

## How to Create a Landing Page in AWeber

[\(00:01\)](#):

All right, everyone in this video, I'm really pumped and excited. I'm gonna show you how to create a landing page, an opt-in page to get people, get subscribers onto your email list, using the AWeber landing page feature, which allows you to host it, create it, everything for free, especially if you have a free AWeber account. So let's get started. Step number one, obviously I'm in my account dashboard here. I'm logged in. This is my demonstration account. Make sure you're on the right list. List landing page demo while I'm on the right list. Now I'm gonna go down to landing pages.

[\(00:43\)](#):

Now I'm going to take you to a landing page that I've already created, which would be this one. So I'm just gonna the FB Facebook marketing opt-in page. I'm just gonna click here. I've already created and you can look up here. And as far as it goes, it's kind of a short, cool URL or web address. And the reason it's cool is because it's free. You don't have to pay godaddy or a registrar, a domain name, registrar company for the domain name, you get it for free. And the one that they create is a little complicated. So I'm gonna show you all about that later. Okay. So here it is. So before I sign up here, I'm just gonna walk you through some steps. I've seen people show you how to drag and drop and create the landing page right here using the landing page feature on a, whatever.

[\(01:32\)](#):

That's fairly easy. The tricky part that nobody on the planet shows you how to do. And I'm gonna do right here right now is how do you get the lead magnet? For instance, this thing right here, the, this top 10 Facebook marketing tips, the, the free lead magnet. How do you get that into the email inbox of your subscriber? So I'm gonna show you that, but let me break out a chart first. So here's the chart and I'm

gonna expand it a little bit. Now you saw a chart almost exactly like this in the very first video tutorial of the AWeber crash course. Okay? Now this one is slightly different because in step four, there is no download page. So everything else is basically the same. I'll explain the difference and how to get it, the system to work for you. Okay. Step number one, opt-in page with an AWeber form created in AWeber and that webpage is hosted at AWeber.

[\(02:37\)](#):

So the Facebook opt-in page, Facebook report opt-in page, I just showed you that after you put your name, and email address, you're redirected to a thank you page that we also I'll show you how to create an AWeber tells visitors, go check your emails. That webpage is also hosted at AWeber. And obviously if you've got a free account, then that's for free. If you have a paid account, then this comes at no additional charge. The web page hosting. Okay. Step number three, you go into your email inbox. You click on the link inside the email to com... it's called the confirmation success page. It will bring you to that page. Once you click on the confirmation link, this is in your AWeber email. That's sent to your email inbox, the confirmation success. Now, this is why it's a little different than if you have your own website.

[\(03:29\)](#):

So if you don't have your own website, it's really difficult to have a confirmation success page. So I show you how to get the lead magnet to people just by having AWeber email the link to the lead magnet, to the inbox for your subscribers. So you'll see that in a minute. I'm gonna demonstrate that you're gonna get a confirmation success page that says, okay, go back to your email. One more time. This page, once again is hosted at AWeber. And when you go back to your email, not only will you already be a subscriber, you'll received your first email campaign, but that will have the link to the free report or the lead magnet. So hopefully you follow what I just did and let's get started. Okay. So here

we are. We're in step one. I'm gonna put my name in here. Gotta put the email address. This is my demonstration email account. Now I'm about to hit the submit button. The, let me have it button. It's gonna redirect me to a thank you page. That's gonna tell me to go check my email. So watch this 1, 2, 3, click.

[\(04:50\)](#):

There you go. Here's the thank you page. I also created this using the landing page feature in AWeber and I'll show you how to do that. And it's just saying, confirm your subscription, go to your email inbox, click on the button in that email, get the report. Okay. I showed you how to put the, I also will show you how to put the logo to your company there. This is my fake company, Jimmy Joe's marketing company. Okay, so now I'm gonna go to my Gmail account and see if the email was sent out by AWeber, deselect, and Bing Da bang Da boom. There it is. Response required. Please confirm your request for information. And this is from Jimmy Joe, right? As it should be. So I'm gonna click that to open it. I'm gonna click down here to confirm my subscription. This was all set up.

