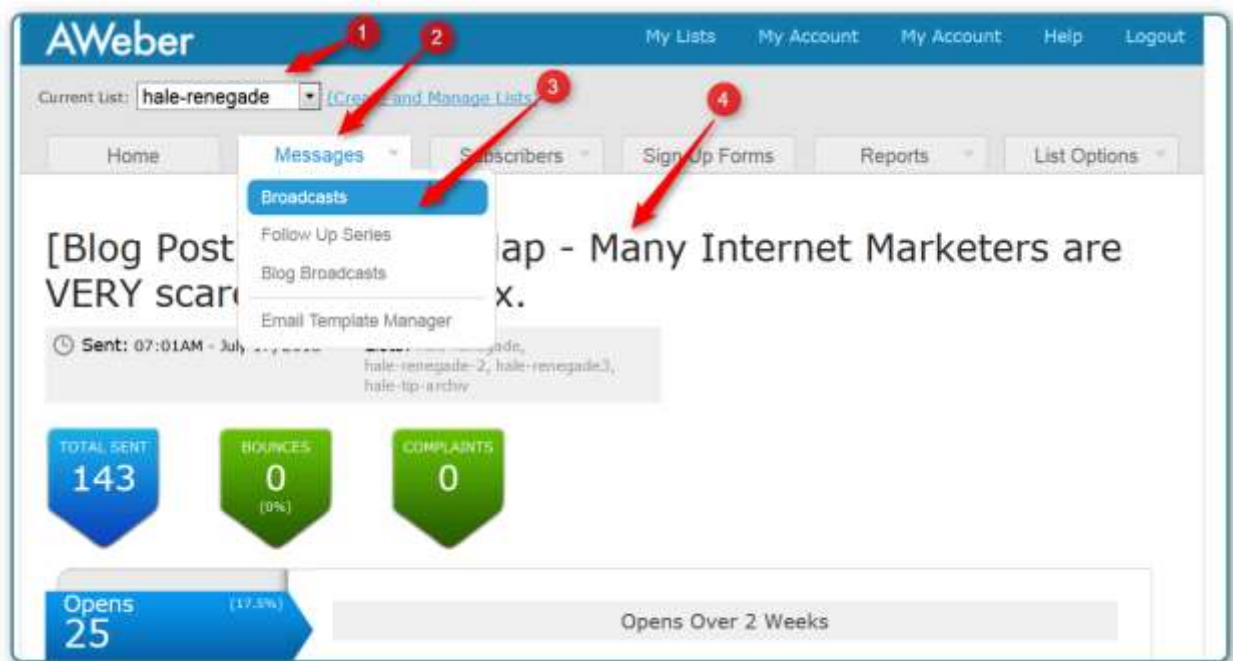
This technique used to be more difficult, but it has gotten much easier since the June 5, 2013 updates

What we are doing to is sending a duplicate email to those who did NOT OPEN the first email. If you had a 20% open rate for the first email, you very likely will have about 20% for the second. .

Again, what we are going to do is to send the email to everyone who DID NOT OPEN the original broadcast.

The first step is to find the Broadcast email you want to send, click on the "Copy" link under its name and create a template using that email. Follow the Steps in [Feature #1](#) above.

The next step is to select your main list from the drop down and then select Messages → Broadcasts and select the same broadcast email you just made a template from.

#1 – Pick a list

#2 – Click on Messages

#3 – Click on Broadcasts

#4 – Choose the broadcast email that you plan to resend. (List not shown)

When you scroll down the page you will see the people who opened the email

Who Opened the Broadcast Email?

You can see where the arrow points that these are people who opened the email. Click on the button beside "Opened" and you will see those who DID NOT Open the email

Subscribers Who Did NOT Open the Email.

If you scroll just a little further you will see a big green button that says "Send Directly to These Subscribers"

Send To Those Who Did Not Open the Original Broadcast

A black box will pop up asking if you want to name the segment. Normally I would just click on "Send to Segment Now."

Name Segment and Save it or Click Send to Segment Now

Here we are going to choose the blue "Send to Segment Now" button.

The email editor will appear with an empty email. Replace the empty email with the template you just created. The steps (shown in Feature #1 above) are 1) Click on "Templates", 2) click on "My Templates", 3) make sure the "Keep my Message Content" box is NOT checked, 4) Click on the Template name you just created and 5) Click the "APPLY" Button below the templates.

There are two remaining things to do.

1. **Consider changing the Subject line.** There are two schools of thought. A) Totally change it – maybe people weren't attracted to your original headline

or B) add "RE:" or "Resend:" to the beginning of the subject line. The B) option has the advantage of telling the subscribers that the message has been sent before if he or she starts going through all of their unopened emails for the last couple of days. The A) option has the advantage of maybe hooking the interest of someone who bypassed the first message because they weren't interested in the subject you presented. It is you choice which to use. I usually combine these and use both options. I start the subject line with "Resend:" and then use a different subject line – trying a different hook to grab my subscriber's attention.

2. **Pick a Time to Send the Broadcast**. It is good to send it something like 18 hours or 35 hours after the first email. It is possible that some of the subscribers are very busy at certain times of the day and if you hit that busy time with your first email and send your second email at the same time, you will likely hit the busy time again. Send the second one at a different time.

NOTE: This technique can only be used for one list at a time. It does not have an option to select several lists at the end. If you repeat the process with a second list, you will send a duplicate email to everyone who is on both lists. AWeber has no way of knowing that you want to purge duplicates.

If you got 20% open rate on the first email, there is a VERY good chance that your will get around 20% open rate on the second email as well. Of course, the list you are sending the email to is 20% smaller than it was the first time, but you have still upped your original 20% to something closer to 36%. And all this without crafting a new email. It takes less than five minutes.

Feature #6: Easily Delete a large number of People who have Unsubscribed from Your List

As your lists get larger, some tasks become more difficult.

You pay for subscribers who are on your list, even those that are undeliverable or who have unsubscribed.

AWeber currently only allows you to delete one person at a time from one of your lists.

The easy way to do this is to use the Live Chat help feature and ask AWeber to delete everyone in a specific list who has unsubscribed or who has an undeliverable email address.

They usually take about 15 minutes and the job is done! Your total time was a few minutes – tops.

Feature #7: Put Reports You Use into the New Dashboard

AWeber added a new feature during the June 5th, 2013 rollout. This is called the Dashboard.

You can pick and choose from the reports (even from different Lists) and put them on one screen (the Dashboard) so that you can view them with one click.

Reports Screen

#1 – Click on "Reports"

#2 – Click on the sub-menu "Reports"

#3 - Here is where you will view the Dashboard, but we need to set it up first

#4 – Pick the report you want. Here I have chosen "Opens Over Time" as an example. Another useful report would be the daily growth rate.

#5 – The "Details" link is small and unobtrusive, but this is where you add a report to the Dashboard.

I clicked on the "Details" link and this screen changes to this.

Add to Dashboard Page

Click on the green plus sign and the report will be added to your dashboard.

Now click on the "View Dashboard" link (shown in the previous screen shot) and you get this.

Dashboard View

Here you can see that I have pre-selected two different reports to view in my dashboard.

Feature #8: Rapportive - Link this Tool to AWeber

Rapportive is a free add-on that works with the Firefox browser and Gmail. When you mouse over an email address, open an email, or start to compose an email, Rapportive queries the major Social Media Sites and displays information about the person (if they are found) in the right panel of Gmail. This is very powerful information that allows you to personalize your emails and know more about the people who are sending you emails.

Rapportive has what they call "Raplets." These are add-ons to Rapportive. One of them links Rapportive to AWeber. In addition to information (and clickable links) to sites like LinkedIn, you will also get a list of any of YOUR AWeber lists that contain the email address. You immediately know if the person is one of your subscribers.

First you Install Rapportive by going to http://Rapportive.com and clicking on Install.

Rapportive Install Screen

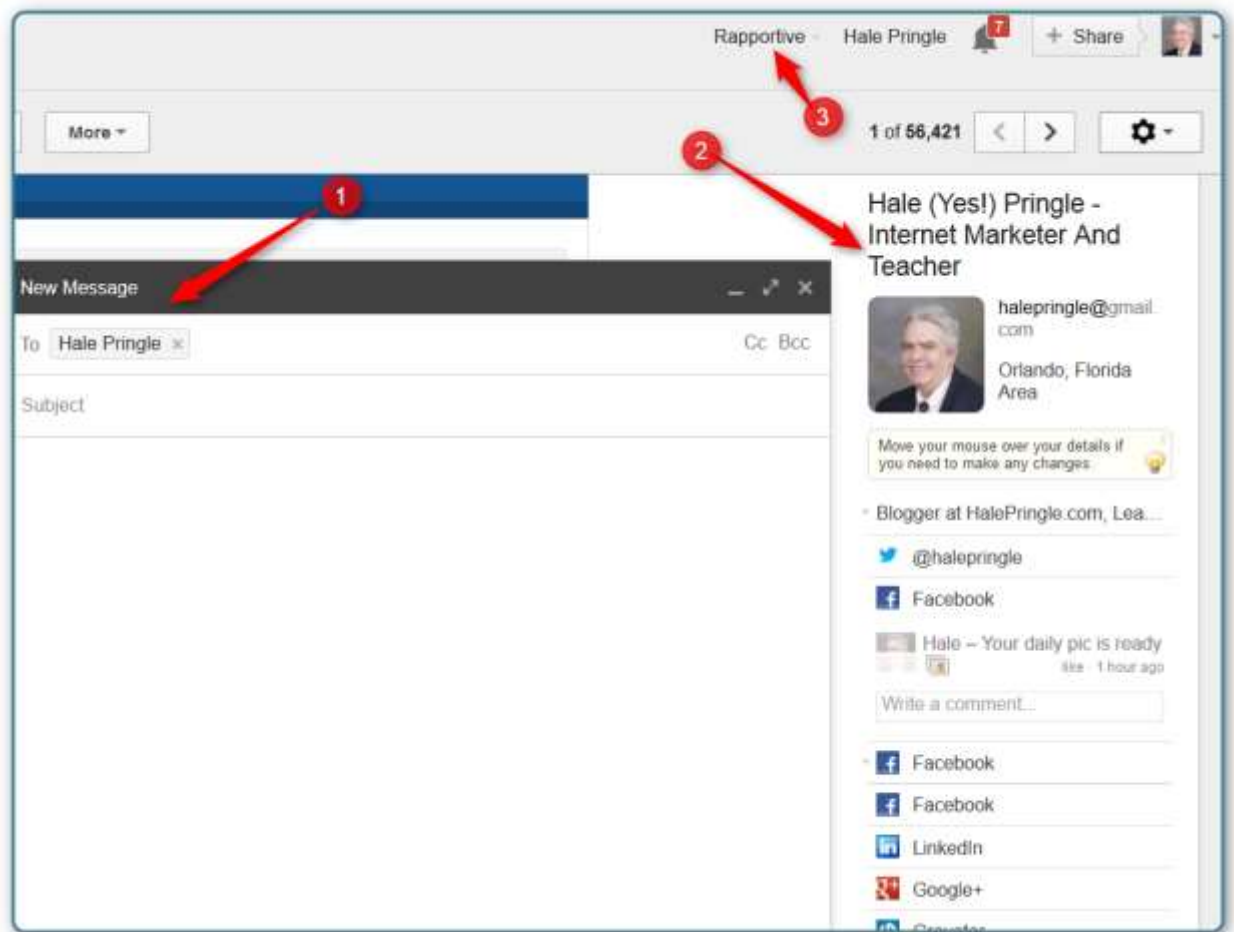
#1 – the URL is http://Rapportive.com/install

