

Email Marketing with Aweber

Create Successful Email Marketing Campaigns
with Aweber Autoresponder Service

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Introduction

How many times have you heard someone say, “The money is in the list” or “You need an autoresponder”? You’ve probably heard it quite a few times, at least if you’re trying to make money online.

When I started building my ghostwriting business, I heard those two statements repeatedly. But I had no idea *how* to build a list or set-up an autoresponder. Knowing what to do isn’t the same as knowing how to do it.

And honestly, the thought of using an autoresponder and building a list scared me. I worried that I’d have nothing to say. I worried that my subscribers would get bored and unsubscribe. And I was sure I would make a mess of setting-up the autoresponder.

During a serious slowdown in writing assignments, I decided to take the plunge. A dwindling bank account provides amazing motivation.

So I got an autoresponder, built a simple landing page, and started collecting leads.

To make a long story short, it took me less than a week to build a list of qualified leads and start getting assignments. I realized had I been building a list all along, the dry spell never would’ve happened.

All it took was an autoresponder, a lead capture page, a few articles, and two Craigslist ads. I wished I hadn’t waited so long to take action.

How an Autoresponder Can Boost Your Business

Just about anyone with an online business can benefit from having an autoresponder. If you plan to do any type of email marketing, then an autoresponder is practically a necessity. Is it absolutely necessary to have one? No, it's not. If you're not concerned with building a list, then you can do fine without an autoresponder. But if you want a list, an autoresponder is the best way to go.

An autoresponder will help you compile a list of clients and prospects interested in your product or service. You can then use this information to create email marketing campaigns.

Research shows that most people don't buy the first time they visit a site. It can take up to 7 visits before a person decides to make a purchase. But what if they don't come back to your website? You can use an autoresponder to take your website to them.

In other words, you don't have to hope they'll come back to your site on their own. With an autoresponder, you can send a series of "friendly" reminders. Consider this example:

Your site without an autoresponder:

Customer A visits your site. He found your link by chance during a Google search. He's looking for new anti-virus software, and your product may be just what he needs. But before he can read more about your product, he notices the time and runs off to do errands.

Two weeks later he remembers seeing your product, but can't remember its exact name or website. So he decides to get a more well-known anti-virus product because he remembers the website.

Your site with an autoresponder:

Customer B visits your site. She found your site by chance during a Google search. She needs anti-virus software, and yours looks pretty good. The customer also joins your list because she wants your 7-part email course on computer safety. She's not ready to buy, so she makes a mental note to visit your site again.



A week later she's forgotten your product. But when she checks her email part one of your computer safety course is waiting. Your tips are very helpful. And you always include links to your products in every email, just in case subscribers are ready to buy. So Customer B clicks the product link and makes a purchase.

See what a big difference an autoresponder can make? There's a saying that goes "The fortune is in the follow-up". That's often true for any online business. You may not get a customer to buy from you immediately, but staying in touch makes it more likely that they will.

And the best thing is that you can create your autoresponder series, schedule delivery, and move on to something else. Just make sure each of your autoresponder messages provides useful information, but also include links to whatever you're trying to sell.

Using an autoresponder is worth it when trying to build a list. You'll be pleased with the results. However, remember that you'll still need to drive traffic to your site. So don't get an autoresponder and expect it to work miracles. Marketing is still very important.

Three Benefits of Using an Autoresponder

If you've ever joined an online mailing list, and received an instant opt-in confirmation email, then you've seen an autoresponder in action. You triggered the autoresponder to send the pre-written message when you joined the list.

An autoresponder is a program that sends a pre-written message in response to an incoming email. Online businesses use autoresponders to collect contact information from website visitors. It's a great way to build a list of people interested in your product or service.

Benefit Number One - You Make Money



The purpose of building a list is to get a group of interested prospects in one place. These aren't random people who just happen across your website. People who join your list are already interested in what you're offering. And those are the folks who can make or break your online business.

Think about the potential customers or clients visiting your site daily. They may not return. And if you don't collect their information, there's no way to contact them again. That problem is eliminated when you use an autoresponder.

Once a person joins your list, you're free to send them follow-up messages. They'll remember you and may make a purchase.

