

AWEBER MASTERY

CRASH COURSE 3.0

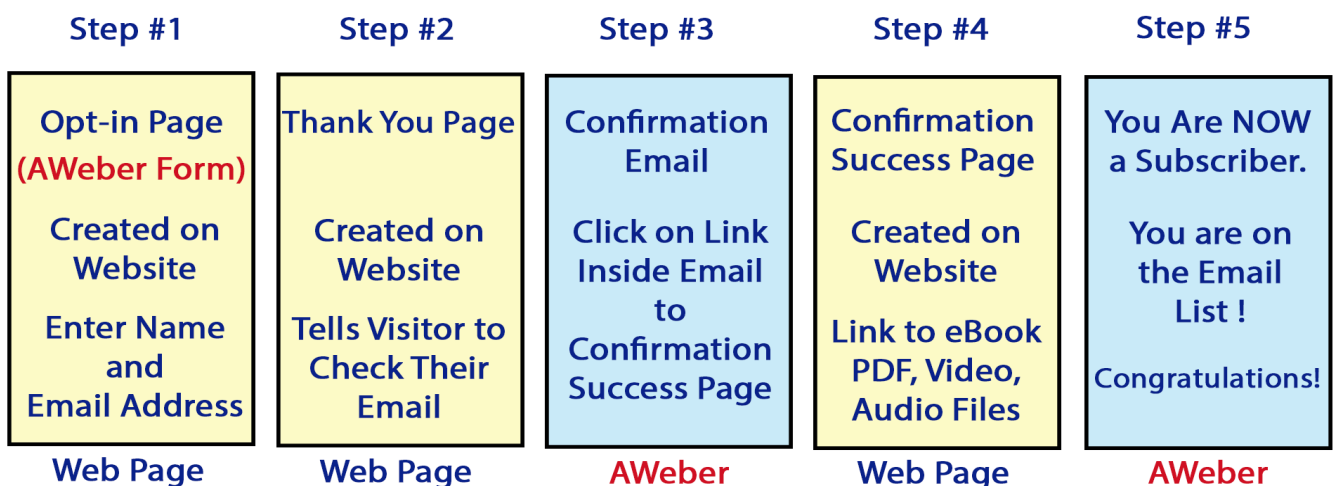
USING AWEBER LIKE A PRO



CHECKLISTS

Outline of Steps to Create a List and Opt-in Form in AWeber

How to Set Up an Email List in AWeber



*****Later in this course**, I have a video called something like “How to Create a Landing Page in AWeber”. In that video, I show you how to use AWeber to create an opt-in form inside of a Landing Page that does NOT require you to have any website at all!

Checklist for Video #1

First Create These 3 Pages on Your Website:

1. Opt-in Page
2. Thank You Page
3. Confirmation Success Page

Then you will log into your AWeber Account and Create Your List and Opt-in Form for that list.

General Outline and checklist for Video #1

- ☐ Look at Flow Chart as a Reference before starting
- ☐ Create the Opt-in page inside your website
- ☐ Create the ‘Thank You’ inside your website
- ☐ Create the ‘Confirmation Success’ page inside your website
- ☐ Log into your AWeber account

- ☐ Create your New Email List in AWeber
 - ☐ Make sure that email list has a name that is unique
 - ☐ Inside AWeber, edit the email with the 'confirmation link' or 'confirmation button' in it.
 - ☐ Create the 'sign-up form' (the Opt-in form) for this new list
 - ☐ Copy the link to the 'Thank You' page (that you created inside your website) and paste it into the appropriate place in AWeber
 - ☐ Click on 'Publish' button inside AWeber and click on 'I Will Install My Form'
 - ☐ Copy the FORM code from the 'JavaScript Snippet'
 - ☐ Paste the FORM code (the JavaScript Snippet) from AWeber onto the 'Opt-in' page on your website.
 - ☐ See Navigation Menu at the top of the AWeber page. Click on 'List Options' > 'List Settings' > 'Confirmation Message' (on left side of page) and then paste the URL for the 'Confirmation Success' page you created in WordPress.
- ☐ Now make sure to TEST the new Opt-in Form that has been embedded on your Opt-in page on your WordPress page or website. Test the form by putting in an actual name and email address.

