

# HOW TO USE AWEBER

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we make your clients **stick** to you

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## INTRODUCTION

One of the reasons why so many people are able to operate successful businesses online is due to the availability of useful online tools that do a tremendous job of automating certain business processes – like customer relations. Keeping in touch with customers and leads is a critical task when running a business and leading email marketing service [AWeber](#) functions like a mini-customer-service relations army!

From capturing names and email addresses to providing professional quality newsletter templates, AWeber makes the smallest of companies look like the largest with automation that can be customized to reflect the uniqueness of your business and your customers.

This guide will show you how to get started with AWeber and to initialize your own customer relations strategy using email.

## WHAT IS AWEBER?

AWeber is a software program that automates the process of collecting customer lead information and communicating with those leads to support increased sales. Access to this software is made possible through a subscription that you can purchase on a monthly, quarterly or yearly basis. Prices start at \$19 per month and increase based on the size of your list.

## THE BENEFITS OF AWEBER

Think about the work that would be involved if you did not have an automated service like AWeber to manage your communications with leads and customers. You'd have to manually record the names of anyone who was interested in your business.

You then would have to collect all the names from your contact form database (or slips of paper!) and draft a letter to each to thank them for showing interest in your product or service. You'd then have to figure out the timing for contacting each person for a follow up as that would depend on when they signed up for more information.

If you had only 2 people signing up a month that might be manageable but hopefully you want to create a thriving, profitable business and that usually requires a lot more than 2 prospects a month. Ideally you want to be getting several prospects a day! Can you imagine how impossible it would be to create a system yourself for maintaining communications with dozens of new prospects a week?

This is why the automated email marketing service provided by AWeber is so invaluable. With AWeber your prospects will be automatically added to a secure database that you do not have to maintain. You also don't have to manually respond to every new subscriber to your list. Everything is automated.

Once you set up your campaign you can then sit back and monitor the results provided to you via AWeber's measurement reports which can tell you everything from what percentage of your list opened your email to which subscribers clicked on the links you provided within your email message. With this kind of knowledge you can edit and adjust your email marketing strategy to better fit the interests and motivations of the people who've subscribed to your list.

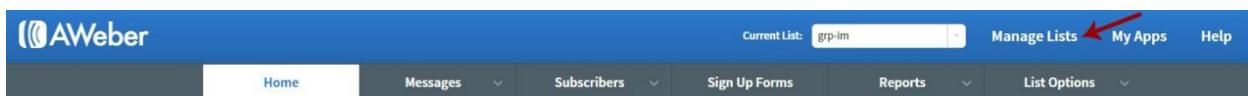
With AWeber you can be a one-person marketing machine able to launch a professional marketing campaign using the power of email and effective communications to convert prospects into paying customers.

## SETTING UP YOUR CAMPAIGN

### STEP 1:

The process of setting up your email marketing campaign in [AWeber](#) is fairly straight forward. After you've registered and paid for the service you'll be provided with login information. Each time you wish to create a campaign you will need to log into your AWeber account.

At the top right hand side of the page you'll see a link that reads: "Manage Lists" – you'll want to click on that link.



After clicking on this link, you'll come to a page that will list any and all lists that you currently have. To actually create your new list you will then have to click on the bright green button at the top right hand side of the screen that says "Create A List". You'll then see a screen that provides fields to set up information about you for the new list you are creating.

It's very straightforward as you can see from the screenshot on the next page.

In first section enter your company name and company website.

Under the "Contact Address" section you are required to put an address for your business or organization. This must be a valid address and is a requirement of the CAN-SPAM Act. The CAN-SPAM Act applies to all commercial messages and it is a law that spells out the rules for

commercial email. It also establishes requirements for commercial messages and gives recipients the right to have you stop emailing them.

It would be a good idea for you to consider using a commercial P.O. Box address (and not your personal address) in order to protect your privacy.

[AWeber](#) allows you to list the name and email address you want subscribers to see in the “from” field of the emails that you’ll be sending to them. You’ll be pleased to know that your email won’t have some automated sounding return address but instead will have the name and return email address of your choice.

You’ll then be given the option of informing AWeber where you’d like to receive information about new subscribers or new unsubscribers. Enter your name and email address in those fields.