Remember: Your sales will eventually increase if you stay in contact with your list. Just because a person hasn't purchased anything doesn't mean they won't. It's your job to stay fresh in their minds.

For example, pretend you have a candle making business. You could inform your list of product discounts. Or do an autoresponder series on something like candle making techniques. Each time they read one of your messages, there's a chance you'll make a sale or get an order.

A word of caution: No one wants to get bombarded with blatant sales pitches every single day. Even though your subscribers agreed to your mailings, they can still report you for spamming. Make sure each message you send to your list has something of substance. And you may want to limit your mailings to once or twice per week.

Benefit Number Two - You Save Time

You must stay in touch with your list. The importance of that has already been discussed. But the great news is that you can pre-write your messages and have them delivered later. Isn't that neat?

You write the messages and schedule delivery. The autoresponder takes over from there.

Can you imagine how time-consuming it would be to sit and send dozens of individual emails? Thankfully, the autoresponder was invented to save your butt and eyes from that daunting task.

You also won't waste time entering contact information into a database. When a person joins your list, the autoresponder automatically adds their information. You only manually add people when you want to.

Benefit Number Three – You Connect with Customers and Clients

You probably get the point already, but I'll say it again: Having a list helps you make a connection with your customers and clients. It also helps you make a connection with potential customers and clients. That's important because it allows people to remember you. It allows you to humanize yourself.

Don't you feel better doing business with someone who shows an interest in you? And isn't it easier to remember a business that periodically shows up in your face? It could be with a television ad, a radio spot, or an ad in the Sunday paper. Businesses advertise because it works. Building a list gives you a way to advertise directly with people who are interested in what you have to offer.

Picking an Autoresponder

Finding the right autoresponder service isn't always easy. There are a few to choose from, and most of them offer a range of prices and features. Before you decide on an autoresponder, you should think about your needs. How much do you want to spend? How many lists do you plan to build? Etc...

The autoresponder will be an important part of your business, so you want to get one that's reliable.



Should You Rely on Your Website's Autoresponder?

You may not know this, but many web hosts provide standard autoresponders. You probably have one hiding away in your website's control panel. In version 10 of cPanel, the autoresponder option is listed under the email management tools.

So you're probably wondering why you can't use the autoresponder you already have. Well, you can use it. And there are people who do just that. But in my opinion, it's not good for building a list that you need to contact regularly.

Here's the reason why:

A standard autoresponder doesn't allow you to schedule a series of follow-up messages. You'd have to do everything manually. Does that sound productive to you?

Do yourself a favor and pick an autoresponder that makes your job easier. A standard autoresponder is best for things like letting people know you're on vacation or out of the office. You need more power than that to build and stay in touch with a list.

Creating Your Autoresponder Message with AWeber

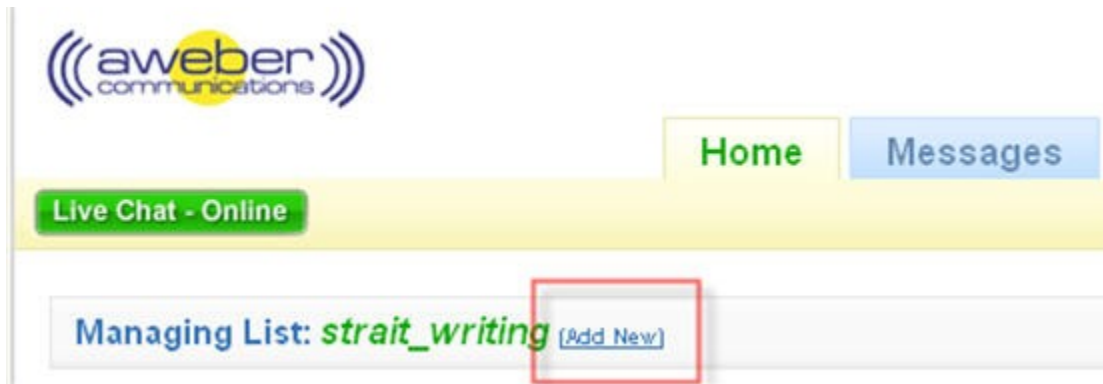
The tutorial section of this report uses [AWeber](#). It's the service that I use and have used for two years. I haven't had any problems since opening my account.

