HOW TO SET UP YOUR Aweber AUTO-RESPONDER!!!

STEP 1: You'll need to get an auto-responder (this is CRITICAL to your success…think of it like the engine that runs your car). Go here http://bit.ly/9peE5n to get your auto-responder

- A new window will open up.

- Once you get to the "home page" for the auto responder company you'll want to click on the green "order" button in the upper right hand corner of the page

- You can scroll down and choose any of the 3 payment options. This is one tool that you will NEVER stop using so if you want to save money in the long run by paying for a few months up-front, that's cool. But if you're short on funds then you can just use the $1 trial (then $19) option

- Once you've signed up for your auto-responder then check your e-mail as they will have sent you a username & password. Keep it in a safe place!

STEP 2: Now it's time to set up your auto-responder. Here's how to make it happen (follow along with the video if need be)

- Log into your Aweber account using the username and password you were just sent

- Press the **"Create & Manage Lists"** wording underneath the "Home" tab

- Click on the **"+ Create A New List"** wording on the right hand side of the page

- Fill out the **"List Name"** form: Just name it something simple. If, for example, you want people to opt in to your list in order to get a free ebook on using facebook to make money then call your list name facebook1 (or something)

- Fill out the "**Description**" form : Example; "Free Facebook Ebook"

- Fill out the **"From Address"** Fields with your name and the e-mail that you want to show up when you contact your leads (I would use your real name because you want your subscribers to get used to YOU!)

- You don't need to worry about **"Subscriber Alerts"**

- If you have a **"Company Name" "Company URL" or "Company Logo**" then you can fill in this portion…if not, then don't worry about it (I NEVER do company logo)…these 3 sections are completely optional and wont have an affect on anything

- Click the **“Save List Settings”** button at the bottom

- Next, put your mouse over the **“My Lists”** tab and find (then click) the option that says **“Confirmed Opt In”**

- Once you’ve clicked the **“Confirmed Opt In”** option – then click on the big green button that says **“Status On”.** This will turn your status **“Off”** and <u>not</u> make people have to jump through an extra hoop just to get on your list

- Once you’ve turned your status “off’ then you’ll want to put your mouse over the “**My Lists”** tab again and find the option that says **“Global Fields”**…click it

- You should see your address in the **“Contact Address”** Box… <u>leave this alone</u> as it is necessary for you to be spam compliant

- Go to the **“Signature”** box and type the following

  Warmest Regards,

  (Insert Your Name)
  (Insert Any Social Media Sites You Have (Facebook – Twitter Etc…)
  Any other websites you have – (Start with http:// NOT “www.”)

  Here is a sample “disclaimer” to put in your signature
  =======
  Legal Stuff
  =======

  This message is never sent without your request.
  If you would like to lose your competitive advantage in
  the marketplace then you can opt out by clicking the
  link at the bottom of this e-mail

  Keep in mind you will lose access to all upcoming emails
  and bonuses

  Please note for the FTC: Anything with /recommends on it
  could put $$ in my pocket. I hope you are ok with that.
  Also note that I rarely recommend anything that I am
  not using myself. I take integrity and character seriously

- Once you put in your new “Signature” then click the **“Save Global Fields”** button

STEP 3 Now it's time to set up your auto-responder follow-up messages. REMEMBER the first message should coincide with WHY the person opted in to be on your list. In other words, if you promised the person a free video, then make sure you include the link to a free video. If you promised someone free "weight loss tips" then say "Here's weight loss tip #1

- Now put your mouse over the **"Messages"** tab and click the option that says **"Follow-up"**

- Click the button that says "**Add new Follow-up Message**"

- Fill in the subject line of your message

- Note** For the subject line and the body of the message you can personalize it with someone's 1st name by clicking the "**Personalize"** link on the right hand side of the area you want to personalize. Just choose the **{!firstname}** option.

- After typing in the appropriate subject line, type the body of your email. I prefer using ONLY plain text messages (NO HTML) because it gets through the spam filters better. When typing your actual e-mail, also remember to not go past the blue "recommended width" line provided for you (I actually only go about half-way to this line)

- The first follow-up message you put in will AUTOMATICALLY go out instantly.

- To add the next follow up message just start back at the first bullet point of this section and repeat the process. The only difference will be that for your 2nd, 3rd, 4th, ect… follow-up messages, you will have to choose how many days after the previous message you want each message to go out.

When doing a follow-up campaign I typically do frequently at first and then spread the messages out over time.

STEP 4 Once you've got a few follow up messages set up. Then It's time to create the code to put on our web-page. The purpose of this guide is NOT to show you how to insrt code into your web page (that'll be another time). But I at least wanted to walk you through the steps for creating the code.

- Put your mouse over the **"Web Forms"** button and click it.

- Click the green button in the middle of the page that says **"+Create Web Form"**

- Choose what you want your opt-in box to look like by selecting from the templates provided.

- Once you've chosen the design you want, you can do thing like: Put your mouse over the blue section at the top and **click the "red X"** that appears in the upper right hand corner (this will remove the blue header box) ..This is just an example as it's completely up to you

- Put your mouse over the "Name" field and you should see a pencil appear. **Click on the Edit/Pencil** and In the white box…change the "Name Field" from "Name" to **First Name**…then click "OK"

- Do the same thing for the Email Field and change the wording to **Best Email** then **click "OK**"

- Then Click "Go To Step 2"

- In the "form name" field put just name your form (something similar to what you named your auto-responder). Remember, no-one will ever see this so it really doesn't matter what you name it

- Next to "**Thank You Page**" click on "Basic Version" and a drop down box will appear. Click the icon that says **"Custom Page**" (choose this). Then put the url of the page you want people to see AFTER they opt in on your page.

  If, for example, you promise someone a free pdf document that is located at http://www.freepdf.com then that's what you should type in to the "custom page" field.

  If you cant think of anything, then your affiliate link is always good!

- Click "Go To step 3"….if the system asks you to save your web form then just do so

- Under step #3 you will see that the first option says **"I Will Install My Form"** go ahead and **click this**

- You should see two tabs: **"Java Snippet"** and "Raw HTML" version

- The **"Java Snippet"** box should already be highlighted, and you should see a little "snippet" of code that looks something like this:

  ```
  <script type="text/javascript"
  src="http://forms.aweber.com/form/80/1793242480.js"></script>
  ```

- **Highlight everything in the little box** (do NOT use what's in the above line, it's JUST an example)

- Right click again and choose (left click) the **"Copy"** option. This is the code that you will put on your squeeze page (or your blog) or wherever!!

- Once you've done this…you're pretty much done with setting up your auto-responder (CONGRATULATIONS) Remember practice makes perfect!