Checklist for Video #2

How to Create an Email Broadcast Message in AWeber

- 1. Create an Email Broadcast Message using AWeber Templates**
- 2. Create Your Own Email Broadcast Message Template**
- 3. Create an Email Broadcast Message using Your Own Template**
- 4. Schedule an Email Broadcast Message in AWeber**

Create Email Templates and Broadcast Messages

Checklist for Video #2

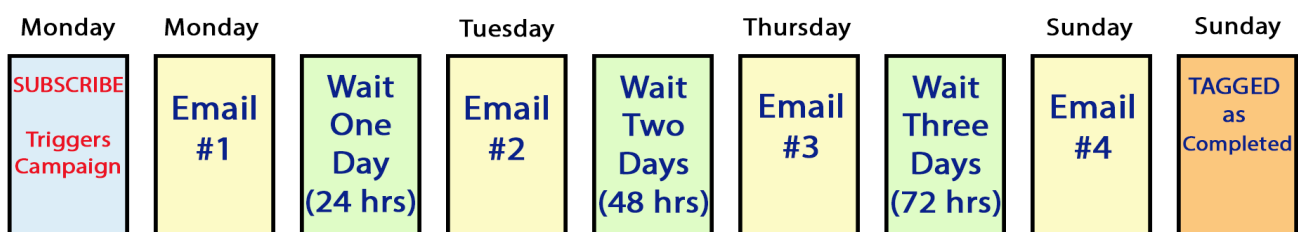
- ☐ Make sure you are working with the proper email list in your AWeber account.
- ☐ Click on 'Create a Message' on the Home page of AWeber and choose 'Drag and Drop Email Builder' from dropdown menu.
- ☐ Choose an email template.
- ☐ If you choose a template and click apply and it doesn't seem to work, then simply 'refresh' or 'reload' the entire page in your Internet Browser. You can also uncheck the checkbox in the upper right hand corner for 'save message content'.
- ☐ Add images from AWeber stock images or add your own images from your computer hard drive.
- ☐ Add affiliate graphics with affiliate links if appropriate.
- ☐ Type or Paste the text for your email message into the email template.

- ☐ Don't forget to add the Subject of your email in the Subject Line at the top of the page.
- ☐ Remember to add links (also called hyperlinks) pointing to any blog posts or articles or sales pages in the textual content of your email message if appropriate.
- ☐ ALWAYS click on the 'Preview and Test' button in the upper right-hand corner of the page. Then send a test email to yourself and test all links in the email when it arrives in your email inbox.
- ☐ Feel free to save the AWeber email template, after you have modified it, as your own email template for ease in future use, if you so choose.
- ☐ Click 'Save & Exit' button in the lower right-hand corner of the page when your email is ready to be sent out to everyone on your email list.
- ☐ To send an email out to your list, click on 'Send Options' button and click on 'Schedule a Broadcast' in the dropdown menu choices.
- ☐ Edit 'Who should receive this message?' and 'When should this message be sent?'

- ☐ Click the green 'Send Message Now' button or the 'Schedule Message for time and date' to send or the schedule the sending of the email message.
- ☐ When creating a new email message, you can click 'Templates' > 'My Templates' to use an email template that you've already created, if you so choose.

How to Create an Email autoresponder series also known as an Email 'Campaign' in AWeber

AWeber Email Campaign



Checklist for Video #3

- ☐ Make sure you are working with the proper email list in your AWeber account.
- ☐ Make sure that the email list that you are working on has an opt-in form created for it.
- ☐ It is best and easiest to create the content of the email messages that will be sent out automatically ahead of time in a simple text editor like Notepad or Notepad++ (for a Windows computer) or a similar program like TextEdit for a Mac. Then copy the text from Notepad and paste into the appropriate place inside AWeber.
- ☐ Click on 'Messages' in the AWeber website navigation menu, then click 'Drafts' in the dropdown menu. Click on Messages > Drafts.
- ☐ Click on the green 'Create a Message' button, then click on 'Drag and Drop Email Builder' in the dropdown menu.
- ☐ Choose your email template and paste in the text for your email message.
- ☐ Click the green 'Save & Exit' button.

☐The email message you just created is now ready to be added to an AWeber Campaign, Autoresponder Series.

☐Repeat these previous appropriate steps until you have created all the messages that you want in your AWeber campaign series.

☐Now click on Messages > Campaigns in the AWeber navigation menu

☐Give your campaign a name that makes sense to you

☐You will then see 'Welcome to the Campaign Editor'. Click on the blue 'On Subscribe' button.

☐Then click in the white space in the white and blue box, 'Start Campaign: On Subscribe'.

☐From the left, drag a 'Send a Message' box to the middle of the page. Then click on blue 'Choose Message' button on the right side of the page.

☐Drag a 'Wait' box and put it under the first message and choose a waiting period until the next email is automatically sent to the subscriber.

☐Repeat the previous two steps until all the email messages in the series have been added.

☐After the very last email message in the series, drag the 'Apply Tag' box and put it under the last email. Give the Tag a name on the upper right-hand side of the page. (no need to put a 'Wait' box after this last message).