I recommend [AWeber](#) to anyone who needs an autoresponder. But two other well-known autoresponders are: [Email Aces](#) and [Get Response](#). You can check them out if you like.

Creating a Basic AWeber Autoresponder Campaign

Step One. Create Your AWeber Account and Create a List

As you can see, there's already an existing list. Ignore that one. Click the option that says "add new".



Step Two. Create Your New List

After you select "add new", you'll go to the "Manage Lists" screen. This is where you actually create your new list. You can also deactivate lists you're no longer interested in maintaining. But for this tutorial, you'll want to click the green "create list" button.

Manage Lists:

Add new lists and deactivate lists that are no longer being used. If you do not see a "Create List" button please [contact support](#)
Note: A deactivated list will be completely deleted after 30 days. It can be reactivated any time within that 30 day period.

Pkg #	Package Name or List Name	Actions	Includ
316368	Unlimited Autoresponders	Create List	

Step Three. Name Your List

On the next screen, you name your list and provide a description. This comes in handy when you have more than one list. The list created for this tutorial is called "abc_123". And the description says "Learn How to ABC 123". Leave "multiple unsubscribe" and "open rates" checked. Click the green "save" button when you're done.

List Settings:
Basic options and customization settings for this list.

List Name:	abc_123 @aweber.com Up to 15 characters with letters, numbers, or hyphen. Example: send-info
Short List Description:	Learn How to ABC 123 The description will be viewable on your unsubscribe page.
Multiple Unsubscribe:	<input checked="" type="checkbox"/> Allow leads to unsubscribe from more than one list at a time. This option affects the remove page for all of the lists in your account. Disabling this potentially violates the 2004 Federal CAN-SPAM law.
Open Rates:	<input checked="" type="checkbox"/> Enable tracking of HTML message open rates.

[Save](#)

Note: Multiple unsubscribe allows list members to unsubscribe from more than one of your lists at a time. Open rates allows tracking of HTML message open rates.


Step Four. Enter Your Company Information

After naming your list, scroll down to "Company Branding". Input your company name, location of your logo, website address, and divider (optional). The purpose is to customize your subscribe, unsubscribe, and opt-in pages. Click the green "save" button when you're done.



Company Branding:

Enter company information to brand various subscriber pages such as the unsubscribe link and verified opt-in confirmation pages.

Company Name:	<input type="text" value="ABC 123 Company Inc."/>
	Example: ABC Company, Inc.
Logo URL:	<input type="text"/>
	Example: http://www.abc-company.com/logo.gif
Website URL:	<input type="text"/>
	Example: http://www.abc-company.com
Divider HTML Color:	<input type="text"/> 
Preview unsubscribe page formatting.	
<input type="button" value="Save"/>	

Step Five. Reply Address

Below the branding section you'll see "Reply Address". Enter the email where you want to receive subscribe / unsubscribe notifications.

Reply Address:

Provide a valid visible "From" address that is checked regularly for sent email campaigns and receive notifications when new subscribers join your list.

Email Address	Name	From/Reply	Notifications	
<input type="text" value="t.cherly@yahoo.com"/>	<input type="text" value="T. Cherly"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="button" value="Add"/>
				<input type="button" value="Save"/>

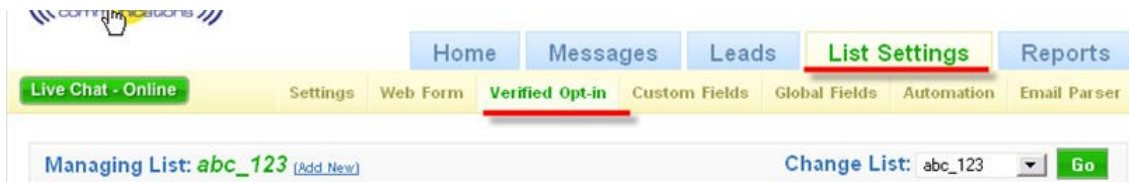
Check the "from/reply" box so the email you entered will appear in the "From" line. Check "notifications" so you can be alerted when a subscriber joins your list or unsubscribes and leaves a comment. Click the green "add" and "save" buttons when you're done.

That's it. You've created your first list. Now it's time to set-up your opt-in message.