#2 – It tells you that Firefox prevented the install.

#3 – Click on the ALLOW in the pop-up that asks if you want to Allow the Install

#4 - (Partially shown) follow the instructions and it will install as an extension to Firefox. You will be able to disable or remove in by clicking on Add-ons → Extensions in the Firefox menu.
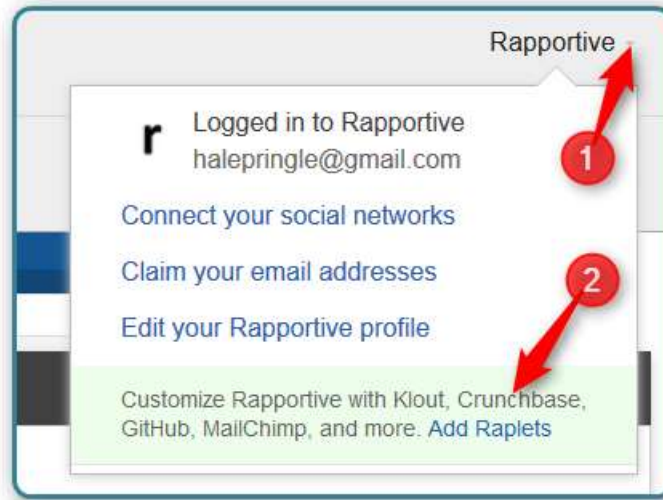
Here is how I show up in Rapportive.

Rapportive Screen

#1 – I started composing an email to HalePringle@gmail.com.

#2 – Rapportive automatically found my profile on several Social Media Sites. Each of the sites listed are clickable links so I could easily see more information.

#3 – Rapportive is listed at the top of my Gmail (with a small, hard to see drop down arrow beside it.)

Click on the down arrow and you will see this screen.
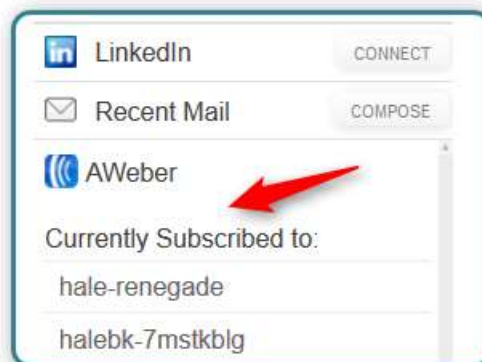
Rapportive Menu Screen

Down at the bottom is the link to Add Raplets.

You will find AWeber listed in the Raplets. Follow the instructions.

Here is an example of what you get at the bottom of Rapportive after you have installed the AWeber Raplet.

My AWeber Lists Subscribed to

Very useful information and Rapportive links your email system to AWeber in a new and powerful way.

Feature #9: How to Insert a Sequence of Email Messages into and Existing Sequence without Subscribers Seeing the Some Emails Again.

At some point you may decide that you want to add some emails in the middle (or at the beginning) of your existing follow-up sequence.   That is fairly easy. Just create the new follow-up emails (leaving the "INTERVAL – set the number of days from your previous message" as 999.) When you are ready drag the new emails where you want them in the list and edit each of them to change the INTERVAL to the number days you want.

The problem is that now your existing emails are going to be seen again by your existing subscribers. Part of building a good relationship with your subscribers involves you avoiding doing things that annoy them.   Sending exactly the same email several times is annoying.

Background: When leads sign up for one of you lists and become subscribers, AWeber starts to keep two special pieces of information about each subscriber.   AWeber keeps the number of the last email each subscriber received in your sequence and AWeber keeps the date each subscriber received their last email.   AWeber uses these two data points to determine "Is there a higher number available and if there is, have the required number of days gone by to qualify the subscriber for the next email?"
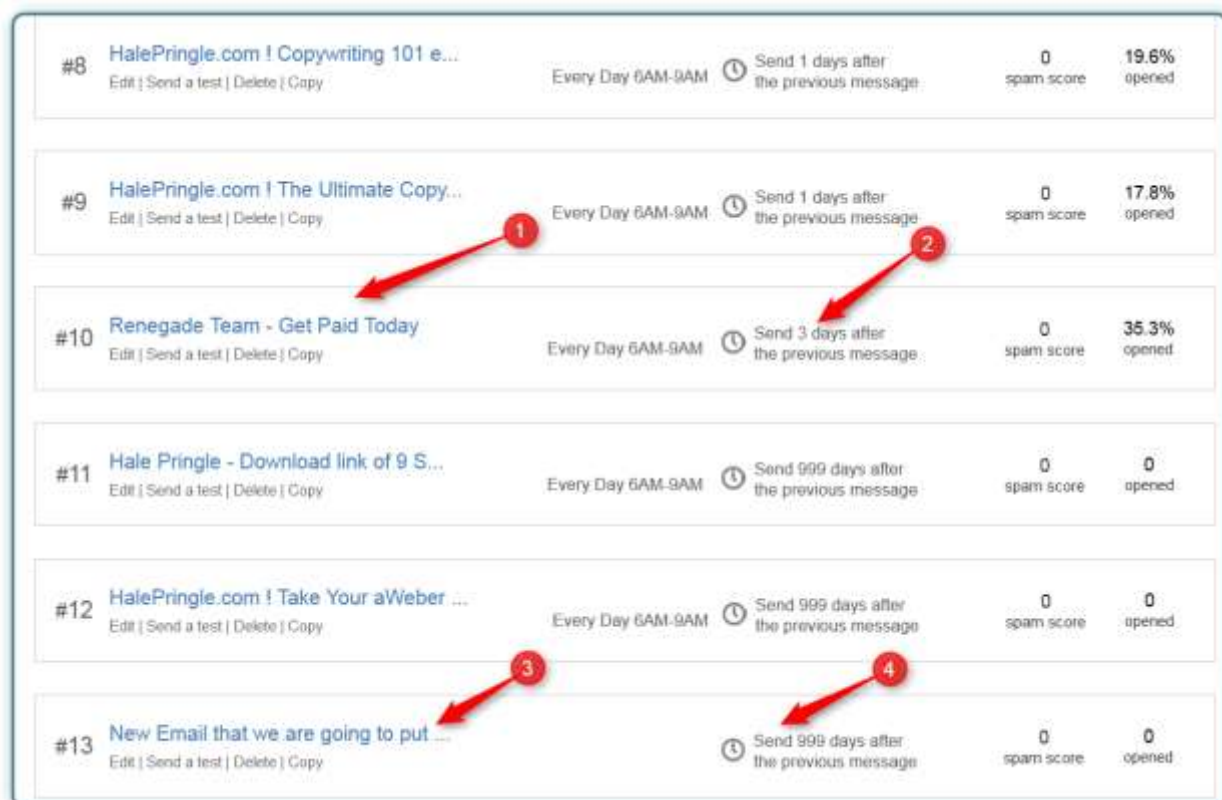
Example: You have 30 emails and Joe has seen 9 of them.   He saw number 9 three days ago. His "last number read' would be 9.   If email number 10 is scheduled to go out 7 days after number 9 then Joe isn't due to see number 10 for four more days.

Now let's add a new email at position number 4. The new email becomes number 4 and all of the emails that were numbered 4 and up are bumped up by one. The old number 9 is now number 10. If this number 10 is scheduled to go out 2 days after the new number 9 then Joe is already a day late. AWeber will send him the new email number 10 almost immediately (depending upon the volume of email they are handling.)

All of this is well and good, except that Joe has already seen number 10. (It was number 9 when Joe saw it.) He is going to get that email again. Many subscribers do not like this and you may get some unnecessary unsubscribes from this.

The solution is to follow these steps.

Step 1 – Create your emails – make sure the "INTERVAL after last email" is left at 999 (#4). For this example we will add message #13 (i.e. the one with the title "New Email that we are going to put in" (#3).

Step 2 – Figure out where you are going to insert the new emails (e.g. after "HalePringle.com ! The Ultimate…" #9).

Step 3 – Bump your subscriber's "Last Read" number by 1 – IF their last read email is 9 or higher.

