

Tutorial to Set Up Aweber Autoresponder

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Setting Up an Account With Aweber

If you do not already have an account with aweber, go to: [Aweber](#)

Across the top of the page, there is a row of links. Click the one that says “Order”.

Choose your plan and complete the application.

Once your application has been processed, you will be given immediate access to your autoresponder account and can begin to create your first list

How to Route Your Autoresponder for Your Squeeze Page and an Accompanying Sales Page

Note: I realize that you probably do not already have a squeeze page or sales page yet; this is one of those ‘which came first, the chicken or the egg?’ things.

You cannot completely create a squeeze page without an autoresponder set up; you cannot completely create an autoresponder list without having created some of the web pages. So if you are starting at absolute zero (which is the assumption) just follow the alternate directions; once we have created those pages in future lessons, I will give you instructions about going back to this and making changes.

I have written this in such a way that if you already have a few sales pages, etc., that you can incorporate them into my instructions; if you are starting from scratch, I have specifically indicated what you can leave for later and what you can leave out).

To route your autoresponder for your squeeze page (I am going to assume you are going to create a new list to do this; if you are using an existing list, just skip that step):

1) Login to your aweber account.

- 2) On the left of the page, it reads 'Managing Lists', then the name of the current list. To the right of that is 'add new'. Click 'add new'
- 3) Under 'Actions' click 'Create List'
- 4) On that screen all you need to do is change to field that has the list name, and the reply and confirm addresses at the bottom. I like to create an email address called aweber@mydomain.com to send all of my notification emails to; then I put in a second email address for my reply address (just click 'add' in the section named 'Reply Address') and then click the appropriate box for each address. Hit save before you leave this page.
- 5) Now that you have created a list, go to "List Setting" (in the top row of links) then go to "Verified Opt In". It is important that you manage this page, because if you do not, your subscribers will receive a canned email that does not get as good a response as if you personalize it. There are some features on the confirmation email that cannot be changed, but there are several that can.
- 6) On the "Verified Opt In" Page, you will see a box for turning 'verified opt in' on. If you have never turned it on, leave it off. Once it is turned on, it can never be turned off. Basically, if it is on, the only way the subscriber can get your emails is if their verify the confirmation email. If it is turned off, they still get a confirmation email, but they will still get the emails if they do not confirm in. If you leave it off, you will have a more responsive list, as some people will not confirm in to get your free gift. If you turn it on, you will lose some subscribers that way.

However, some people like that double opt in feature because it does create a cleaner list. It really depends on how you are building your list. If you are getting a lot of cheap traffic and cheap leads, then by using double opt in, you get a much higher quality list. But if you are sending strong article traffic to your squeeze page, and getting high quality opt ins, like I do, I do not think you really need to use the double opt in feature. If yours is already turned on...you are stuck with it!

Even if you have it turned off, you may be sending out a confirmation email, so scroll down and customize it. Although it is menu- driven, I will go through this line by line:

- 7) For the subject line, I like to use something like this: `{!firstname_fix}`, Please confirm your email for your free gift (`{!firstname_fix}` is the command in aweber that inputs the subscribers' first name, and it capitalizes it). Once you change that, the default one from aweber will continue to show until they approve the new one. During the week it seems to take just a couple of hours; on the weekend, it is usually sometime Monday before your custom subject line is working.
- 8) For the intro, I like to use something like this:

`{!firstname_fix}`,

Thanks for requesting my ebook, “Name of Ebook”. To make sure that I only send it to correct email addresses, please click below to verify your email address.

Thanks!

9) The body text cannot be changed

10) For the closing, I usually just put my name – you can put your name and url, or a salutation, and your name, etc.

11) The confirmation success page is the next thing on that page you can change. The confirmation success page is the page that the subscriber is redirected to after they have clicked the verification link. It is important that you utilize every opportunity to build a relationship or make a sale, and this is one place a lot of people skip. (If you do not already have a web site or sales page, etc, just use the default one or leave it blank; you can add it later).