## Tell Us About Yourself

Your Company Name

Coach Glue

Your Company Website

<http://coachglue.com>



Which address would you like to include at the bottom of your emails? [Explain This.](#)

Use an existing address

Use a different address

What sender name and email address should appear with your emails?

Sender Name

Melissa & Nicole

Sender Email

[support@coachglue.com](mailto:support@coachglue.com)

[Next Step](#)

Add the information requested into each section and click the “Next Step” button to move on to the next page.

Next you'll be setting up your new list.

## Let's Create Your List

What would you like to name your list?

List Name

(Example) Weekly low fat recipes

Briefly describe the emails your subscribers are going to receive.

List Description 0/400

(Example) Healthy low fat recipes for every budget sent weekly!

Your subscribers will see this description. Where?

Go Back      Next Step

You'll choose a name descriptive to you. The name must be 32 characters or less. The description you add will be a description that your subscribers will see if they unsubscribe from your list. Click on the “Next Step” button.

This page allows you to set up a confirmation message to your subscriber when they sign up to your list. You can choose from the selections Aweber offers or edit to create your own personal message. See screenshot below.

# Approve Your Confirmation Message

A confirmation message can be sent to a new subscriber when they join your list. It asks for their permission to receive email from you.

By customizing the message your subscribers are more likely to confirm if you use this option. [More Info.](#)

Choose a Pre-Approved Subject (Recommended)

Please select...

or, Request Approval for a Custom Subject Line

## Confirmation Message Body

Please click the link below to confirm that you'd like to receive email from lowfat.

[edit](#)

CONFIRM BY VISITING THE LINK BELOW:

<http://www.aweber.com/z/c/?xxxxxxxx>

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 confirm, simply ignore this message.

Thank you!

[edit](#)

Melissa & Nicole

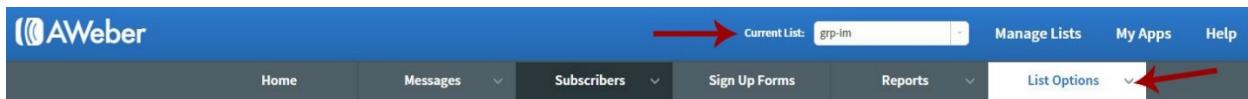
[Go Back](#)

[Approve Message & Create List](#)

Now click the green button “Approve Message & Create List.” That’s it. You’ve just created your new list.

## STEP 2:

Once your list is created you'll be able to apply your company branding from the "Personalize Your List" section. You can go into Manage List (just as we did above) to choose your list. Alternatively, if you choose your current list from the "List Options" in the menu bar you will be taken there as well.

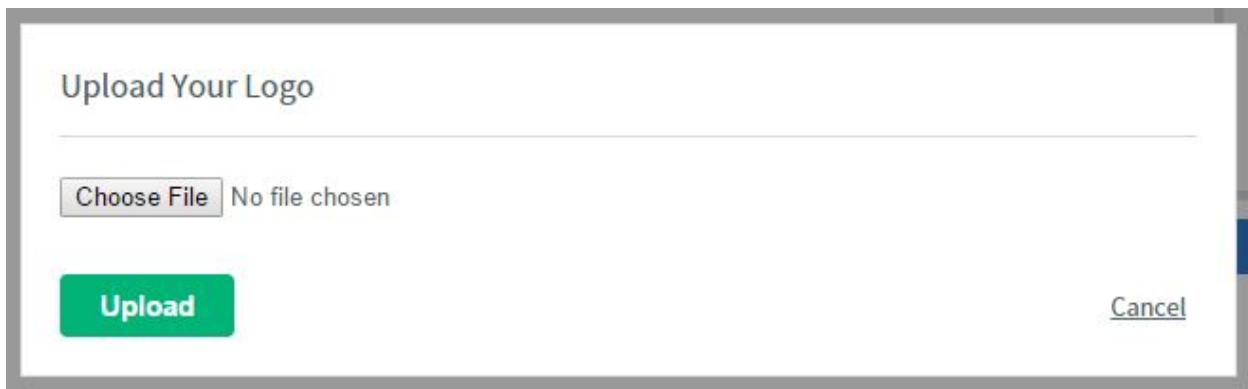


[AWeber](#) allows you to customize the pages that will be shown to your subscribers using your own logo/branding artwork.