[\(05:37\)](#):

When I set up the email list, I have to have an email list in order to have an opt-in form to get on the email list. Right? So I covered that in the very first video of the AWeber crash course. But in any event, I'm gonna click it here. Now confirm my subscription. It's going to take me to step forward. I'm gonna bring up this chart one more time. It's gonna take me to the confirmation success page. There's no links in there and that page is gonna tell me to go check my email one more time. Okay. So here we go. This we're in step three. We're in step three. That's the confirmation email link, click on the link inside to get to the confirmation success page. So here we go. We're in step three. We're about to go to step four. And there it is.

[\(06:21\)](#):

This is the success confirmation page. The confirmation success page, the, your subscription has been confirmed. Please check your email. This is created automatically by AWeber. I put my logo in there. Now let's go to now to get the logo in here. I believe you need to go to list options, list settings, personalize your email, and there'll be a place in there where you can upload your logo in that way. It will go here, which is kind of cool. Now I'm gonna go back to my email account and Gmail. I'm gonna click on the inbox and bang da bang da da bum. Welcome to Jimmy Joe's here's your report. Okay, so hello. Willy Nilly that's the name I signed up with. Remember, thanks for being a loyal email subscriber. We appreciate hearing from you. Let us know if you ever have any questions. Thanks, Jimmy, Joe. Now I'm gonna click here, click here for your report and bang da bang.

[\(07:24\)](#):

Get a boom. There is the free report. That's how you get it to people. You put it in a link in an email. So where is this hosted? That's the question people always have. Well, in this particular case, I've got it hosted on my Amazon S3 account, which is dirt cheap. But if you want even cheaper than dirt cheap, if you want free, you can host your lead magnet in the cloud somewhere. You can use something, a company like Dropbox, they have free accounts. You can use Google drive. It has free accounts, or you can just use a search engine and search for free cloud storage. Since the, you know, the, the space that this, these tiny little lead magnets will take up any free account, you can use it with any cloud free cloud storage. Okay? So we're done with that, right? We're done with that.

[\(08:22\)](#):

Now what I'm gonna do is I'm gonna go back here and show you how to create your own landing page. So once again, we'll go back here. We started with the opt-in page. We filled out the form. It took us to the

thank you page. We got a confirmation email. We clicked on the link that brought us to the confirmation success page, which said, go check your email one more time. And we did that. And in that email was the free report. And the free report is there's a link in the email. The free report is actually hosted in the cloud somewhere. So you just need to find some free cloud storage, Google drive, Dropbox. Our examples, Amazon S3 is dirt cheap. Okay? So let's create the landing page. Here we go. now, as you can see, there's, there's a ton of templates. They are organized by, you know, however you want to, eCommerce. That's the other thing you can use eCommerce. So you can, let's just pull up an eCommerce one. How about this? If you wanna sell some kind of a product online, let's go with this payment plan donations, eCommerce offer. Let's preview this

[\(09:45\)](#):

Just to let you know, if you're selling something, you can set up your own Stripe account and this button will link directly to your Stripe account. And therefore the money will go when they click the buy button, they can use their credit card. The money will go to the Stripe account. And in a few days it will transfer directly into your bank account. If you want to use PayPal, there's no direct link. So what you would do is just create a button like this one and link it to the PayPal buy page. So you would have to know a little bit about PayPal to do that. You know, you'd click the, the buy button and there would be a link to that purchase page and PayPal, but we're not gonna do that right now. So let's go click back here. And like I said, lots of different landing pages let's go to opt-in. This is the one. Believe it or not, the Facebook landing page was created using this template. I got rid of this stuff at the bottom, changed. Some of the colors switched out the book for the Facebook report, switched out the text, put my own logo up there. And we were done. Now the template I'm going to use, let's I'm gonna go back to all templates and the template that I'm gonna use for this demonstration.