Creating Messages

Creating Your Opt-In Message

Go to the “List Settings” tab at the top of the page and click “verified opt-in”. People joining your list will receive a confirmation email asking them to verify their request. This is where you personalize that email.



Verification Message:

Customize the verification template at the end of this page with a personalized first paragraph up to 500 characters and 10 lines. Choose from a pre-approved verification subject line or enter your own custom subject line to be approved by our staff prior to usage in any outgoing verification messages. Until your custom subject is approved, the pre-approved subject that you select will be used by default. See our FAQ [for information about verified opt-in](#).

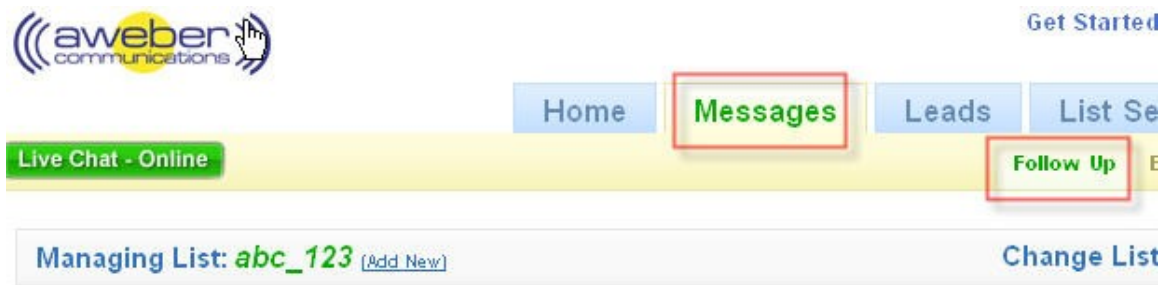
Subject: Click to Edit	Subject: RESPONSE REQUIRED: Confirm your request for information from (listname)@aweber.com
Intro: Click to Edit	We received your request for information from the abc_123 group. Before we begin sending you the information you requested, we want to be certain we have your permission.
Body Text: Cannot be Edited	----- CONFIRM BY VISITING THE LINK BELOW: http://www.aweber.com/z/c/?xxxxxxx Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser. ----- If you do not want to subscribe, simply ignore this message.
Closing: Click to Edit	Thank You, ABC 123 Company Inc.

Save

You can customize the “subject”, “intro”, and “closing” lines. Simply choose the “click to edit” section to make changes. You can also leave it alone and use the default information. However, you can never edit the body text. Click the green “save” button when you’re done.

Creating Follow-Up Messages

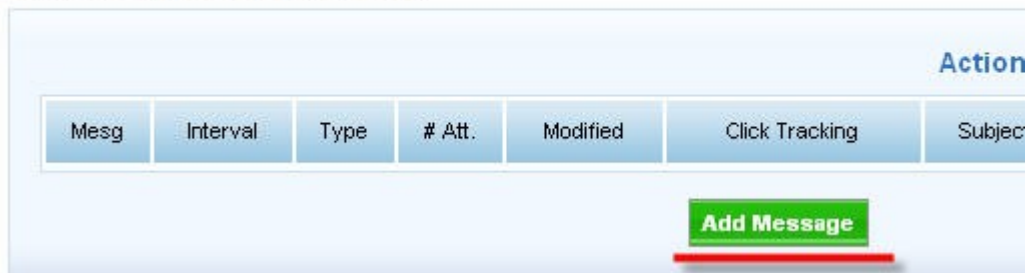
The next step is to create a group of follow-up messages. Go to the "Messages" tab and click "follow-Up".



Then scroll down to "Follow Up Messages" and click "add message". You will be taken to the "Create a Follow Up Message" screen.


Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 0 r simply click and drag it to the new location.



The message you create in this step will be sent as soon as a person confirms their subscription. If you promised a free download for joining your list, include the download link in this first message.