### List Options

A screenshot of the 'Company Branding' section within the 'List Options' settings. On the left, there are three sections: 'Basic Settings' (with a gear icon), 'Personalize Your List' (with a star icon), and 'Confirmed Opt-In' (with a mail icon). The 'Personalize Your List' section is expanded, showing fields for 'Company Name' (containing 'Coach Glue'), 'Website URL' (containing 'http://coachglue.com'), and 'Email Signature'. To the right is a placeholder for a logo, with a 'Upload Your Logo' button below it.

When you click on the "Upload Your Logo" button a dialogue box will open up that easily allows you to upload your image.



## STEP 3:

Social media is of course a standard part of any progressive marketing initiative today and AWeber makes it easy for you to use social media to help boost your email marketing campaign. You can connect AWeber to your social media profiles on Twitter and Facebook right inside of “List Option” directly under your company branding section.

By allowing AWeber to access your profiles on these social networks, AWeber will automatically post updates (as your profile) whenever you broadcast a message to your subscribers if you choose that option. We'll learn about broadcasting a little later on.

## STEP 4:

The next section is “Confirmed Opt-in.”

At the top of the page you'll see “Your Confirmation Message” this is the work screen that allows you to create the email that will be sent to your subscribers after they complete a web form that opts them into your list (we'll talk about web forms later). This is the same confirmation message we discussed earlier in the setup instructions.

### Your Confirmation Message

Create your customized confirmation message.

A confirmation message can be sent to a new subscriber when they join your list.

It asks for their permission to receive email from you.

By customizing the message your subscribers are more likely to confirm if you use this option. [More Info](#)

Choose a Pre-Approved Subject (Recommended)

Confirm your request for information.

[or, Request Approval for a Custom Subject Line](#)

### Confirmation Message Body

Please click the link below to confirm that you'd like to receive email from lowfat.

[edit](#)

CONFIRM BY VISITING THE LINK BELOW:

<http://www.aweber.com/z/c/?xxxxxxxx>

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 confirm, simply ignore this message.

Your subscribers will receive in their inbox and email from you that says “Confirm your Subscription.” You can edit that subject heading to something more creative or enticing if you wish.

Click on the drop down box under “Choose a Pre-Approved Subject” box to edit the email subject area. If you choose to use your own subject line you will have to have it approved by AWeber before using.

Determining what to say in the first paragraph of your first email to subscribers on your list can be a daunting task especially when dealing with a topic that is not about your niche but about the tool AWeber. Not to worry – AWeber provides you with an opening introduction paragraph that can be edited – see the screenshot above.

At the end of this email you can insert a signature that might include your name, your company name and a tagline – or really anything you choose as a closing.

One of the benefits of using [AWeber](#) to facilitate your email communications with leads and customers is that it enables you to build a list of people who are interested in your information. How this is achieved is by requiring new subscribers to take an active step to confirm their registration on your list. This is called a “double opt-in.”

It's a double opt-in because your subscribers have to indicate twice that they are interested in joining your list - first when they submit their information through your web form and second when they receive your “confirmation message.”

Below the Confirmation Message section, you'll find the Required Opt-in. It is already set to use the double opt-in so you don't have to do anything. Aweber strongly suggests to use this method.

### Require Opt-In

We strongly recommend leaving confirmed opt-in ON.

Confirmed Opt-In is a process used to ensure that only people who want to receive your emails are subscribed to your list.

It works by sending new subscribers an initial message asking them to confirm that they want to receive your email. Subscribers confirm by clicking on a link in the email.

If you prefer, you can disable Confirmed Opt-In for people who sign up using a [web form](#) that you create and place on your site.

However, we strongly encourage you to use Confirmed Opt-In for your web forms.

[Why You Should Use Confirmed Opt-In](#)

Send a confirmed opt-in email for Web Forms:



Send a confirmed opt-in email for Imports:



[AWeber](#) also gives you the option of having your subscribers directed to the URL/website of your choice. If subscribers have been promised a gift (e.g. a free guide or tips sheet, etc.) you can provide the download link in the “Success Page” URL field.

## Success Page

What page of your website do you want to send people when they confirm?