Step 4 – Drag your new email down to position 10 and edit it to change the INTERVAL value off of 999. **NOTE: This is critical. If you don't edit them, your sequence stops right here.**

NOTE: Here is the key. If you only have a few subscribers, Step 3 is not a real problem. If you do have more than a few, you must contact AWeber Support and ask them to do it for you. They will be happy to help.   You can do this with the Live Chat. They ask that you have 1) Your Login Name – your account, 2) The List Name you want to change, 3) The last 4 digits of the credit card you use with AWeber, 4) the number where you want to start bumping the "last read number" up and 5) How far should the list be bumped (how many new emails you plan to insert).

Feature #10: Place an Opt-In Form on a Facebook Tab on your Fan Page

Why use a TAB Optin Form instead of a standard Squeeze Page?

One of the things that is not discussed at all when I read the material on TAB optin forms is why use them at all.   The reason is simple.   Facebook gives you virtually no traffic to a post that links to a site outside of facebook. They want you to pay for that traffic. Putting an Optin Form in a Facebook Tab leaves your visitors totally on Facebook until After they have opted in to your list. Facebook doesn't seem to track that far into the process.

Bid Disadvantage of using Tabs

Facebook has removed access to Tabs from Mobile users. There is a work around, but it is clumsy. There are a number of companies that will sell you a solution, but they ALL send your visitors off of Facebook to see if they are using a desktop

version or a mobile version. This means you might as well use a standard squeeze page since your traffic is going to be throttled to a trickle anyway. I'll describe the work around later.

The first thing you need to do is decide which list you are going to send your Facebook Leads to. If you follow Dr. Hale's Multi-List Strategy (described in AWeber Quick Start and AWeber Unleashed) you will start by doing the following steps:

1. Create a Main List for your Niche
2. Create a Day Zero email Welcoming them and telling them that the "material they asked for is coming in a separate email." Keep this as generic as possible since you may be offering Videos or eBooks or an eMail Boot Camp. This eMail should be appropriate for an of those situations
3. For each new offer create a new List and name it something unique. The name should also tell you that the subscribers added to this list came from Facebook.
4. Decide on some free gift to give these people
5. Create a Day 0 follow-up email thanking the lead for joining the list and giving them the download links to your free gift(s). (I like to send them to a Download page where I can also offer them them something they can purchase.)
6. Duplicate the follow-up email for day 2. Add a line like: "I sent this a couple of days ago. In case you missed it, here it is again."
7. Use the Manage List –> Automation option to automatically add people to you main drip email list when they join the Facebook list
8. Create a Web Form telling the Leads about the free gifts and what they are signing up for. You will need to decide which Thank You Page or offer you want to them to after they sign up for your list.
9. You can continue emails about the topic of the free offer you just gave away for 8 or 10 days. After that all emails should come from the main list. (You skip the first 8 or 10 days in the main list so that they don't overlap the offer specific emails going out to the small lists.)

You might be asking "Why would I do all this?" When you have 30 different offers that means you have 30 different eMail lists to follow up with. You want to send valuable information and every now and then a new related offer. With 30 or 40 or 50 different lists, that just won't happen. It is too much work. On the other hand if you have one main list for the niche, you can send emails and broadcasts to

that one list easily.   If you are thinking "I can just INCLUDE each of my small lists every time I send a new offer." That works, but it does mean that new subscribers are getting two different kinds of emails at the same time. One set that is very relevant to the Free Offer they just opted into and another set that is more generic. This would reduce the impact of either set since it would be very confusing.

(This is covered in more depth in the 200 plus page eBook AWeber Unleashed) and in the Free AWeber Quick Start)
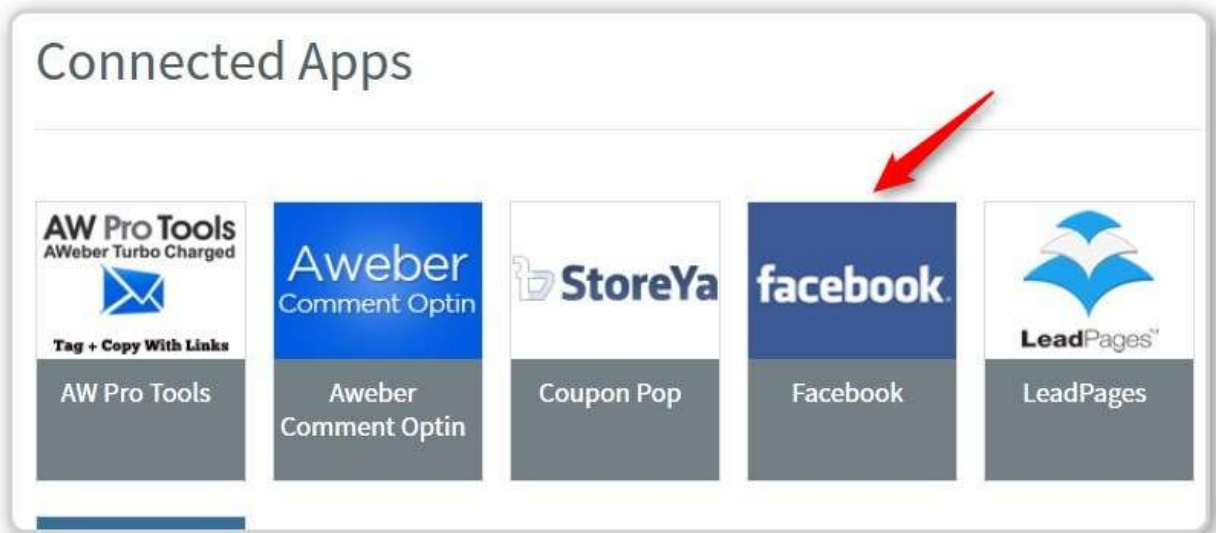
Note: This is a good example of why I suggest Dr. Hale's Multi-List System.   We are adding a new source and it merges right into the existing drip email system seamlessly.

Install the AWeber App

Start by browsing to the AWeber App Page   (In your AWeber account, click on MY Apps at the top of the page).
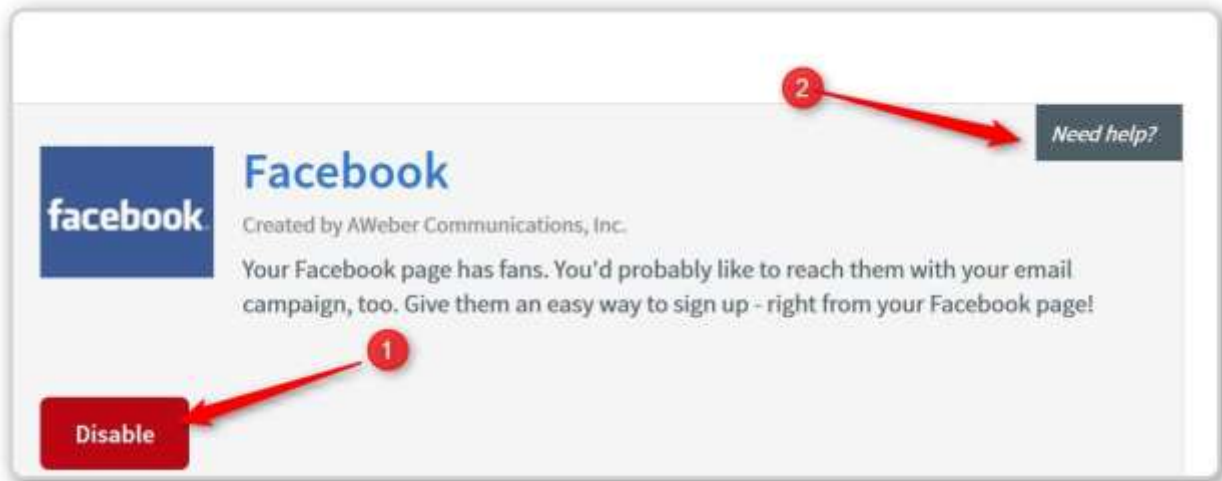
You will see a page of apps.   Click on the Facebook App.

Click on FaceBook App

The one shown here is what it looks like if you have connected this app to Facebook for another page. Below this is a list of Apps that you have not connected. If this is the first time you have connected AWeber to Facebook, then this app will be in that list.

Connecting the AWeber Facebook App to a new page

If this is the first time you have connected the AWeber Facebook App to a Facebook Fan page, the red "Disable" button (#1) will say "Enable".   If you have connected to a previous Facebook page it will look like this and you will have to click on the "Need Haelp? Button (#2).
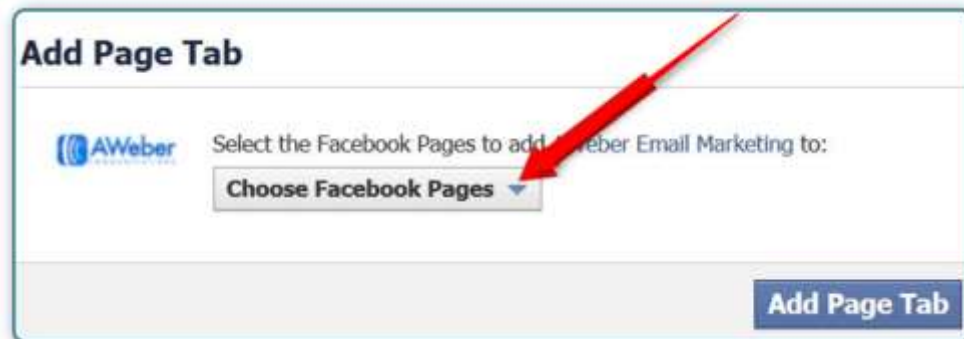
Bottom of Help Screen

#1 – If you have connected before you will need to click on the link inside Step 1.