([11:08](#)):

Let me just scroll down. It's usually right next to this one. And so here it is preview and there it is. I'm gonna put my own logo here, the, my own image for the free report. Get rid of some stuff, tweak it and we'll be done. So let's just go there, click choose. Alrighty. So first thing let's just switch out the logo. You know what, first thing let's give it a name because I always forget to do that. Okay. So we're just gonna call this the 'Anti-Anxiety Free Report'

([12:02](#)):

Okay. So that's the name of the page? The landing page. You can see all changes have been saved. They're saved automatically. So you don't need to click the save button. You just click the save button at the very end, when you're done done, and you're ready to exit the screen. Other than that, the changes are saved automatically. Okay. So let's go to the logo, click there, image gallery. You can upload it from your computer hard drive. Obviously I've already done that. It's in the image gallery. Now that we're in the image gallery, I wanna remind you that there were over 6,000 there, 6,558 royalty free images that you can use without violating any copyright laws. They're all sorted. You can use them in any of your emails. They're sorted by, you know, business and finance, science, technology, health, and fitness, et cetera.

([13:03](#)):

I'm gonna use my image because that's where my logo is. I'm gonna go to last and I'm gonna just click once there and I'm done. So there's my logo. If I wanna resize it, I have that option. Also, when you're dealing with the logo for sizing, I like to click auto width, just click auto width. And that way it says right there, your image will resize based on the width of the browser People view your page on, and that could be helpful when you're in mobile devices, et cetera, et cetera. I don't find any need to click full width on mobile. That's up to you. Okay. So let's go back and change out this image. Once again, I believe that's you can

upload it from your hard drive. I believe I've already uploaded that into the image gallery. I'm gonna go back to page one and there it is.

([13:57](#)):

I'm gonna click it once and there it is. Awesome. So this is the free ebook or the free report that I'm giving away. Now, in this case, you might be like, well, where am I gonna get a fancy giveaway like that? Well, this particular PLR, private label rights product has a 98-page ebook on how to overcome and deal with anxiety. But it also gives you a free lead magnet that you can give away to build up your email list. So then you can turn around and offer to sell the book, which is 98 pages. So this is like 38-pages and the actual ebook is 98 pages. So if somebody signs up to get this free ebook, they probably have an interest in reducing stress and anxiety in their life. And so they're a great audience to try and sell the book to. So when you have PLR, gotta be aware most of the time, you can't just give it away.

([14:58](#)):

Sometimes they'll let you give the PLR away. You just need to see what your rights are. And many times the PLR will give you a lead magnet that you can give away for free to build up your audience. You can turn around and sell the PLR product to. So there you go. That's where I got that from. And you can too right here. I'm just gonna change this out. I usually leave the first letter in there to make sure that I preserve the font size style and family. And I'm just gonna put in here how to, and let me, so I'm gonna get rid of the a, now that's just a little trick I use. You don't have to, how to, how about, how, about how to easily overcome anxiety? Okay. That looks great. Okay. Now I'm gonna, instead of typing out the text here, like I just did, I'm gonna paste in some text that have already typed out. So I'm gonna open up I'm in notepad plus, plus

([16:10](#)):



I'm gonna press control C to copy on a PC, on a windows machine that would be command C on a Mac. I'm just gonna paste that in control, Victor to paste, you would do command V on a Mac. I'm gonna hit the delete button. I'm gonna click up here so we can see that clearly. And I'm just gonna get rid of this. If you wanted to add another bullet, you would just hit return more stuff coming. Okay. In this particular, in instance, I'm gonna just delete all this. So I'm gonna hit the backspace or delete. We got rid of that. I'm gonna hit backspace again. Okay. Things are looking pretty good. All right. Now what I'm going to do is just change the background. So I'm gonna click in here, make sure I'm in page, right? And I'm going to go to background. If you want to add an image for a background, you can, or the image could just have kind of like a texture to it to make things interesting. That's up to you. I'm gonna just change the color and let's go with maybe a darker purple. Anyways. The important thing is you can go change the color and here to change the shade of purple. Once you've changed it, just click on the white space and that locks it in looks good. Now I need to change the button color. So I'm gonna click on the button right there.