Confirmation Success Page URL

Pass subscriber info for [personalizing](#) this page. (Not recommended for WordPress users)

**Save Settings**

At this point your list has now been set-up on AWeber. Your next step is to create the web form that will allow visitors to your website to easily give you their contact information (ideally name and email address).

## CREATING YOUR WEB FORM

### STEP 5:

Now that you've got your list set-up you can go to your AWeber navigation bar at the top of the page and click on the Sign Up Forms menu to begin creating the form that will allow visitors to your site to leave you their contact information (ideally name and email and whatever other information your strategy requires).



After clicking on the large green “Create New Web Form” button, a new screen will open that features various web form templates to help you design your web form. There are 17 categories of templates that provide designs associated with various genres/niches including “corporate”, “food and wine”, “money”, “real estate” and more.

Even though these designs are pre-made, [AWeber](#) gives you some flexibility in the appearance of each template. In many instances you can customize more than text. You can actually change the colors and graphic elements in many designs.

Design

Customize the look and style of your form.

Fields

US Address  
Name

Create a New Field

Templates

Popular  
New  
My Templates  
Real Estate  
Show More

Form Type: In-Line Width: 418px



As you can see in the image above the colors used in the “For Sale” form can be changed using the options presented. In the “post-edit” image below, you’ll see the text, font color and sizing have been changed/customized.



Once you’re happy with the edits that you have made, click “Save Web Form” and then click on the blue “Go to Step 2” button.

# SETTINGS FOR YOUR WEB FORM

## STEP 6:

The screenshot shows the 'Settings' tab of the AWeber interface. At the top, there are three tabs: 'Design' (gray), 'Settings' (blue, currently selected), and 'Publish' (gray). Below the tabs, the page title is 'Basic Settings' with the subtitle 'Customize your forms properties.' A note says 'Edit your form's properties and choose a thank you page.' The main area contains several input fields and options:

- Form Name\***: A text input field containing 'My Web Form'.
- Thank You Page**: A dropdown menu set to 'Basic Version' with a 'Preview' button next to it. There is also an unchecked checkbox for 'Open this in a new window'.
- Already Subscribed Page**: A dropdown menu set to 'Basic Version'.
- Show Advanced Settings**: A link with a gear icon.
- Buttons**: Two buttons at the bottom: a green 'Save Your Form' button and a blue 'Go To Step 3' button.

In the Settings screen you can name your web form and confirm settings that will create an AWeber thank you page your subscribers will see immediately upon submitting their name, email and any other information specified on your web form.

The thank you page expresses appreciation for the subscription and notifies the subscriber that they will be receiving a confirmation email in their inbox (if you selected a double opt-in). This message can be presented in written, audio or video format. All of these formats are prepared by AWeber. If you so choose, you can also prepare your own custom thank you page on your own website (you will have to provide the URL to AWeber).

You'll also be asked to choose a page that will be shown to those individuals who are already subscribers. The template version AWeber provides is adequate but again if you wish to provide your own custom page for existing subscribers you may do so but you will have to provide AWeber with the URL to your custom page.

# PUBLISHING YOUR WEB FORM

## STEP 7:

AWeber provides you with three options for publishing your web form to your website.

You can:

1. Install the form yourself.
2. Have your web designer install the form
3. Have your form hosted by AWeber

If you choose AWeber to host your form (option #3) click on that option to receive a link that will take you to your web form at a location that is hosted by AWeber (instead of your website). You'll have to provide this link on your website.

If you choose to have your web designer install the form (option #2) you will be asked to provide the name and email address of your designer. AWeber will then send the HTML code for your form to that email address.

The screenshot shows the 'Publish' section of the AWeber interface. At the top, there are three tabs: 'Design' (gray), 'Settings' (gray), and 'Publish' (blue). Below the tabs, the heading 'Who Will Publish This Form To Your Website?' is displayed. Three options are listed in boxes:

- I Will Install My Form**: You are comfortable with HTML and have access to edit your pages.
- My Web Designer Will Install My Form**: Send an email to your designer containing the HTML and the instructions they need.
- Have AWeber Host My Form**: Link to a page that has my form.

If you choose to install the web form yourself you will be provided with the java code snippet for your form (see following image). You also have the option of securing the HTML code if you prefer. You'll need to copy and paste the script into your website at the location where you would like to place your web form.