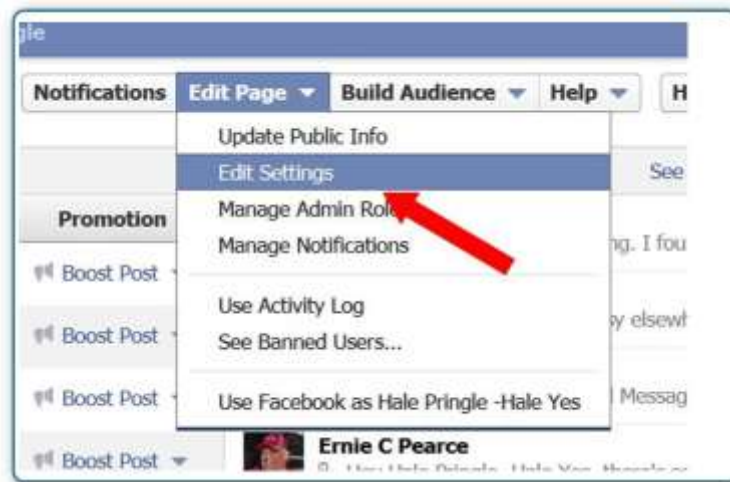**Add AWeber App to Your Facebook Page**

When you click on the Add App to Page button it will ask you which page to add the app to.

Pick a Facebook Page

Navigate to your Fan Page and Manage Your Page.   Click on Edit Page –> Edit Settings

Edit Settings

Once You Click on "Add Page Tab", you will drop back into Facebook.   Navigate to the page your are working on (if necessary).

Click on "Seetings" in the upper right corner.

This will show you a list of settings on the left. Pick "Apps" (near the bottom)

Apps

Choose the AWeber Email Marketing App. And Click on "Go To App"

Choose Aweber Email Marketing App

At this point, things get a little confusing. If you are already set up it looks like you go right back through the steps you just went through.

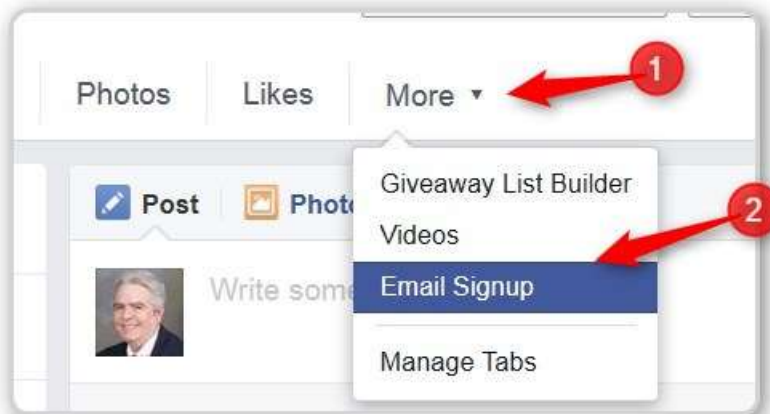If not you will probably see something like this.

AWeber Form Tool

If you are going through the same steps again, go back to the main Fan page.

Main Fan Page

#1 – Click on More

#2 – Click on Email Signup

Email Sign Up – Not Set Up Yet

Click on the Configure Button

It will ask you to sign in to your AWeber account.

Sign Into AWeber

Allow Access

The last time I ran this it took me back to "This Page has Not Been Set Up Yet" screen. When I clicked the button this time, I see the following screen.

Then it will show you this page.

You choose the list you want leads to get added to and the Web Form that should be displayed.

Choose A list

#1 – Choose the List you want your leeds to opt in to.

#2 – click on Save Changes

Once you have chosen a list, the screen will change an you will see a new option. This is a drop down menu with the Sign Up forms available for that list.

BTW If you are using the same offer on different Facebook Pages, you can Copy the Sign In form (An option when you see your list of Sign In Forms on AWeber.) You rename the new form to indicate which Fan Page the person sign up from.   This is saved for each subscriber so that you can tell which page is generating the sign ups.

Images for your Offer

Let me digress a moment. I end up needing four different image sizes when I set up an optin using a Facebook tab. They are all the same image, they just need to be different sizes.

1. Full Sized – I used this one as the cover image inside the free offer – usually an eBook in PDF Format. You will see an example image in the next image.
2. 200 px wide by however many tall – This one I used when setting up the Sign up form in AWeber.
3. 600 px wide by however many tall – this one I upload to Facebook when I make a post promoting the product. I tell people where to find the Tab and how to handle things if they are on a mobile device.

4. 111px x 74px – When you create a tab, AWeber assigned a default image to the tab. You want to replace it with your own image and that must be 11 x 74 px.

What the Tab will look like

Example Sign Up Form for Facebook – Image 200px wide

Note 1:   If you want to include an image in this form you are going to need to upload it to the web before you start.   You can either use the Media Option in a WordPress blog or a web site like PhotoBucket.com.   Then you Click on IMAGE at the top of the Web Form Editor. Fill in the URL for your image and drag the image to the top of the form (if that is where you want it.). I also click on TEXT at the very top of the Web Form Editor and talk about the download. You can drag this text field up and down on the form too.

Note 2: You are going to need to get the free offer to your new subscriber. I usually set up the form so that it directs them to a THANK YOU Page on a WordPress Blog. On that page I tell them that they will receive an email ASAP with instructions about downloading their free eBook. This at least makes sure they gave a valid email (it may be a junk email that they never check, but at least it is a valid email).   I usually also make them on offer on this Thank You Page. Something they can buy.

Note 3: In the Day Zero email you can do one of two things. You can give them a direct link to download the free offer. Again you can use the Media menu option on a WordPress blog to upload your free offer and use the link to that file OR you can send them to a special DOWNLOAD Page. This page can be almost an exact duplicate of the THANK YOU Page. Instead of "You will receive an email…." You would say "Here is the download link for your file.   The page has the same offer that the Thank You Page did..

You now have a new Tab with a tab button. The tab button is VERY plain, but if someone clicks it they will see your Web Form. Here is the original Tab.

TAB NAME and TAB IMAGE

We want to change the Tab Name from "Email Sign Up"

Okay let's change the plain Tab. (You can Google for Change Tab Image in Facebook for more complete instructions.)

First you need to create an image 111 pixels wide and 74 pixels tall.   You can use http://Pixlr.com or I use Photoshop Elements.

First go through the same steps you used to install the AWeber App to your Facebook page.   When you get here, click on "Edit Settings"   Last time we clicked on "Go to App."

Edit Settings

The Edit Settings Screen will pop up.

Edit Settings Screen

This screen will appear. Click on "Change" and you can upload your new image. (There are a couple of screens there but they are VERY standard "upload a file" instructions.) You can also change the text under the tab here if you want to. They want and image that is 111 px by 74 px This image will show on the left side of your page as you scroll down. These images used to be at the top of the screen.

Fill in the second option with your tab name: "Custom Tab Name → Press "SAVE" and then press "OKAY"

REORDER TABS

There is one last step and that is to make your Tab Visible All the time.

<div align="center">**Default Tab Order**</div>

The default tab order is About, Photos, Likes and More

#1 – When you Click the More button, you can see that our "Free Training eBook" is in the MORE section.

#2 – Link to the new tab

#3 – Click on Manage Tab.

Manage Tabs

The "Likes" option here just shows people how many Likes you have gotten recently. I would MUCH rather have my optin form showing here.

#1 – Click you mouse on your new tab (Free Training eBook here) and drag it up to where #2 is.

Click Save

NOTE: If the tabs don't reorder, you have the one you are trying to disappear active. Click on a different tab (like the About tab which will not move) and try again.

Reordered Tabs

Now we have an optin Form on our Facebook Page.

Promoting the Optin in a Post – especially to Mobile Device Users.

Mobile users will not see this tab so they will never click on it.

I make posts regularly telling people where to find the tab and showing them the cover of the eBook. Here is how I do that.

1. Click on **Photo / Video** where you normally enter just text.
2. Find and upload the image of your eBook cover that is about 600px wide.
3. Paste instructions. Here are the ones I use. (I have this in a text file, so I open the file in Notepad and copy and paste it into Facebook. (Note; Turn word wrap off)

Free eBook on House Training a Boxer Puppy. If you are on a full PC or Mac, there is a link "Free eBook" right below the cover image above. Click on that link for a copy of the eBook.

NOTE: I am using what Facebook calls a TAB here. This keeps you on Facebook and reaches a LOT more viewers. As soon as I use a link outside Facebook, the number of people who see the post is DRASTICALLY reduced - unless I PAY.

Unfortunately Facebook has removed Page Tabs from mobile devices. I have a solution, just not a great one.

Enter this link into your Mobile Browser: facebook.com/home.php The desktop version of Facebook will appear. (without the "m. " that indicates the mobile version) Navigate to Boxers - Children Forever. Scroll down the left until you see the eBook Cover - Click on the "Free Training eBook" link

Feature #11: Adding a "Follow Me on Google Plus" Button to your Follow Up and Broadcast Emails

AWeber has an icon that you can drag into your emails that will include a Facebook "Follow Me" button and/or a Twitter "Follow Me" button.   It does not have a Google Plus Follow Me Button.   If G+ is your Social Media Platform of choice, it would be nice to add that button.   Here is how!

BTW: AWeber does have a SHARE icon that you can drag into your email. The SHARE widget has links to a number of Social Media Platforms – including Google Plus.   It is the Follow Me Widget that does not include G+

You can see that the G+ Share button is right in the middle of the clickable buttons.

Below the Share buttons is the FOLLOW ME widget. You can drag the icon for that widget down into your email.

Follow Me Widget

#1 - Shows the Follow Me Icon before it is dragged into the message.

#2 - Shows the Follow Me widget after it is in place. (Note: you have to fill in your Facebook and Twitter accounts in order to activate each of the two buttons.)

Google Plus "Follow Me" is missing – Let's Add a Google Plus Follow Me Button to AWeber Emails

Okay, let's fix that. I am giving you a Google Plus image that also has the word "Follow:" as part of the image. The FOLLOW ME widget is centered and won't let us add another icon to the right. So we have to add it below. I copied/pasted the word "Follow" and added it to a G+ icon. That way the font is exactly the same and the word won't float away from the icon.

Here is a link so that you can download the image for your own use. (Right Click and download Image)

Drag an Image Icon down for our Google Plus Follow Me Icon

First, we need to drag an image icon down into our text area. We will upload our G+ image into this location. Note that the Image will go in its own box below the Follow Me widget that is already there.

