

How to Create Cool Customized Opt-in Forms

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All righty, everyone in this video tutorial, I'm gonna show you how to create a cool, customized AWeber opt-in form. So what am I talking about? Let me just scroll down. You've seen this page in earlier video tutorials in this course, this is the opt-in page now right here. Make a note of that URL or that web address, because after this course is over after I'm done shooting this video, while you're taking the course, I intend to leave this optin page up so that you can test out the form that I'm creating right here right now. And you can see that it. And you can use that to, to teach yourself and check your own work. Okay, so let's scroll down here and we're going to replace this opt-in form template created by AWeber. We are going to create that with something, a little simpler.

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So together the PDF ebook cover and the form I call a custom opt-in form. And then I'll also show you how to add that custom form into the sidebar widget as well. Once again, the process, the procedure may be slightly different. If you're using an HTML website, a GoDaddy website, a website created by Dreamweaver, Wix Weebly, squarespace, or what have you, but I'm gonna show you how to do it in the latest version of WordPress, which is in I'm shooting this in the first quarter of 2002. Okay. So step number one, we need to get to the AWeber demonstration account. Clicking on the dashboard, I'm in the dashboard. So now what I need to do is make sure I'm in the right list, which is anti-anxiety report. That's the correct email address.

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Now I need to go to sign up forms, strangely enough. Okay. So I've already created the opt-in form. Let me just click on that for a second. So if you want to edit a form, see, there it is. That's the one we were

just looking at. So what I'm going to do is go back to signup forms right there, and I'm gonna create a new signup form. This is for my website. So I'm gonna click there. I'm going to go to, we have all different types of templates. I'm gonna go with popular and then I'm gonna go with basic. That's the one I want to use load this template. Yes.

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Okay. So let's start at the very top there first of all, I wanna let you know if you wanna make it wider or smaller, you can do that. So when we're putting in the sidebar later, this is how we'll fit into the sidebar by shrinking that down. Okay. The header, we don't need that. If we wanna put text above this opt-in form above, it will be that ebook cover for the report cover. But if I wanna put text just above this, I can put that in the website somewhere. I don't need the header. So what I'm gonna do is move this mouse down until the header becomes highlighted. And I'm going to delete that. Then I'm gonna click in here where it says name, and I'm just gonna put "first name."

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Now you can put full name if you want, and people will put the full name there. If you click here, you'll end up with a first name and a last name. That's two different fields that they need to fill out. And the more fields there are for people to fill out, it looks like more work. And there's, they're a little less likely to fill it out. I always go with this one and either put full name here or first name. And I always require the name. That's up to you. If you wanna remove the name field all together and just require an email address, you can do that. Just click, remove field right there. I'm gonna save that field, which is the name field I'm gonna scroll down. And once again, I'm just gonna open this up a little bit. Okay. Now I'm gonna click on email and in front of the email, I'm gonna put best email and we're not gonna worry about the value. That's very advanced stuff. So just save the field. If you'll notice there wasn't a required option because it's automatically required, right? You

gotta have the email address to get into the email list. Okay? So we're gonna click here. We're gonna alter the submit button, just click in there. And instead of submit, I'm just gonna say,

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You can put whatever you want. I'm gonna save the field. And once again, I'm gonna click here to edit, right? Excuse me. I'm gonna look up here and make sure that I'm in the submit button before I stop modifying stuff. So let's modify the background color and I'm going to, you can just click that. You can drag the arrow up and down. I'm gonna go with the blue. Let's go with an orange this time and we'll go there and that's okay. Let's go with the brighter. See if we can get a brighter orange anyways. That is good enough. I'm gonna click. Okay. Then for the font, I'll change the font family to verdana and I'll change the font size a wee bit to 16. That's a little too much. So let's go with 14 and then I'm gonna change the font color to maybe something lighter.

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Okay. So I'm gonna go way up here and that's more or less a color. If you want to make it a pure white, what you would do is click on the color and you click here. Just delete that. And you put six F's like Foxtrot. Foxtrot 1, 2, 3, 4, 5, 6, hit enter, click. Okay. And there you go. So there's the submit button. We respect your email privacy. I like to leave that powered by AWeber. There's no need to leave that in. I get rid of that. For the footer, if you wanna put in something like we'll never spam you, you can do that. So let's put down, we will never spam you. I don't like the font. So let's highlight that change the font family to Helvetica, font size. Yah. You could see the font size looks a tad small there doesn't, it let's go with 14. Or how about 12 let's center it and that's a little bit low there, but we can save that. Let's see how that looks or we can just get rid of that altogether. That's up to you. And you can also inside your WordPress website, you can put, we'll never spam you on your own and it might fit in a little bit better. And that's all there

is to creating your custom form. Once again, you can make it wider or smaller. Save your form.

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We're in the design, see your web form has been saved. We're in the design section. We've saved it. Now. I'm gonna go to step two. It wants us to name the form. I'm just gonna say,

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Now you want to name your forms because you can have more than one form for one email list, right? Right. Correct. The "thank you" page in the very first email on this series, how to create an email list. And it's an opt-in form. I showed you, you can have your own custom "thank you" page. And that's what we created earlier in the first video in the series. There's the web address, the URL control C to copy. And that is the 'thank you' page. That's reminding people to check their email. So I'm gonna go back here. We don't want the basic version. We want the custom page. I click here. It puts the HTTPS in there. So I'm gonna backspace Control Victor to paste in a PC command V and a Mac. I don't need to open it up in a new window. There's no real point in that. I'm just gonna leave the already subscribed page as the default basic version, I'll show you how to create a custom already subscribed page in the advanced AWeber Course AWeber Crash Course, 3.0 the advanced section. You don't need to mess with any of the advanced stuff here. So let's just save the form.