Message:	#1 sent immediately.
Click Tracking:	<input type="checkbox"/> Enable tracking of click on links in your message.
Templates:	<div style="display: flex; align-items: flex-start;"> <div style="border: 1px solid #ccc; padding: 5px; width: 250px;"> -- Basic Plain Template - (none) Bookend - Clover (green/tan) Bookend - Majesty (red/tan) Bookend - Royalty (blue/tan) Bookend - Wheat (brown/tan) Clean - Construct (orange/blue) Clean - Hallow (green/orange) Clean - Ice (blue/teal) Clean - Sand (red/tan) Clean Room - Bubble Gum (red/grey) </div> <div style="margin-left: 20px;">  <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center; width: fit-content;">Load Template</div> </div> </div> <p style="margin-top: 10px;">Hide Templates</p>
Personalization Fields:	<input type="text" value="... Insert Field ..."/>
Subject:	<input type="text" value="Insert Your Subject Here"/> ABC ✓
Plain Text Message:	<div style="text-align: right; margin-bottom: 5px;"> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center; width: fit-content;">Wrap Long Lines</div> ABC ✓ </div> <div style="border: 1px solid #ccc; height: 20px; width: 100%;"></div> <div style="text-align: right; font-size: small; margin-top: 5px;"> < RECOMMENDED WIDTH </div>

The “Click Tracking” option lets you see how many people actually click your link. You can customize the template or use the default.

Enter your subject in the space provided, and enter the message in the “Plain Text Message” field. Also make sure to click the green button that says “Wrap Long Lines”. This keeps your messages neat and within a reasonable width.

You can also personalize the message by choosing one of the options in the “Personalization Fields” dropdown menu. For instance, choosing “firstname_fix” will include the first name the person provided when they completed your opt-in form. This is a nice touch, but it looks odd when someone provides a fake name.

I recommend you check your Spam Assassin score. You can do this by selecting “Analyze” located below the HTML text editor. This step is optional, but it protects your message from being flagged as spam.

When you're done customizing your message, click the green "save" button. This takes you to the "Follow Up Messages" screen where your newly created message will appear on the list.

Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 1 messages. To move or reorder follow up messages simply click and drag it to the new location.

Actions: <input type="text" value="Select Action..."/> <input type="button" value="Go"/>										
Msg	Interval	Type	# Att.	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text	0	12/12/07	off	Learn	0.4	<input type="button" value="Test"/>	<input type="button" value="Copy"/>	<input type="button" value="X"/>

It's a good idea to test each message you create. AWeber will send you a copy of the message so you can see what it looks like. That's also a good time to double-check links and spelling. You can also erase messages you decide you don't want.

Returning to my ghostwriting list, you can see what a group of messages looks like. They can be reordered, edited, or deleted.

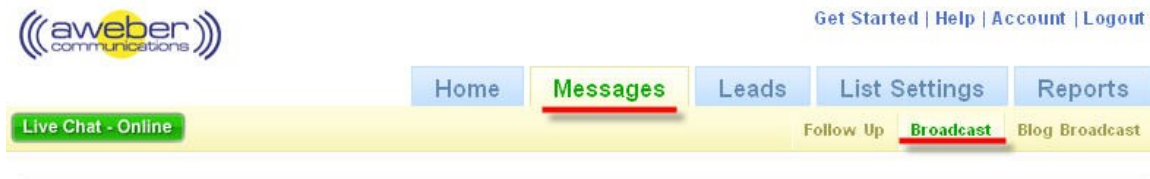
Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 3 messages. To move or reorder follow up messages simply click and drag it to the new location.

Actions: <input type="text" value="Select Action..."/> <input type="button" value="Go"/>										
Msg	Interval	Type	# Att.	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text	0	08/02/07	on	{firstname fix}, Here is Your Ghostwriting F.	0	<input type="button" value="Test"/>	<input type="button" value="Copy"/>	<input type="button" value="X"/>
2	4	Text	0	08/02/07	on	{firstname fix}, How to Get a Good Start wit	0	<input type="button" value="Test"/>	<input type="button" value="Copy"/>	<input type="button" value="X"/>
3	5	Text	0	08/02/07	on	{firstname fix}, How VWill You Market Your Ir	0	<input type="button" value="Test"/>	<input type="button" value="Copy"/>	<input type="button" value="X"/>

You also must remember to schedule the intervals between messages. How many days after message #1 should message #2 go out? Sending messages too often may annoy your subscribers.

You can send your list a “one-time” message by creating a broadcast. The steps are the same as creating a normal message, except you choose “Broadcast” instead of “Follow Up” in the first step. This is the method I use most often.