Drag Image Icon Down

#1 - Shows the Image Icon

#2 - Shows the image icon being moved to below the SHARE Widget

Now upload the G+ image you downloaded to your computer earlier.

Upload G+ Image

#1   Click on the Upload Button

#2   Click on the Image you want to upload and press OK

Get Your Google Plus Link

Open Google Plus and click on your profile. You will see a long number in the Address Bar.   Copy the whole link, starting with "https".

Paste your Link, Enter Alt Text and Resize the Image

#1 - This is where you paste the Google Plus URL with your long number code in it.

#2 - Put in an ALT Text value. Something that will tell what the image is to the blind readers and people who have images turned off.

#3 - The image is probably going to need to be centered. You can adjust this if you want a different look and feel on your emails.

#4 - You need to click on the image and drag the corner up to resize the image it should be 139 px wide and 36 px high.   Since you can't see the size numbers for this small

image you will have to approximate. Try to get the size of the two copies of the word "Follow:" to match.

Google Plus (G+) Icon in our Email

Google Plus Icon in Our AWeber Email

If someone clicks on the image, a browser will open and they will be on your page – ready to click the "Follow" Button

The next step is to click on "TEMPLATES" –> "MY TEMPLATES".   You can fill in a name to save a new template and click on "Save as Template."

The next time you start an eMail click on "TEMPLATES" –> "MY TEMPLATES".   Choose the one you want and click "APPLY". You are ready to go with all the heavy lifting already done!

See more at my blog post on Creating a G+ Follow Me button.

Feature #12: Create Your Own Cool Button for Your Sign Up Forms

Here I will show you how to create a cool "Download Now" type button to use on your AWeber Sign Up Forms.

Video Walkthrough

Link to Video: http://www.youtube.com/embed/rjMmz4xcY0k

Here is a link to blank template button mentioned in the Video: http://HalePringle.com/cool-button-template/

AWeber's Buttons vs. a Cooler Button

Here is AWeber's standard button.

Now Let's Create a Cool Button

As simple as it is, the form looks much more compelling, don't cha think. I'm going to show you how to create this cool button – for free.

First let me give it to you. For this one you can create a cool button or you can just use the one I'm giving you. Here is the link: Get Instant Access Button

Here is the link to the basic button – without text. This button has a transparent background so be sure to save it as a PNG or GIF file. Blank Button

You are going to need to download this image to your computer.

Let's Add Text In Order to Create a Cool Button

Alright, some of you are thinking "Whoa Dr. Hale! Techno-Toddler Here! I don't own Photoshop and I've heard the GIMP is hard to learn." I hear you! Really I do! All I can say is "This is easy and free!"

Now you can outsource this, but as I said THIS IS EASY.

As for the "Why?" someday you are going to need a "Buy It" button or a "Get Free Coaching" button or any one of a hundred things. The procedure I am describing lets you create the button you want.

We are going to use http://Pixlr.com

Pixlr.com Main Screen

We are going to choose the advanced option. (Sorry, I tried the Express option, but it won't let us do Transparent files (button where the edges are clear so that your background shows through.) The transparent images look much better on Blogs and Websites.

Next we will be offered several ways to find the file we want to edit. Use "Open Image from Your Computer"
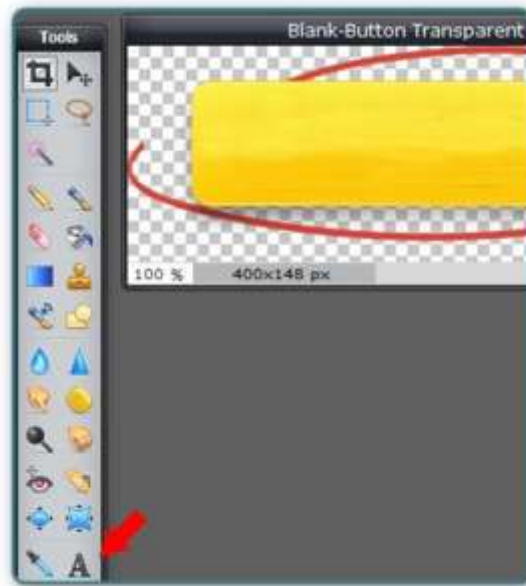
How to Find a File to Edit

Find the File to Edit

The Screen to select a file is very standard. Find the Blank Button Image you just downloaded and upload it to Pixlr.
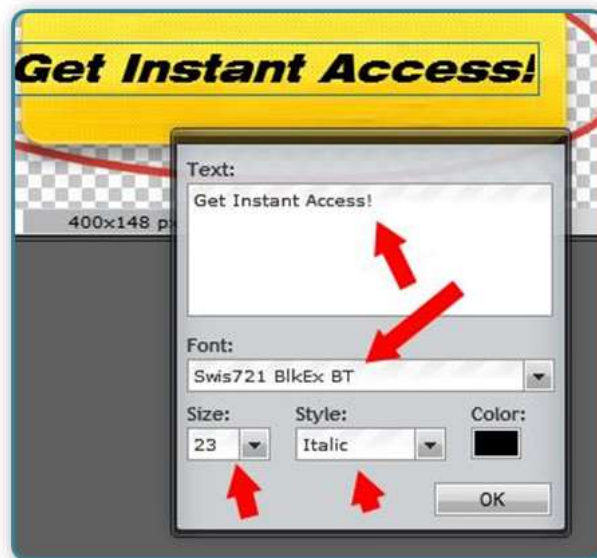
You will see this kind of screen:

Pixlr Edit Screen

Edit Button in Pixlr

Click on the "A" shown by the red arrow. The A indicates you are going to put a Text Box on top of the image.

Click somewhere on the image and the little corner handles that represent a re-sizable box appears.

You also get a box with options for the text you are entering.

Edit Text Options

There are several things to change here:

1. Enter the Text you want
2. Select a Thick Font – If you don't have Swiss fonts, Verdana works okay.
3. Change the size to suit
4. I like italics, but it isn't required.
5. Click the OK button

One last step before we save.

Click on the Move Arrow

Once the Arrow is highlighted you can click on the Text, hold the mouse down and drag the text where you want it.

You can Click on the Text icon (the A) again and then click on the text the open the properties box again. Use this to resize the text.

I often click back and forth between the two icons a couple of times until I am happy with the look.

Save Your Work

Click on File and Save.

Save Screen

Change the name of the file, make sure that it is a PNG (to keep the transparent background) and click OK.   It will show you a standard "Where do You Want to Save the File" screen.

Now You Have a Cool Button and can easily create more.

You can upload this image to your blog using the MEDIA menu option. On the right side of the screen there will be a URL for the image.   Copy that URL.

The next time you create a Sign Up form in AWeber click on the SUBMIT button and then click the "Advanced" tab that appears in the upper right. Fill in the URL and your cool button will replace AWeber's.

Feature #13: Send an Email to AWeber and Automatically Opt-in to a List

This tip is very short, but in certain cases it can be very sweet. If someone sends an email to <your-list-name>@Aweber.com, they are automatically opted-in to <your-list-name>. You can use this with friends, or when speaking on stage, or in a webinar or any of a dozen other places. You won't have anything except the person's email address, but they will be on your list.

The issue of double opt-in depends upon how you have set the list up.

Feature #14: Integrate GoToWebinar and AWeber

This is a commercial product, but ProMarketerTools has a product that allows you to have one Sign Up form that will opt a subscriber into your list AND into a GoToWebinar webinar. It costs $19.95/month with no contract. Since you can lose as many as 25% of the people who start to sign up for your webinar when you require them to opt-in twice (once for your list and once for GoToWebinar), this tool can cause a large jump in your webinar attendance rates.

You can see a video and sign up at http://promarketertools.com/

Feature #15: Run Split Tests on your Sign Up Form

While it seems that most people do not use AWeber's Sign Up forms right out of the box, some do. If you do they allow you to create multiple Sign Up forms and tell AWeber that you want them to randomly present the forms and collect data on opt ins.

Here is AWeber's Video on Creating Form Split Testing.   (Form Split Testing)

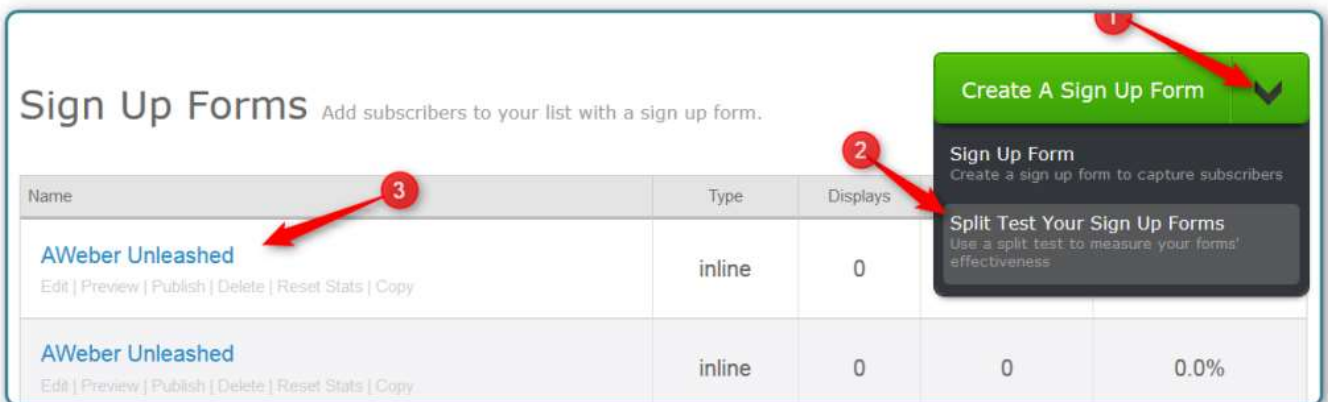Here are two blog posts that talk about Sign Up Form Split Testing

http://www.aweber.com/blog/email-marketing/7-split-tests.htm

http://www.blogtyrant.com/split-test/

Split Test Screen

Note: The AWeber video shows a button below the "Sign Up Forms" list.   It has been moved to the drop down inside the green "Create a Sign Up Form" button (#1).   You can see the "Split Test Your Sign Up Forms" option there (#2).   You must have two forms to split test (#3).