([17:42](#)):

I'm gonna make the edges right up there instead of square. I'm gonna make it rounded. It makes it look a little more sophisticated. I'm padding don't necessarily need that. I'm gonna have the alignment to the center. Okay? The color of the button let's click. Okay. Let's click with a dark purple, maybe kind of more of a purple like that. Then click in the white space to select it. Now I'm gonna click a hover color and let's go with a lighter, like I said, you can drag it around here, click the white space and what, there's the color? There's the hover color. So when I hover the mouse over it, it changes color, which is fine. I think that's a cool little effect. Okay. So looking good so far. I want to get rid of this right here. These are the social media icons. So why would I wanna do that?



([18:39](#)):

After there are billions and billions and billions of web pages out there. So now that they're on my opt-in page, my landing page about to gimme their information and get on my subscriber list and be a, an email subscriber for life. I don't want them to go to Facebook or LinkedIn, Twitter, YouTube, and get distracted and never come back. So I'm gonna delete that. I can delete the element in here. These are the different elements that you can add, including video, which is really cool. Or in this case, there's a little trash can there so I can delete the whole row. I'm going to do that right now. Now I don't need or want this. I cannot delete the row. There's no trash can there, but I can delete this element. So I'm just gonna do that right now. Click delete. All right, we've taken care of that.

([19:23](#)):

Now I'm going to click inside. This is the submit form. I'm gonna scroll up and I'm at the form. It says it right there, right? If I wanna change the name, I can edit it to say first name, only best name, whatever I can remove it and only require email. I like to leave it in there. If that's my personal preference email, you can edit that to say best email. That's up to you. If you want to add a form field to require them to give you a, a phone number or a city state country, or website, that's up to you. But please remember the more information you ask of them, The less likely they are to fill out the form at all. Let's show the privacy policy. That's right there. That's kind of cool. You can change labels and excuse me, font family and all that good stuff.

([20:18](#)):

Text, color. I like white. Let's just leave that. What we need to mess around with right now is submission. So let me click there so you can use this simple, thank you page. If you want, I'm gonna click here to give you a preview. This is what it looks like. You're almost done. Activate your subscription. We've just sent you an email, go and click

on it. I'm sure you've all seen this at one place or another. There's also, if you've already subscribed, if you've come back to this page a second time and you're already subscribed, you will get this saying thank you for signing up. You're on the list, but you're already subscribed. This is for someone that's already subscribed. I just keep it on simple. But this one, the thank you page. I like to use custom. I like to use a custom URL and I'll show you how we're gonna do that in a minute for the tags, I could put anti-anxiety report. That's the tag. So once they're on their list, once they're on my list, I know exactly how they got there. Now I'm just gonna hit, hit, enter or return, and it creates the tag. All righty. We're done for now. Quick preview looking pretty good. So now I'm gonna save an exit and create the thank you page using the landing page feature.

([21:51](#)):

So how do I do that? Okay. Create a landing page. The thank you page I want is not in. Thank you pages. That's a nice one, but I like to use the thank you page that I find under opt-in, or you can just click on all templates and scroll down until you find it. This is the one I like confirmed opt-in so I'm just gonna choose that.

([22:15](#)):

Okay. Once again, let's just add the logo. We're gonna go my images. We're gonna go to last. I'm gonna click on the logo and it's done. Remember you can always resize it for the sizing. Once again, I just like auto width. Everything else, you really don't need to touch anything else. You're almost done. Confirm your subscription, check your email inbox, get the exclusive content and goodies we have to offer. They are awesome. Just letting you know, you can modify it. If you so choose click in the white space, I'm gonna go down here once again. I can't delete the row, but I don't want people to go at this point. I want them to go back to their email inbox and confirm. I don't want them going to my Facebook page or my YouTube page. So I'm gonna click delete, and

I'm gonna do the same thing right there and get rid of this AWeber thingamajiggy. All righty, we are done. So I'm gonna click save and exit for settings. I don't really need to mess with any of that right now. Yeah, let's just skip that stick with design, click, save and exit.