☐Click green 'Save & Exit' button.

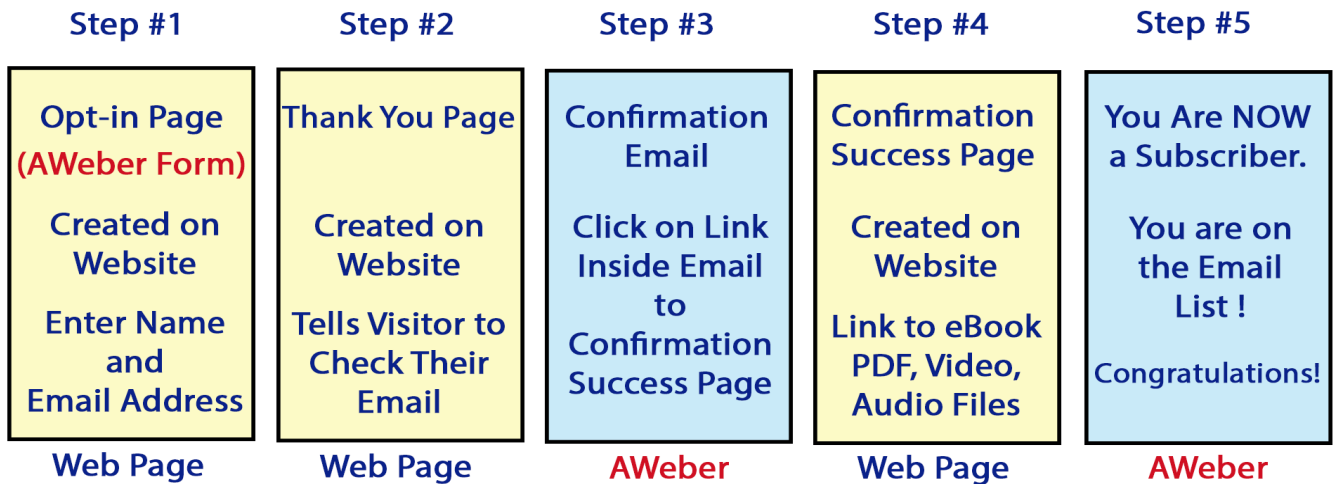
☐Click on the green 'Activate' button under the 'States' column in order to activate your AWeber Campaign.

☐Be Careful!!! If you click 'Close Campaign' or 'Stop Campaign', then you CANNOT Re-Activate that Campaign ever again!!!

☐You are now done. However, you can add another AWeber Campaign to be activated after this Campaign has completed for a subscriber. So, in other words, you can string campaigns together if you like.