There is a simple form where you tell AWeber what percent of the time you want each form to appear. With two forms, I can't think of a reason that you wouldn't always choose 50/50.

You will be able to easily see the number of times each form is displayed and how many times each is clicked.

NOTE: Best Practice tells us to change one thing on the form at a time. If you change the color, add and image and change the headline all at the same time you will 1) have no idea what caused any changes in your conversion rate and 2) won't

know if one of you changes made the form more attractive while another made it less attractive. The two effects might cancel each other out.
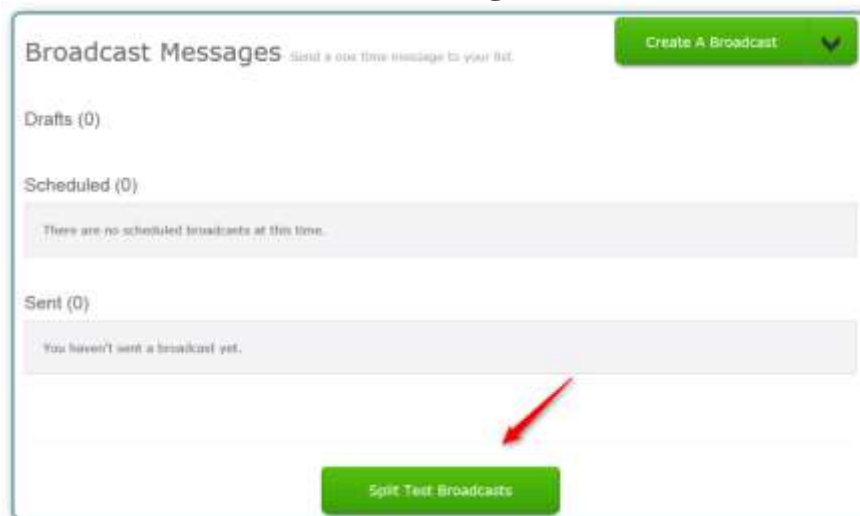
Feature #16: Run Split Tests on your broadcast Emails

In addition to creating a split test on your Sign Up Forms, AWeber can also run a split test on your broadcast emails.

Creating a split test broadcast message is very easy.

1. Pick the list you want to send to
2. Note: You cannot send to several lists at one time with the split testing option.   If you want to run a split test on your largest list and send one of the messages to the some of your other lists, there is a warning you should know. When you send a message to several lists, all at one time (using the check boxes under the Publish steps) AWeber automatically removes duplicates so each person only gets one email. If you send your split test to one list and one of the options to other lists then people who are one more than one of your lists will get two or more copies of your broadcast email.

Broadcast Message Window

1. Click on the Split Test Broadcasts button

Split Test Window – with Up to 4 Options Available

1. Enter percentages to show how many versions you want in your split test. The percentages must total 100%.
2. Press the Create New Split Test Button
3. AWeber creates two or more draft Broadcast emails.
4. Edit them – again note – only make one difference between your emails.

Draft Split Test Broadcast Emails

You can see that two draft messages were created.

- Edit the messages – be sure that you only change ONE thing, such as the headline.
- Schedule the messages to be sent
- You are done

Here are two things AWeber warns us about – they are worth Noting!

- Split Test Broadcasts only work within the list you create them in. So don't use the Send to Multiple Lists feature while split testing.
- Also, note that you cannot send to a segment while split testing a message – split tests are sent to randomly selected potions of your entire list.

Here is a link to a short video that covers what I just covered here. (AWeber Video on Broadcast Email Split Testing)

NOTE: You can use the Template system (Feature #1) to create two identical messages and then change the one thing that you plan to test (e.g. the subject line).

Bonus Feature #1 - Campaign Sharing

AWeber offers us the ability to share an email sequence with someone else (or from one list to another). AWeber calls this Campaign Sharing.

Go to the Messages → Follow-up Messages screen. At this bottom you will see this:

Campaign Sharing Screen

#1- Campaign Sharing

#2 - The person doing the sharing will need to turn this switch on and enter a unique campaign code in the text box.

#3 - People wanting to start with someone else's set of follow- emails will enter the unique code for that list here and then press the red button.

Note 1: As it warns, activating this option will erase any emails you already have in the sequence for this list.

Note 2: One of the icons that you can drag and drop into an email is called the "Signature Block." Dragging it into an email inserts the signature block you created when you originally set up your list. The person sharing the list can make it a little easier on the people he or she shares with by using this code.   Either way each person who loads someone else's campaign should check and modify each email to match their own voice and make any changes necessary.

Note 3: When I share with a number of people I usually start by sharing a copy with myself. I then spend some time editing the copy to make it easier for the people I am sharing with to see where they MUST make changes. I also like to use Global Snippets so that they can make a change in one place and it carries over into several different emails. A little extra time on my part can save lots of time for each of the recipients.   I then share the edited copy.

Bonus Feature #2: Global Snippets

While we are here it is worth noting that AWeber gives you a feature called Snippets. Snippets can be used for a number of things. In each case you enter a "name" and some text that this name represents in the list setup section and then include {!global <name>} in your emails. Every time the email is sent {!global <name>} is filled with the text that is associated with that <name>.

- Domain names
- Phone number
- Link to your latest blog post

- Current discount coupon code
- Saying of the week
- Current Coupon Code

If you are setting up an email campaign to share (see Bonus Feature #1), you could put a person's name or tag line in a snippet. The recipient of the shared campaign just has to change the text value at the list level and all of the emails that include the snippet code will display their name or their tag line.

The Snippets are in the second "tab" called "Personalize Your List" under List Setting.

When you add a word and its associated test, AWeber automatically shows you the value to use in your emails i.e. {!global <word>}.

NOTE: You can use the same snippet name in several different lists with different values. Then when you send a Broadcast Email to these lists the value will be different for each list (e.g. "Hi – you signed up for my list at {!global domain}" where "domain" has different values for different websites that you own. (I am assuming you have a different list for each web site here.) The one email would have different values for different subscribers depending on which domain they used when they signed up for one of your lists.

Creating Snippets

#1 - the key word you would put in the emails

#2 – the value this key word would be replaced with – in this list.

WordPress and AWeber Features and Tips

Feature(s) #17: AWeber and WordPress – Opt-Ins on Your Blog Page – High, Middle, Low, Pop-Over and Checkbox

When WordPress bloggers think of Sign Up Forms they usually think of Squeeze pages and Sidebar widgets.   The more advanced think of Pop-overs or Slide-ins (not pop-ups anymore, all the browsers block those).

In fact there are many more places (see my blog post 11 Places to Collect Subscribers).

One of the most effective places is on your blog page. People are reading your content and if they like it, they want to make sure they don't miss any of your material. This is a great time to have them sign up.

There are six different areas you can use to collect subscriber names. The ones most bloggers are most used to are the various kinds of sidebar/header/bottom widgets offered by most themes. In addition, AWeber has or supports plugins for five different areas.   I called them high, middle, low, Pop-over and Checkbox.   Most of the plugins I will show you were created by AWeber, but not all.

Tip #15A – Collecting Subscribers at the Top of your Blog Page – High
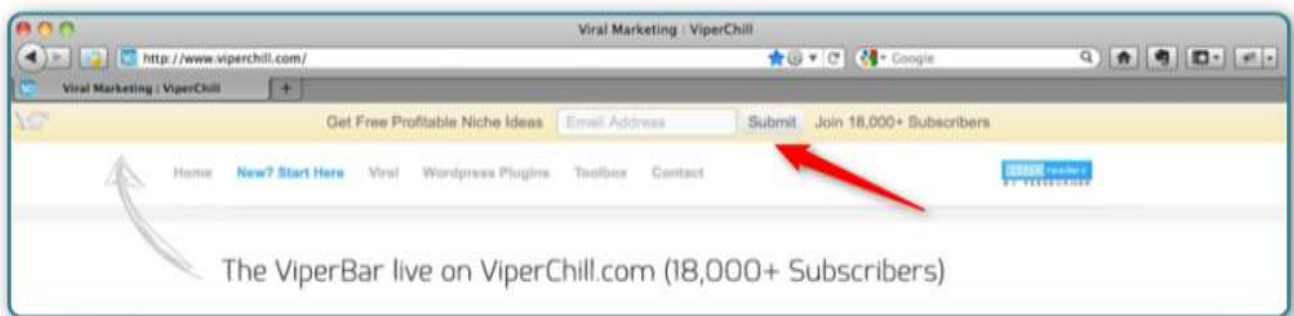
Viperbar is an AWeber and WordPress plugin that over 5,000 blogs are using. The developers claim that it is highly effective. They also note that they are not actively developing it at this time due to other commitments. This was not created by AWeber.

You can tailor the look and feel of the bar to match your blog's color scheme and your fonts. It is very easy for readers to find.

Viperbar works with AWeber, Mailchimp and FeedBurner (which is going away).

You can install this by going to Add New Plugins and searching the WordPress library for Viperbar.

ViperBar – Subscribe to a List at the Very Top of Your Blog

Tip #15B – Collecting Subscribers in the Middle of your Blog Page – Middle
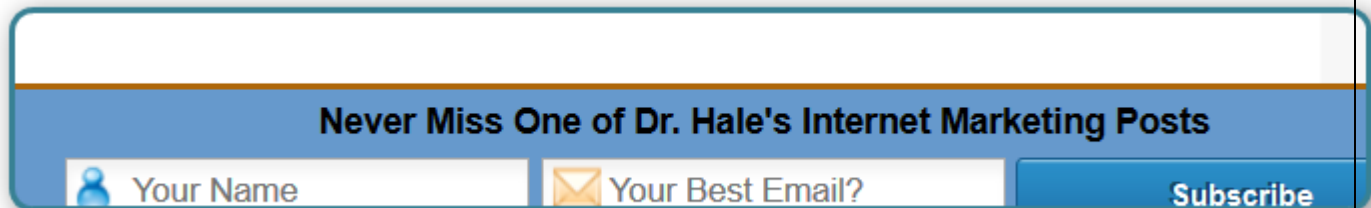
You can either put a simple Sign Up Form right in your content in the text area of your post (e.g. at the bottom of each post). You simply change the edit screen to Text instead of Visual and paste the AWeber Sign Up HTML into your post.