Just Say NO to Spam – Writing Your Message

One of my biggest fears about building a list was that I’d have nothing to say. That fear was forgotten when I realized I could say anything I wanted – as long as it was on topic.

I once took a chance and sent an off-topic message. My subscribers weren’t too happy about it. Of course, I never did that again. There are also some things you should avoid to keep your messages out of the spam filters.

1. Never use all caps in the subject line or body of the message.
2. Avoid words like “free”, “advertisement”, “enlarge”, and “penis” in subject lines. To avoid spam filters, some people will type “fr.ee” or “fre.e”, etc... But that doesn’t always work.

Here’s a basic template to follow when writing your messages:

1. **Include a compelling subject line.** People must want to open your message. Make sure it doesn’t sound like spam, and be as specific as possible. “Get Rich Overnight” sounds like spam, but “Learn to Attract More Clients” is descriptive and understated.

2. **Include a good opening sentence.** Which opening sentence would you rather read: “Buy my stuff now for \$125 and make a lot of money” or “Read this email and learn how to increase your sales by 50 percent”?
3. **Straight-forward paragraphs.** Get right to the point. Tell the subscriber why you’re writing, and tell them what you want them to do (if anything). In other words, don’t send a message just to chat about what you had for dinner. You can tell them what you had for dinner, but you must also have something important to say.
4. **Be casual.** Pretend you’re writing to a friend. Don’t sound like you’re writing a college thesis.
5. **Repeat the benefits of your product or service.** You can casually remind subscribers how they’ll benefit from your product or service. One way to do this is by placing a small blurb within your message. For example, at the end of one of my broadcast messages I wrote “For professional ghostwriting visit www.michellestrait.com”.
6. **Talk directly to the subscriber.** Use the word “you” often. Make the subscriber feel like you’re talking directly to them and them only.

Put the Opt-In Form on Your Website

All of your work will go to waste if you don't include an opt-in form on your website. That's the only way people can sign-up for your offer.

Getting the opt-in form in place is more complicated than preparing the messages. It's not difficult, but the slightest mistake can cause your form to work incorrectly or not at all. It took me a few tries before I got everything together.

I'll show you how to set-up a basic form, but there's a terrific online tutorial that walks you through the form creation process. Actually, it's more detailed than my little tutorial. You can find it at: [Form Tutorial](#).

Basic Opt-In Form Tutorial

The first step is to click "List Settings" and chose "web form".



Continue to next page

Next you see the “Form Details” area where you input your form information. It’s important to decide how you want the form to appear on your page. I always choose “in-line” forms that appear within the body of the page. But as you see in the Form Details area, you can choose from a variety of form types.

1: Form Details 2: Design Form

Form Name: Appears only to you.

Type:

- In-line** - Appears within the current web page body.
- Pop-up** - Pops up in a new window.
- Pop-under** - Opens a new window underneath the current window.
- Exit Pop-up** - Like pop-up, but the new window appears when the visitor leaves the current page.
- Pop-over/Hover** - Appears to hover within the web page. Usually unblockable.

Thank You Page: Open in new window?

Forward Variables: Post CGI variables to the thank you page? (If you don't know what this means, leave it unchecked.)

Already Subscribed Page:

Ad Tracking:

Start on Message: [Default] 1 autoresponse

Next

When you’re done with the form details, click the “next” button to go to the “Design Form” section.

Web Form Edit:

1: Form Details **2: Design Form**

Fields:

Name:

Age:

Add New Field

Field Name: Subscriber Update: **Add**

Preview:

[If you want to add a headline, click here]

Email:

Submit

This is where you set-up the information subscribers will enter into your opt-in form. Look at the "Fields" section on the left side of the graphic. The "name" field is there by default. I added the "age" field by going to the "add new field" section and clicking "Add".

The preview section on the right gives you a basic idea of what your form looks like. The "email" field is there by default because it's mandatory information. You can also add a headline that will appear with your opt-in form. If you do want a headline, just type it in the section provided.

To get the information from the "Fields" side of the form to actually appear in your opt-in form, manually drag it to the "Preview" side.