[\(23:30\)](#):

Once again, I forgot to put the title in. So I'm just gonna click here. This was created one minute ago. I know this is the one. This is the thank you page I just created. So I'm gonna give it a name I'm gonna put thank you. And I'm gonna put "Thank You Anti-Anxiety Free Report" and the reason I do that is I can end up creating more than one. Thank you page for more than one opt-in landing page. So I need to keep track of it all. So I'm just giving some descriptive information about that. Thank you page. I'm gonna click save and exit and there it is. It's right there. I need to publish this. I'm gonna publish it and notice how it doesn't have a URL or web address just yet. So I need a click publish to get that I'm gonna click done, and I need to do the same thing for my anti-anxiety free report, which is right there. So I'm gonna click published. There's no URL, there's no web address for anybody to visit because it's unpublished. I'm gonna publish it and it's gonna create a web address. I'm gonna click done. Now that it's done. I need to go edit it and add the thank you page where the custom URL for the thank you page belongs. So I'm gonna click here to edit it. I'm editing the landing page.

[\(25:00\)](#):

I'm going down here. I'm gonna click inside the form here anywhere inside the form is fine. Make sure you're in form. Go to submission for thank you page. You know what? I didn't copy the URL for the thank you page. So let me just go back and do that right now. Let's just save and exit and I'm gonna click copy URL from no, no, no. I want to go the thank you page. Copy that URL. And then I'm gonna go back to the anti-

anxiety free report landing page, click anywhere inside the form. Make sure you're in the form. Click submission

([25:54](#)):

For thank you page. I'm gonna put the custom URL and that would be right here. Control Victor to paste on a PC command V on a Mac. I do not want to click open it in a new window. I don't see any point in that. I'm gonna click already subscribe page. I'm just gonna click that. I've got the tag set and I'm going to click save and exit. And there we are. Now we didn't, we just made some changes to this landing page, but we didn't lock them in because they're unpublished changes. So I'm just gonna click publish again. Now on the right hand side, it gives you a little glimpse of it will look like in a mobile. I'm gonna give you another \$20 tip and show you how you can check it out in a website that will give you an idea of how it'll look in all different sizes of mobile devices, such as phones, tablets, laptops, et cetera. Okay. So at this point, we're going to click on this link right here and here's the opt-in page. We just created. Everything's above the fold. That's why I chopped out that cut out the unordered list. So everything's above the fold. Nobody needs to scroll down. They just need to put their name in there. I'm just gonna call the name Billy Bob. And I'm just gonna make up an email address right now, cuz I'm just showing you how it gets to the thank you page. I'm just gonna call it one, two, three X, Y, Z at yahoo.com.

([27:48](#)):

I'm gonna click sign up and it should redirect me. Let's go back here once again. We're on step one, opt in, right? And once I click the submit button, it's gonna take me to the thank you page. It's gonna send an email out and then all this other stuff, we've already covered that at the very beginning of the video. So we're not going over that again. I just want you to see that this does work, click sign up. Now this will never happen to you. It's happening to me because I've used the same email address to sign up for the form more than once today in the last hour in

preparation for this video tutorial. So I'm gonna click, I'm not a robot. This will not happen to your clients or your subscribers when they're using AWeber when they're using the landing page opt-in feature. So let's just go here

[\(28:42\)](#):

And there you go. This is the thank you page right down here. It said they're awesome. Remember we edited that. You're almost done. So what I would do now, once again is I would just go back to my email, click the confirmation link. It would say you're confirmed, go check your email. And then I would get an email with the link to that anti-anxiety report, which I could download the anti-anxiety free report - Lead Magnet. I store in the cloud on Amazon S3. You might wanna store at Dropbox or at Google drive or some other free cloud storage place. Now I did say that I was gonna show you how to shorten this URL. So let's go up here. I'm gonna click this again.