How to Create Cool Custom Opt-in Forms in AWeber

How to Set Up an Email List in AWeber



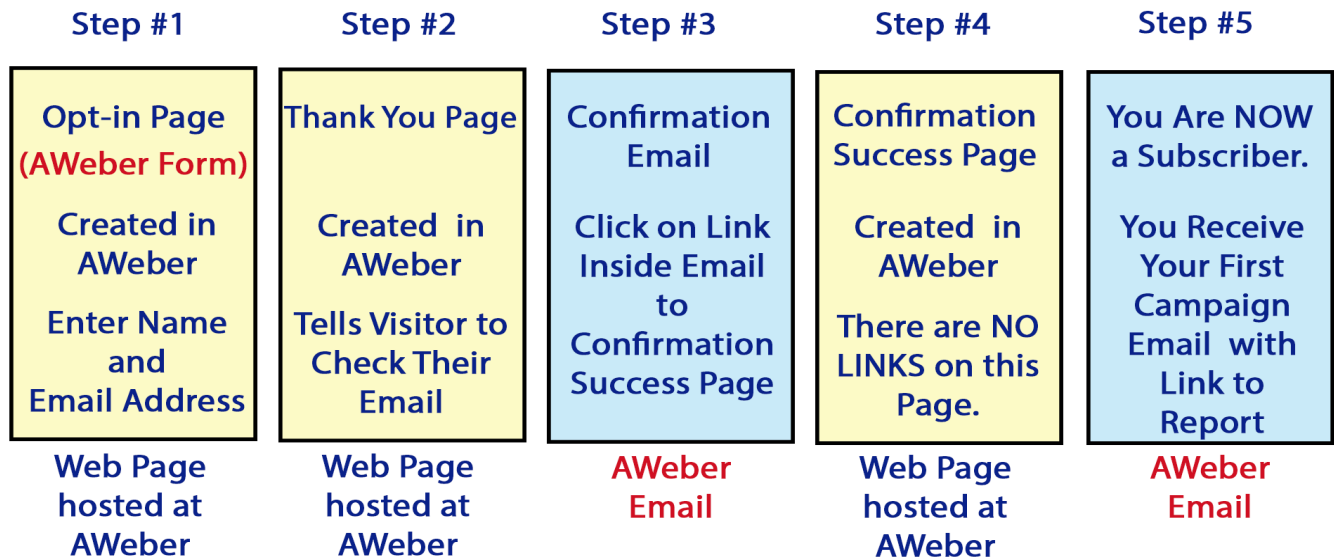
Checklist for Video #4

- ☐ Now, first Create your 'Thank You' page inside your website (preferably without any sidebars or footer widgets).
- ☐ Create the opt-in page in inside your website.
- ☐ Add the image for the 'Free Report' or 'Free Video' or whatever your lead magnet or Free giveaway is, to the opt-in page created inside your website.
- ☐ Now, leave your website and go to the AWeber website and login to your account.
- ☐ Make sure you are working with the correct email list.
- ☐ Click on the 'Sign Up Forms' in the navigation menu on the AWeber website.
- ☐ Then click on the green 'Create a Sign Up Form' button in the dropdown menu under 'Sign Up Forms' in the navigation menu.
- ☐ When choosing the template for the opt-in form, choose 'Popular', then choose the 'Basic' template.
- ☐ It is best to delete the Header and Footer fields (blank sections) of the Basic Form template.

- ☐ Change the text and color of the 'Submit' button to fit in with your website theme, if you so choose.
- ☐ Then click the green 'Save Your Form' button.
- ☐ Name the form.
- ☐ Click on the dropdown menu under 'Thank You Page:' and choose 'Custom Page' and paste in the URL (web address) for the 'Thank You' page you created earlier in WordPress.
- ☐ Click green 'Save Your Form' button, then click on blue 'Go to Step 3' button.
- ☐ Now click on 'I Will Install My Form' and copy the code under the tab 'JavaScript Snippet'.
- ☐ Now go back to the Opt-in page that you created in WordPress, and click on the 'Text' tab and paste the JavaScript code you just copied from AWeber under the image of your 'Free Report' or lead magnet.
- ☐ You can now 'Publish' (i.e. make public) your website opt-in page.
 - ☐ (if you are using a WordPress website) To add a Custom opt-in form to your Footer or Sidebar widgets, you will follow a similar procedure. However, you must first Install and Activate two WordPress plugins.
- ☐ The two WordPress plugins that you must first install and activate are 'WP Edit' and 'Black Studio TinyMCE Widget' plugins.

How to Create a Landing Page (with an opt-in form) in AWeber.
NO WEBSITE REQUIRED!

How to Set Up an AWeber Landing Page



Checklist for Video #5

- ☐ Log into your AWeber account.
- ☐ Refer to the Landing Page Flow Chart Above for Guidance
- ☐ Make sure you're working in the correct email list
- ☐ Click on 'Landing Pages' in the Navigation Menu at the top of the page, then click the green 'Create a Landing Page' Button.
- ☐ Choose a Landing Page Template
- ☐ Give the Page a Name that makes sense to you
- ☐ When adding a Logo to a Landing Page, clicking on 'Auto Width' when handling 'Image Size' can sometimes be very helpful.
- ☐ You can upload your own images from your computer hard drive or choose from over 6,000 stock images in the AWeber library.
- ☐ Copy text for your Landing Page from a document on your hard drive or type the text directly onto the Landing Page.
- ☐ Feel free to delete social media icons from your Landing Page if you feel they don't support the mission of the page (for example, getting more subscribers to your email list).
- ☐ Change the TEXT for the SUBMIT button in the form field to be more appealing and enticing to visitors and subscribers
- ☐ Use AWeber to create custom 'Thank You' page and give the page a name (perhaps use the 'Confirmed Opt-in' template)

☐ Click the PUBLISH button to publish the Thank You page and get the URL (web address) to that page.

☐ Copy the URL to the Thank You page and paste into the Landing Page Opt-in Form in the 'Submission' section in the 'Custom URL' field.

☐ Once you setup the Landing Page / Opt-in Page, you should test the Opt-in form to make sure it functions properly.

☐ If you don't have a hosted website where you can share your 'Free Report / Lead Magnet' for download to your new subscribers, you can always host it 'in the cloud' using services like Dropbox. Com or Google Docs.

☐ FREE \$20 Tip – Paste the URL (the web address) to your AWeber Landing Page into the website Responsinator.com to see what your Landing Page will look like in various mobile devices.



THANK YOU

We Welcome Your Feedback

Feel free to get in touch with us for any
feedback or questions