The screenshot shows a two-pane interface for designing a form. The top navigation has two tabs: "1: Form Details" and "2: Design Form", with "2: Design Form" being the active tab. The left pane, titled "Fields:", contains a section for adding new fields. It features a dropdown menu labeled "Add New Field" and a form with two input fields: "Field Name:" and "Subscriber Update:". The "Subscriber Update:" field has a checkbox. A green "Add" button is positioned to the right of the "Field Name:" input. The right pane, titled "Preview:", shows a preview of the form. It includes a headline placeholder: "[If you want to add a headline, click here]". Below this are three input fields labeled "Email:", "Age:", and "Name:". At the bottom of the preview is a grey "Submit" button.

When you're satisfied with your form, click the green "save" button. You'll then be returned to the "Web Form" page. You'll see your newly created web form in the list. You can preview your form to see what it looks like or go ahead and click "Get HTML"

Clicking "Get HTML" generates the code you need on your website in order for the opt-in form to appear and work correctly. You copy and paste the code directly into the HTML code of your website.

Web Forms:

Turn off any pop-up blockers before using this page. The web form wizard allows you to create hover pops that are immune to pop-up pop-ups, exit pop-ups, pop-unders and standard web forms placed within your webpage. If you create more than one web form you have the opportunity to split test different forms on your site automatically and decide which form is the best to use.

Note: Statistics are delayed up to 10 minutes.

Name	Type	Displays	Subscribers	S/D	Unique Displays	S/UD	Preview	Get HTML	Copy	Reset
No name	inline	0	0	0.0%	0	0.0%	Preview	Get HTML	Copy	Reset

[Create Web Form](#)

For a more in-depth tutorial, please visit [Form Tutorial](#) .

Getting Subscribers

After your opt-in list is created and the form is on your website, it's time to get subscribers. People need a reason to join your list. Very few of them will give their information for nothing in return. You can offer a report, newsletter, or some other item in exchange.

The first opt-in page I ever set-up was very simple, and so was my website. It had a basic sales letter with a call to action. I'm not even a copywriter. I just learned enough to write a decent letter.

In addition to a sales letter, I placed two service ads on Craigslist. I selected two cities: New York and Los Angeles. To avoid being accused of spam, I made sure the ads were different. The link to my website was the only common bond.



I submitted articles to two article directories: EzineArticles and GoArticles. Just write articles related to your product or service and submit them to the article directories. There are tons of article directories out there, and you can submit to any that you want. You can also write as many articles as you want. But don't submit a ton of articles to one directory all at the same time. Space your submissions at least one day apart.

Always put a link to your website in the resource box or at the end of the article. The placement depends on which article directory you're using. When people read your article to the end, they just might click the link and visit your site. This has been a good source of traffic for me, but I got most of my subscribers from my two Craigslist ads.

Additional Traffic Generating Methods

Since my initial marketing push, I've used a few other methods:

1. Forum Posting. This is simply joining forums and including a link to your website in your signature. It's important to contribute useful information to the forum, and not just babble to get your link noticed.
2. Using a Link Builder. I joined two free link building systems: [The List Machine](#) and [List Bandit](#). These programs give you the opportunity to get your website seen by hundreds of people. If you decide to join either one, use a Gmail, Yahoo, or Hotmail account. The reason is because you'll receive hundreds of emails per day from other members promoting their offers.

Free Training Video

What do industry giants like Disney, Microsoft, Intel, and American Express have in common? They've all sought out the expertise of the "master of targeted opt-in e-mail," Jonathan Mizel! Now you can, too!

Hardcore businesses pay thousands of dollars to hear Jonathan speak, but you don't have to. Through an exclusive offer with AWeber Communications, Inc., you can hear directly from Jonathan - for FREE!

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6. TWO case studies of DOUBLED, even TRIPLED profits
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Conclusion

I hope you found this report useful. Now you understand how an autoresponder can help you build a long-term business and get repeat customers. Is an autoresponder always necessary? No. But if you're selling your own product or service, an autoresponder can help.

Get in gear and get going. Your bank account is waiting!

Resources:

Autoresponders

[AWeber](#)

[Email Aces](#)

[Get Response](#)

Copywriting Books

[Web Copy that Sells](#) (highly recommended)

List Building Services

[The List Machine](#)

[List Bandit](#)

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