The screenshot shows the 'Who Will Publish This Form To Your Website?' section again. The first option, 'I Will Install My Form', is selected. Below it, two buttons are shown: 'Javascript Snippet' (The Quick and Easy Version) and 'Raw HTML Version' (Advanced Design Customization). A note says 'Recommended' and explains that changing the form here won't require updating the website or tracking statistics. It also says you can paste the snippet between body tags. The code snippet is a multi-line JavaScript function:

```

<div class="AW-Form-1060616897"></div>
<script type="text/javascript">(function(d, s, id) {
    var js, fjs = d.getElementsByTagName(s)[0];
    if (d.getElementById(id)) return;
    js = d.createElement(s); js.id = id;
    js.src = "//forms.aweber.com/form/97/1060616897.js";
    fjs.parentNode.insertBefore(js, fjs)
})()

```

# THE COMMUNICATION PART - YOUR AUTORESPOSNDER

[AWeber](#) is essentially an email marketing system that provides you with the means to deliver automatic responses (via email) to people who sign up to be a subscriber on your list.

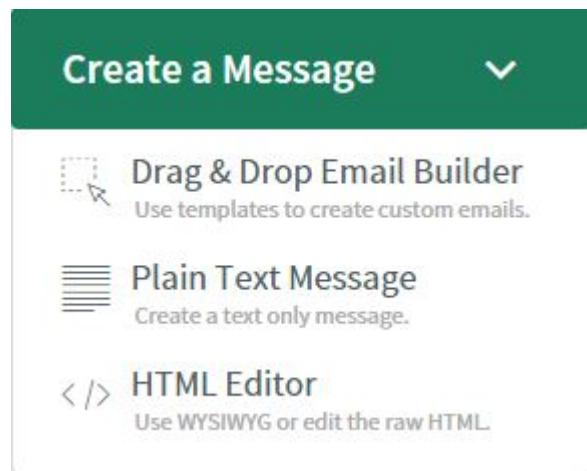
Now that your list is set up and your form is designed and accessible to individuals who want to become a member of your subscription list you can start creating the messages or “autoresponders” that will represent your brand and personality and will do the job of marketing your products or services.

There are two types of messages you'll be creating on [AWeber](#): follow-up messages and broadcast messages. The type of message you choose depends on whether you are creating evergreen messages that are essentially standard welcome and/or informational messages about your business that rarely change or more timely and current information you issue to promote a new product or make an announcement or simply to update your list on what your business' activities.

## CREATING A FOLLOW-UP MESSAGE

### STEP 8:

Move your mouse to AWeber's top navigation bar and hover over “Messages”, click on “Legacy Follow-up Series”, then click on the green button “Create a New Message.” From here you will see a drop down list to choose what type of message you would like to build.



Alternatively, you can choose “Campaigns” which is currently in the Beta stage. There is a very helpful video to introduce you to the benefits of using Campaigns.

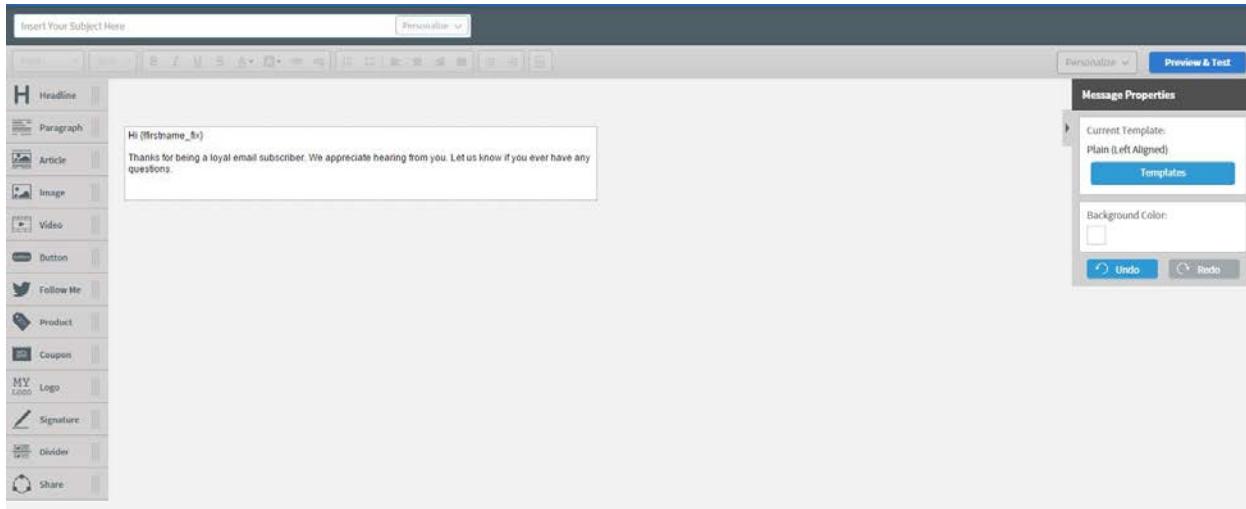
Since it is currently in the Beta stage will use the Legacy Follow-up Series.