You can put a sales page here, you can put the link to your free gift, or the best of both worlds is to create a download page that has a link to the free gift, but also has a link to a sales page. I would use script something like this:

Thanks for requesting my ebook; here is the link to download it: (URL)

Wait! Before you leave, check out this handy tool to (whatever it does): (link to sales page for handy tool in your niche)

12) Save everything on that page

13) Now go to the ‘web form’ page. It is one of the links across the top when you have the ‘list settings’ tab clicked, or you can get to it from the home page. From the homepage, go to “Getting Started – Set Up Guide” then to “Web Form Wizard”.

14) Click on “Create Web Form”

15) There are two tabs: 1.Form Details and 2.Design Form. Start with 1.Form Details. Give your form a meaningful name. I use this feature for my tracking – by creating a different web form for each traffic source, I know where each of my buyers have come from. And as much as people talk about tracking everything (even me) the most important thing is to know where your buyers are coming from. And you can create an unlimited number of web forms for each autoresponder list.

So to name it, if I am sending traffic from an article at ezinearticles, I might name it: ezinearticles1 or ez1 (and additional web forms could be ez2 and ez3...). (If you do not already have any traffic sources, name it something generic like list1, etc.)

16) Create a thank you page. (If you are starting from scratch, just leave the default page there; we will fix this later). This is another place where you can get an extra view to your sales page. Do not just leave the default page there; you are leaving money on the table! I create a page that says something like:

Thank you for requesting my ebook. I am sending a confirmation email to your email box; as soon as you have confirmed your email I will send the book.

In the meantime, please take a look at my brand new product:

Under that, I have my sales page.

Here is a link so you can see one of these pages:

<http://www.secrets-of-internet-success.com/theArticleMarketingManifesto.htm>

17) (If you are starting from scratch, skip this step). Now you need something for the already subscribed page. This is useful if you happen to get someone to your squeeze page who has already subscribed; you may want to make a different offer to them. You can assume this person has been on your list sometime; they are obviously still looking for information; their needs are not yet met, or they wouldn't have gotten to your squeeze page again. So you can either put the same redirect as the one you use for the thank you page for new subscribers, or you could put a second sales page their.

18) Next is your adtracking number – I use the same one as I have named the web form, so I can stay a little organized (I have about 40 lists and as many as 20 web forms in some of them). This works in conjunction with the web form to help you identify where your buyers are coming from.

19) Click 'next' and go to '2.Design Form'.

20) On the left, you will see a column that says 'fields'. A field is something you want to collect from the subscriber. It should have the field 'name' prepopulated. Click on that field, and drag it to the right hand column that says 'preview'. Once it is in the 'preview' section, you can move the order around by clicking and dragging.

If you want to create additional fields, such as telephone number or address, just click on 'add a new field' and you will get an empty box. Just fill that in with the name of the field, for example, telephone number. Click add – and it adds the new field. Then click and drag it to the preview side.

So how many fields should you have? There is a balance you have to create here. The more fields you have, the fewer optins you are going to get. But the more fields you have, the more information you have about the person. So it really depends on the purpose of your squeeze page. If you want to take your leads offline and sell them over the phone, you need their phone number. If you want to mail them, you need the address.

But you have to decide if it is worth the ones you will lose to try to get addresses or phone numbers. One way to do this is to test two web forms – send half your traffic to one, half to the other. Observe your conversion rates – then you can decide if it is worth it to get the additional information.

The way I do it is for my initial squeeze page, I just ask for name and email. In the future, I can send my subscribers to a new squeeze page if I want to collect additional information; this way I get as many leads as possible, and I can get the phone numbers or addresses of the most responsive later.

21) If you want to create bigger fields that will accept up to 100 characters of input, click in the top where it says ‘custom fields’, then create those fields on that page. They should show up on your fields column in your web form. This is useful if you want to create a survey or ask your new subscribers a question, for example, do you have a web site, or how much money do you spend online, or what do you want to learn about.

22) Once you have done this, click save. Now you will see the web form in a list of web forms (or just by itself if it is the first one). On that line, you can click to get the html code for that web form to put on your squeeze page.

Keep in mind, if you have never done any of this before, take each thing one step at a time. You WILL learn how to do this, and over time, it will get easier, and eventually you will not need a list of steps to do it – you will just go into your accounts and make the changes you need, or build the autoresponders or web hosting accounts or domains you need to.

Remember, you have unlimited email access to me for the duration of this course; please utilize that. Many times, you may struggle with something for hours that I can help you with in minutes.