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Your web form has been saved. So we're just gonna go to step three. And here we are in step three, there step one was designed. Two is settings and number three was publish. Okay. So let's go to, I will install my own form. You have two choices. You can use HTML version, which as you can see is a ton of code, right? To copy and paste where you can use JavaScript snippet. Now the advantage of JavaScript number one is

it's a lot less code. Number two, if you paste the JavaScript code into your WordPress website or any website, and then go to AWeber and modify the form, then it will automatically be updated inside the website. So let me show you what I'm talking about. I'm gonna click in here once it highlights everything. If it doesn't just do Control A or Command A on a Mac to highlight everything now, ommand Control C to copy command C on a Mac. Now I need to get to the opt-in page, right? Cuz it says up here I'll install my own form, JavaScript snippet. So I'm gonna go here. I'm gonna edit this page, right? This is the page. Like I said, you can actually type this out, log into this page and sign up for this form while you're taking the course, because I'm gonna leave this page up so you can test things out. Okay. So let's go to edit page.

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There you go. And we already have some JavaScript form in there. I could just replace it, but instead I'm gonna click here and just to be extra safe, I'm just gonna remove the block from WordPress. So that block is gone. I'm gonna add a new block and it's an HTML block. If you don't, can't find the HTML, just type it up in here and search. So I've already got it. There's a little block here. I know it's JavaScript, but it still goes in the HTML block section Control V Control V to paste, Command V on a Mac. And then I'm gonna click outside that block. I'm gonna click update here and I'm gonna Right-Click and view the page. And there you go. You've got a custom form there. Okay. So I guess the next thing that we need to do is check out the form. So I'm going to and make sure it works once again, there is the website. I'll probably paste this into the course. If I don't just copy it right off of this video. Okay. So Willie Nilly is my name and here's my test email address. All right, I'm gonna click on the white space. Then I'm gonna click, 'gimme my free report.' It should redirect me to the 'thank you' page.

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And it does. Now it says check my email inbox, which is what I'll do in a second. As soon as we're done with this though, I would like, I'm gonna show you how to add the same form into a sidebar widget for this theme in WordPress. Okay. So check the email. There's the email inbox let's hit refresh and there it is. It's from Jimmy Joe. It says response required. Please confirm your request for info. Once again, I click here. I'm not actually subscribed on the list until I click on this confirmation link. I click there. It redirects me to the image, the, the downloadable link. So I can click on this link or just click here. And that will bring me to my report and everything is complete. Now, if you'll notice, let's go back here for just a second. I created the form, right?

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But I had already set up everything in this list. I had already set up the confirmation success page and all that in the first video, this video, I was just creating another opt-in form for the same list. Okay. So let's go back here. Let's go to articles. And if I wanna put that same form here, what I would like to do is let me just show you that you can change the form actually. So let's go here to the design. I want to change, click there for the, make sure we're in the button, the button section, I'm gonna change the background color to a blue, right? And then it's where you put it in here that determines the final color. I like that. Let's save the form and go back to the opt-in page. So let's go back here. Yeah. So I'm gonna update that. I don't need to update it, but I just need to get access to the view page here. And this should update automatically. Okay. It didn't update because I don't believe I saved the background color. So let's blow through that real quickly. Again, we're on submit form, background color. We go to blue, click there and click. Okay. I forgot to click. Okay. Last time I believe that's the problem. Save the form. All right. So now we just go back here and I just click refresh

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And it's really cool. Now please note, like I said before, if I'm gonna go right to the publish section says I've gotta save it first. Okay. Go back, save the form and go back to publish. And if I had used HTML, I would need to recopy this right now and then re-paste it into the WordPress website. In order for the change to take place. When you have JavaScript, you don't need to do anything. It just updates automatically. Okay. Last thing I wanna show you before we're done, how to do it on a sidebar. Have a cool custom opt-in form. So I'm gonna keep, go back to the same form, right? We're at the publish section, I'm gonna go to design and I'm gonna make it a little thinner and you can experiment with how thin it needs to be or narrow. It needs to be depending on your sidebar. So save the form and that's, I can go to step two. That brings me here, which we've completed already, right? Yeah. And then I'm going to go to step three and we're at publish the go to JavaScript, click there. Control C to copy command C on a Mac. Then we're going to go into the dashboard. This is the same website right here. list.jjmc demotsites.com. Let's go to appearance, widgets.

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And there we go. So I'm gonna click in this widget right here. Now this is how the widgets work in this particular WordPress theme. They may be somewhat different in different WordPress themes, but in any event, okay.

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There's the Ebook cover, which we added earlier just by clicking add or which I added earlier by clicking add media. Now I want to go to text this code right here. See that IMG, that stands for image. So this is the code that produces the ebook cover image in a browser. So I'm gonna put the cursor there. I'm going to hit enter one time, press control Victor to paste, right? I'm gonna drag this down a little bit. So this right here, starting with this div tag and the closing script tag, this is the code for the opt-in form. I'm gonna get rid of the automatically add paragraphs

because that adds a little extra space in there that we don't need. I'm going to click update

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Widget. It saved. I'm gonna go back to articles page and the form should show up right there. Very, very cool. So now you know how to add your own. And once again, if I want to add text right above here, I would simply go back to the widget. I would click on visual and then like right after this, I would just, you know, hit the right arrow to get to the right of that image would hit, enter or return. And then I could say type info below and I could center that right, make it bold, Or what have you, change font, whatever. Let's click update, just to let you know that you have a lot more control when you create your own custom form this way. And once again, under that, you could have put, you know, we will never spam you, et cetera, et cetera. So let me hit refresh and it says type info there. Okay, good enough. So that's how you create your own custom form using AWeber. I hope you found this helpful take here, have a great day. And I hope to see you in the next video.