Tip #15C – Collecting Subscribers at the Bottom of your Blog Page – Low

The AWeber and WordPress Footer Slideup plugin creates a bar at the very bottom of your blog page. This bar slides up and can be dismissed by your reader.

Setting up the Footer Slideup takes a few minutes, but the result certainly works. (This is also not a Plugin written by AWeber)

Footer Slideup Sign Up Form

Tip #15D – Collecting Subscribers on Top of your Blog Page – Pop-Over

There are dozens of "pop-up" plugins (you hear Pop-up Domination's name the most.) AWeber actually has two built into its system

When we think of AWeber and WordPress and Sign Up Forms (we used to call them Web Forms), we usually think of what AWeber calls inline forms. These either go on a sales page or in a text widget in the sidebar of your blog.

What were called pop-ups are the domain of purchased plugins and pricy special WordPress themes.

I say these places to subscribe your Leads "**were called pop-ups**" because almost all the browsers now block pop-ups (which open in a new window). The browsers do not block what are called slide-in or pop-overs and so the folks who create forms that appear on top of your page are still in business.

As much as these annoy us, study after study shows that they increase sign ups on blog pages by more than 20% and sometimes MUCH higher.
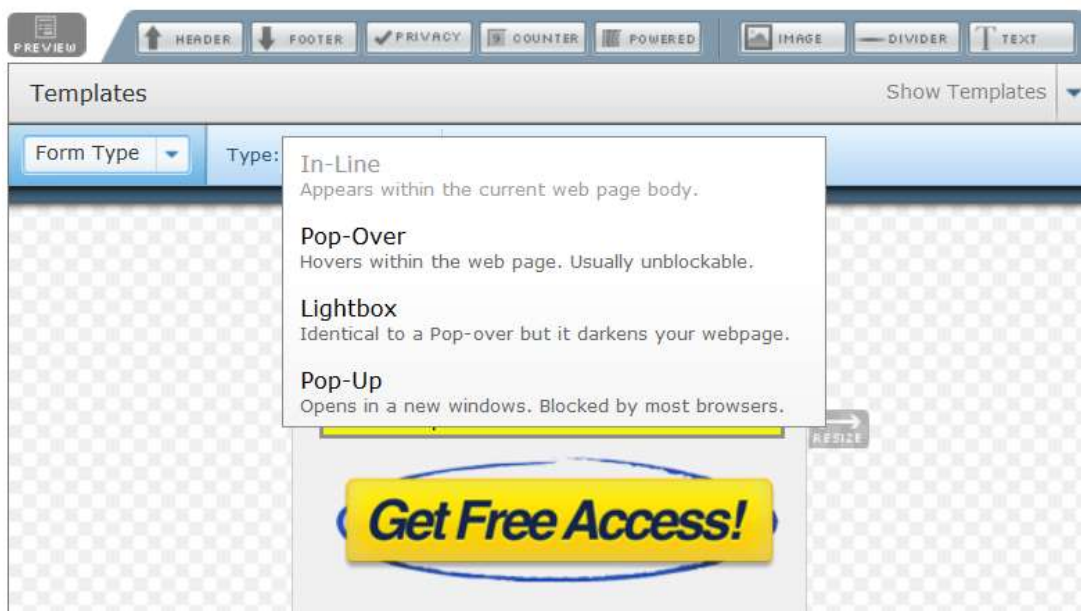
Well AWeber does have pop-overs (and a pop-up which they recommend you do NOT use).

When you create a Sign Up form, there is a drop down in the middle of the page. You can choose:

- Inline – this is the default and is a standard Sign Up Form
- Pop-Over – this is a small screen that appears "over" your blog post.   You encourage readers to sign up and receive a free gift.
- Lightbox – this is the same as the Pop-Over, it just darkens the rest of the screen while it is active.
- Pop-up – similar to the Pop-over, but will be blocked by most browsers.

Here is a link to an AWeber article that shows the options for setting up a Lightbox Sign Up form.   (Lightbox Setup)
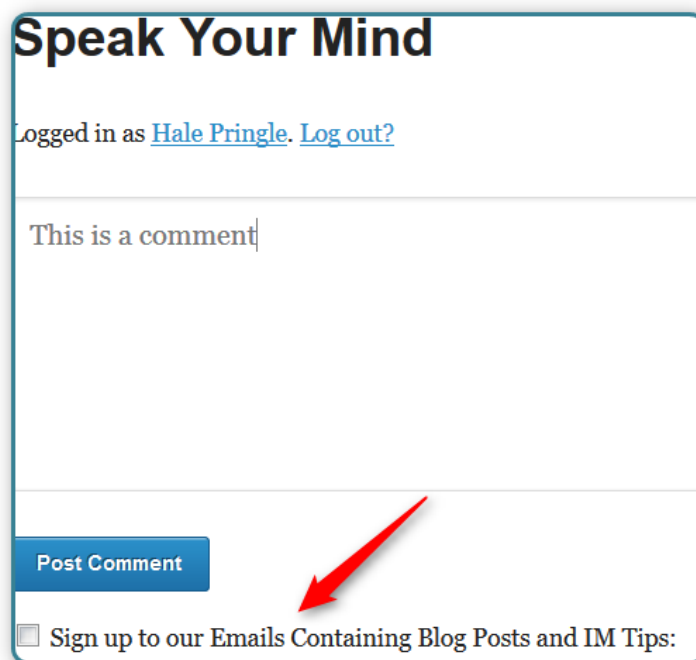
AWeber Pop-Over Options

I recommend the Pop-Over called Pippity, but if you are on a budget, AWeber's LightBox form does work.

Tip #15E – Opt In by Leaving a Check Mark after Commenting on Blog Page

Even though we just covered four areas where readers can subscribe to your list on your blog page, there is another. AWeber's Web Form Plugin has a couple of features, but the one people seem to use is an option to place a single line with a check box after the comment section in your blog. If someone comments AND checks the box, they will be automatically added to one of your AWeber lists. Very easy and very cool. The reader has already entered their name and email address so the check mark is all they need to subscribe to your list.

Comment Check Box Subscribe

Note that you can customize what the text says as I have done here.

Feature #18: AWeber and WordPress – Opt-in using a Gravity Form

Many AWeber and WordPress bloggers use the Gravity Forms plugin. The base price is $39 and creating Contact Me or Special Data Entry Forms just doesn't get any easier.

What isn't usually seen is that there are two more advanced versions of Gravity forms. The $99 Business Version allows you to subscribe people who fill in one of your forms. They currently work with AWeber and Mailchimp.

The advanced version ($199) allows you to create polls and quizzed and connects to things like PayPal.

You can check out the features at http://www.gravityforms.com/add-ons/

Feature #19: AWeber and WordPress – Squeeze Page Tips – Like Getting Rid of Blank Lines in Sign Up Forms

One of the issues that comes up when AWeber and WordPress users create Squeeze Pages or Widgets using AWeber forms is that there is a lot of white space in the form. Since you want your form to be "Above the Fold" (readers do not have to scroll down to see important information or to sign in), every line counts.

Example Squeeze Page

I'm going to talk about

#1 – The header

#2 – Centering the images and the AWeber Sign Up form

#3 – Getting rid of the lines between the Name field and the Email field.

The Header

I use the plugin TinyMCE Advanced.   The plugin changes the editor in WordPress. Among other things it lets me choose a font (Tahoma) and a size (6 or 7).   Note that I left the page title blank. This gets rid of the large black title with a vertical black bar beside it.   When there is too much space between the lines, I click the "TEXT" tab and change the line-height to something like .7,

Centering the Image and the AWeber Sign Up form

There are some things that the WordPress editors just don't like to center.   I can often get multiple images to play nice by marking their position as "none" in WordPress when I insert them and then dragging them.   I also often resort to using

PowerPoint to create a slide with the image (and sometimes text) that looks just right. Then I set the background to transparent (Right click and click on Set Background). Then I Save As and choose PNG. It will ask if I want one slide or the whole presentation. Then I insert that single image.

When AWeber won't center things, I have to go into the text version of the editor (sometimes this is called "source." I add this line before the section I want centered.

<div style="text-align: center;">

 (Note there is a colon (:) and then a semi-colon (;) in that snippet.) Then I put </div> after the section I want centered. Note: an old trick that still works is to put something you can easily find into the screen before you go to the text version of the editor. For example you could put xxxxxxxxxxxxxx at the top of what you want centered and zzzzzzzzzzzzzzzzz at the bottom. Those two strings are easy to spot inside all the gobbledygook HTML code. Once you are back to the visual editor, you take the xxxxxxxxxxxxxxxxx and zzzzzzzzzzzzzzzz out.

Getting rid of the lines between the Name field and the Email field

This is sometimes more difficult than it should be.

I have fiddled with the AWeber Sign Up form to put the "Name:" and "Email:" inside the text fields. This saves two lines since the default on most of their forms puts the word "Name" and the word "Email" on its own line. That takes up two lines. I also modified the text fields so that they have a yellow background unless they are being edited and a grey background while they are being edited. The last change was to create a Cool Button. I covered that in Feature #12.

Once you have the HTML code to paste into your Blog Page, click on the Text version of the editor and paste the code into the page.

Next you click on the VISUAL Tab to move back to the visual editor.