[\(29:34\)](#):

Alrighty. And we're on page. Let's go to page settings and this is the preview URL rather long and complicated and unwieldy. Now, if you have a WordPress website, you can click here and find out how to integrate that. I will probably show you how to do that in the AWeber advanced course, but I'm not doing it right now because I'm trying to shorten the length of this video. And I'm just trying to get people started and out the door with an opt-in form so they can start building their list and making money immediately. Same thing with custom domain. We're not gonna cover that. I'm gonna go with an AWeber domain because it is free. So how do you do that? Customize the subdomain. You're gonna click here.

[\(30:23\)](#):

All right. And then you're gonna scroll down. You're at my account. You're gonna scroll down and it says AWeber subdomain. Now I've

already chosen Jimmy Joe's that's based on my fake company, you would put on in whatever name makes sense to you that may or may not be related to your company. Now I'm gonna click here. I have two changes left. This is just letting you know that you can't keep changing this over and over again. You only get three tries. You get your first try and then two changes, right? So I'm just leaving mine at Jimmy Joe's. I'm not gonna change it. These give you the specifications of how long and what characters and stuff you can use. Okay? So that will give you the cool Sub domain. And it kind of gives the path, the path to your landing page. I'm about to add the path I've already done this and you will do that by going to this page yourself. So let's go back to landing pages. Let's go to anxiety, free report, click on the title to edit it. Let's go to page we're in page settings and what I'm gonna do. I'm not gonna set the custom page path as a homepage. I'm not doing that. But what I am going to do is just add a little bit to the URL or the web address. And this is gonna be, I'll just call it 'anti-anxiety-free-report'

([32:00](#)):

Okay? So this was which you'll see at the end of the URL for this page, which is hosted by AWeber. So I'm gonna click save and exit.

([32:23](#)):

Now We have some unpublished changes. We made changes to the URL right here. This is long and it's unwieldy. Once I click publish, it will turn into the shortened URL. So it's got Jimmy Joe's dot aweb dot page. I set that up prior to shooting this video. I only got two chances, so I can't keep changing it every time I wanna do a demonstration video, I'm gonna click publish and this URL is going to change. So I'm gonna click publish, and you can see how now I have a short, cool URL. And when I say cool, I mean, considering it's free, you didn't have to pay godaddy or a domain name registrar for the domain name. You didn't have to pay a web hosting company. Everything is free and provided by AWeber. And there's the URL that you can paste in share in Facebook,

LinkedIn, Twitter, YouTube, your emails, whatever you want to do, it's kind of a little bit, looks a little neater and cleaner. Let me show you that it still works. I'm gonna click on share. Obviously you can share it here directly. I'm gonna copy the URL or web address for this page and I'm gonna hit control Victor. There it is. There's the URL that we created for the page that we created. I'm gonna hit enter. Awesome. And this is how it looks in a desktop. Now, what I want to do is show you how it's gonna look on different types of mobile devices. So I'm gonna click here

([34:06](#)):

Now, me sharing this website with you. I consider a \$20 tip. So I'm gonna paste in the URL controlled V to paste, command, V on a Mac. I'm gonna hit go. And when I hit go, it's gonna show you how it looks on different types of smartphones and mobile devices. So that's what it looks like on an iPhone expensive portrait with 375 and you can scroll down and you can see, it looks quite beautiful, quite neat and clean. Awesome. This is what it looks like in, you know, whatever they call that landscape view. Nice. And these are the different devices. There's an Android, Android, horizontal landscape view landscape view, and it goes all the way down to tablets. So this is what it looks like in a tablet. Very cool. Right? And this is a tablet with the landscape view. Very cool. Very cool. Absolutely love

([35:09](#)):

the fact that AWeber is giving you the ability to create your own opt-in page. So you can start building your email list for free. If you have a free account, you don't even have to pay for the AWeber. If you're paying for the AWeber, you don't have to pay for hosting. You don't have to pay for a domain name. You don't have to build a website. You just need to create your opt-in form. Start building that email list immediately. As I've said in earlier video tutorials, the only regret that any list builder ever has is that they didn't start sooner. Okay. I hope



you found this helpful take care, have a great day and I'll see you in the next video.