Form Looks Wrong

After we switch back to visual mode the form looks wrong:

1. The text data entry fields do not have the yellow color
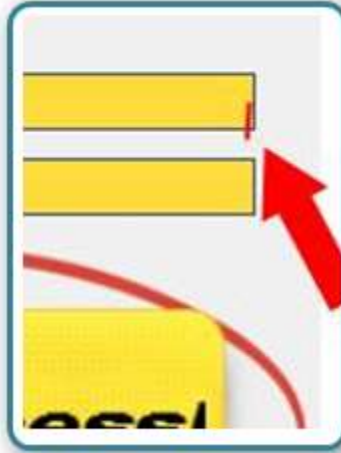2. There are spaces between the lines.

Click on "Save Draft." Save the file as a draft takes care of putting the color into the text fields.

Now we need to delete the extra lines.

After the "Save Draft"

Deleting the Blank Lines between the Name Field and the Email Field

1. Click above the Name Field and delete any lines that you can. Often you need to use the Backspace key instead of the delete key (Sometimes you have to fiddle here. Ctrl-Z will undo the last keystrokes if you delete something you didn't mean to.)
2. Click just to the right of the Name Field. The cursor will look like it is inside the text box. Press Shift-Enter and then delete until the lines close together.
3. Do the same things at the end of the email field to move the button up. Note: Without the Shift-Enter this doesn't' work.

After Deleting the blank Lines

At times, nothing seems to work, so I insert these lines in the TEXT version before I paste the AWeber HTML code into my form.

<div style="line-height: .0;">

PASTE AWeber HTML HERE

</div>

That should take care of the blank lines.

Feature #20: AWeber Integration – Activate Advanced Email Analytics

AWeber and WordPress users can activate tracking where AWeber will keep counts for you. If you put a link in your email to one of your pages, you can see which users actually clicked on the link and if they then purchased something on the page. In order to do this, you must activate the Advanced Email Analytics.

Installing this plugin is the usual 1) Go to Plugins 2) Click on Add New, 3) search for AWeber Integration, 4) Install and 5) Activate.

This AWeber Integration plugin has two parts. The part to put their Sign Up forms into your sidebar isn't all that interesting since most themes let you drop the HTML or JavaScript into a TEXT widget and you are done.

Ah, but the second feature is important. You enter a simple code and AWeber Email Analytics is activated on each page of your blog.

After you have installed the plugin (This is a standard install, just search the WordPress library for it), you click on the Setting link.

AWeber Integration Settings Link

#1 – List your Installed Plugins

#2 – Find the AWeber Integration and click on "Settings"
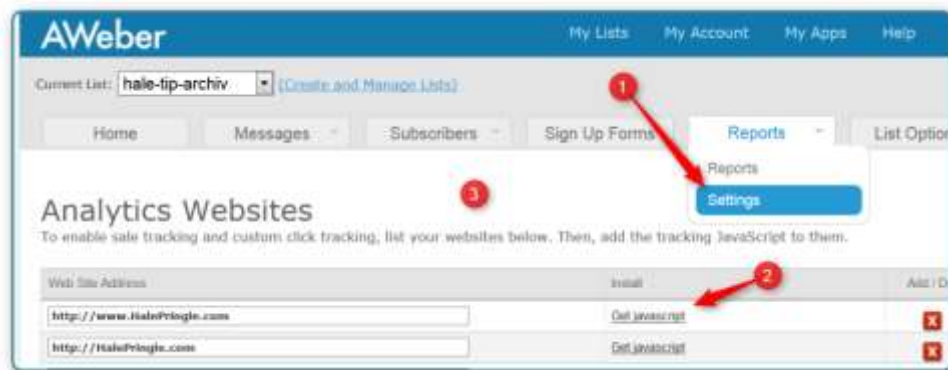
AWeber Integration Settings Page

#1 – This is instructions about where to find your ID Code

#2 – Fill in the code

#3 – Press the Save Changes Button (not shown)

Finding your ID Code

#1 – Click on Reports à Settings in AWeber

#2 – Add you Blog – with the www and without the www then click on "Get JavaScript"

Find the ID= in the JavaScript

Put the code after "id=" into the AWeber Integration Settings page shown above.

Here is a video which shows another way to do this. This method involves pasting the JavaScript into the code for your WordPress blog.

https://help.aweber.com/entries/21759506-how-do-i-install-email-web-analytics

Feature #21: AWeber and WordPress Subscribers Count Plugin

If you have enough people subscribed and following you blog post, you can use this as Social Proof. When readers are deciding if they should subscribe and follow

your posts, they like to see that others are following you. AWeber has a plugin that will put the subscriber count where you want it.

Install the plugin by normal method of going to Plugin –> Add New and search the WordPress library for AWeber Subscriber Count.

Once you have installed it, you will be given "shortcodes" that you can place in your blog or widgets. The shortcode will return the number of subscribers to the list(s) you indicate.   These would be the lists you usually send an email notifying them that you have written a new blog post (or that are on your "automatically send Blog Post Broadcasts too – see below).

Example of the Subscriber Count

Bonus Tip #3 – Use AWeber to send your Blog Posts to Subscribers

Most marketers seem to prefer to manually send their blog posts to their subscribers. This allows them to create some "teaser" information that makes the blog post look appealing and then they give a link to the blog post.

AWeber does provide a way to automatically send your blog posts as Email messages. AWeber collects the RSS feed from your blog, creates and automatically

creates an email. There are several options at that point. You can send it immediately or you can have it queued to send. If you use this option you manually check the email and then send it when you are ready.

- Advantage: The blog post is sent out automatically with not further effort on your part.
- Disadvantage: The readers never go to your blog site and don't opt-in to your current offer.

Here is a video from AWeber that shows the process.

https://help.aweber.com/entries/21702018-how-do-i-create-a-blog-broadcast

Summary

Here you have over 30 AWeber features and tips. Many of these I had never heard of before I started my deeper study. I hope you found something useful along the way.

Until next time, you have a Great Day!

Dr. Hale Pringle – Hale Yes!

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Email: HaleYes@HalePringle.com

I work with some of the finest online marketers in the world. They have developed what I believe to be the BEST program to train you to market online at you on pace. Drop me an email and I'll get you an invitation to a live webinar to see what we are doing.

P.S. If you are working to move your network marketing business online, I can help! Check me out at http://HalePringle.com. On the WORK WITH HALE page you can sign up for the free coaching call. I'll give you the benefit of my years of experience and many thousands of dollars in training and searching the rabbit hole called Internet Marketing and Network Marketing. I can help you with prospecting online, blogging, and more.

RESOURCES

Version 3.0

Check out these Reports and eBooks by Dr. Hale. Most are FREE!

(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-

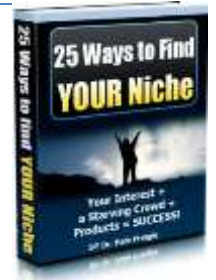http://halepringle.com/Top100Plugins

> 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 (MRR).
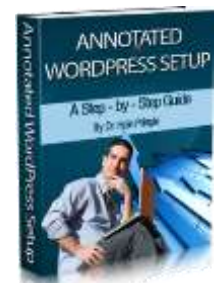
FREE - 7 Mistakes New Bloggers Make

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

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 – AWeber Magic -21 AWesome AWeber Features and Tips

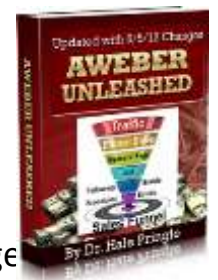http://HalePringle.com/21-aweber-offer

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!

AWeber© Unleashed

http://HalePringle.com/AWeber-Unleashed-Offer

All the ins and outs of AWeber. Handle multiple free offers and funnel them into one follow-up email sequence.   Updated with the 6/5/2013

AWeber site changes.   Over 200 pages of in depth coverage. $9.95 if you give a review, $19.95 retail.

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 – Email Unleashed

http://HalePringle.com/email-unleashed-offer

Email Marketing is a large field. This eBook will help you
* Find topics for you follow up emails
* Craft your follow up emails

* Decide how often to send your follow up emails

* Decide what time of day to send your emails

* and much more!!

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.

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.

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 – 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!

Dr. Hale Pringle   http://HalePringle.com   Page

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!

Raise the Value of Your Blog Post by 1000%

http://HalePringle.com/Raise-Value-offer

This eBook retails for $24.99. It reveals how YOU can re-purpose your blog posts. There are 10 different uses for the eBook/eReports that you create in less than 30 minutes.   Brand yourself with assets you already have!

Free EBook - Becoming an Attraction Marketer- Phase 1

http://HalePringle.com/am-phase1

Attraction Marketers go through three distinct Phases. Phase 1 is deciding upon the niche and Unique Selling Proposition and what they plan to sell.

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
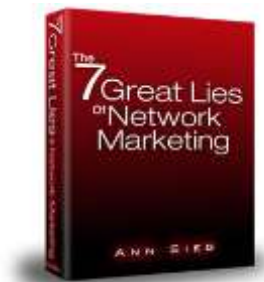
AFFILIATE LINKS

Please note: The following links are affiliate links and I will make a small profit if you purchase one of the products.
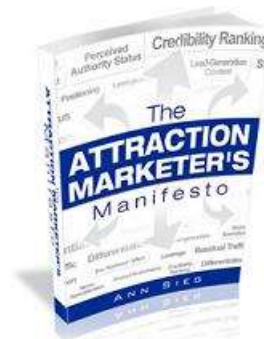
The 7 Great Lies of Network Marketing

Click for a free download. You will also be given the opportunity to purchase The Renegade Network Marketer. This is one of the most influential books ever written for online network marketers. 7 Great Lies of Network Marketing

Attraction Marketer's Manifesto

Here is another free download. Again you will be given the opportunity to purchase The Renegade Network Marketer. This is one of the most influential books ever written for online network marketers. Attraction Marketer's Manifesto

Magnetic Sponsoring

HERE is another Must Read for online network marketers: Magnetic Sponsoring – the book that started "Attraction Marketing" Click here to purchase: Magnetic Sponsoring

Dr. Hale Pringle   http://HalePringle.c

What's Working Now

Last but not least: Here is one of the best resource sites on the Internet for online marketers. The archives contain articles on virtually any online marketing topic you care to name: Magnetic Sponsoring's - What's Working Now