The Plain Text Message and HTML Editor message are pretty self-explanatory. Plain Text is without formatting in your message, whereas, HTML Editor allows you to edit the message as

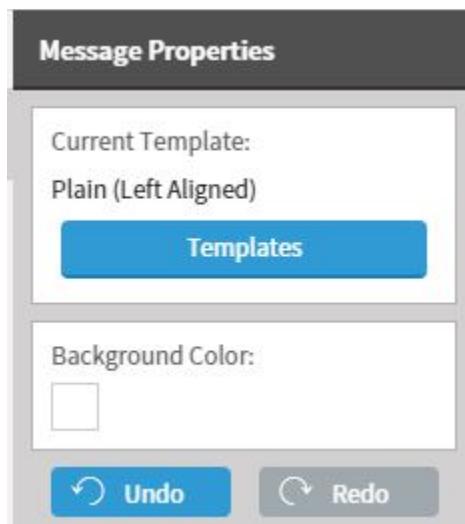
you would a webpage. WYSIWYG stands for “what you see is what you get” so this makes creating your message fairly easy.

The easiest way to create a fantastic looking follow up message is by using the Drag and Drop Email Builder.

As you can see from the image below, this allows you to customize your email anyway you like from the options on the left menu without any coding.



It's a good idea to make your first "Follow-up" message the welcome email you want every new subscriber to your list to receive. You'll want to choose an appropriate subject for your email - something like "Welcome! We're Glad You've Joined Us".



If you're not sure how you want to start your message, AWeber gives you the option of choosing the readymade HTML templates that offers over 700 design options already prepared and waiting for you to customize as needed. To choose this option hover over "Messages" in the menu bar and click on "Email Template Manager." Or if you choose the Drag and Drop Email Builder you will see the template option as well.

Click on the Templates button to the right of the screen and select the template of your choice.

If you'd rather not have any readymade designs, choose the plain template and add in only what you want (even if it is only text).

Now you're ready for AWeber's customize your message. We're using the Bubbles Template in the example below.

This drag and drop editor is simple to use. You'll find that many of the Template come with a number of sections already in place. If you want to add a section, select it from the menu at the right and drag it to where you want it to be on your form. Sections are essentially the areas in your message where you can place your content.

The screenshot shows a drag-and-drop email editor interface. On the left, a sidebar lists various content sections with icons: Headline, Paragraph, Article, Image, Video, Button, Follow Me, Product, Coupon, MY Logo, Signature, Divider, and Share. The main workspace contains a template with the following structure:

- Top Bar:** Includes social media sharing icons for Facebook, Twitter, LinkedIn, and YouTube, along with "Edit" and "Delete" buttons.
- Bubbles Section:** A decorative area featuring overlapping circles in various colors (orange, blue, green, pink, yellow).
- BUBBLES Section:** A header section containing the word "BUBBLES".
- Sample Headline Section:** A header section containing the text "Sample Headline". Below it is a paragraph of placeholder text: "Lorem ipsum, dolor sit amet, consectetur adipiscing elit. Sed pellentesque sagittis orci, vitae condimentum sem tempor et."
- Three Article Preview Columns:** Each column features a large colored circle (yellow, cyan, red) and a "Sample Article Headline" title. Below each title is a short paragraph of placeholder text and a "READ MORE" button.

In addition to adding content to a section you can also change the alignment of the content in that section so that they align to the top, center or bottom.

Now that we've covered "sections" let's talk about "blocks." Blocks are the actual content in your message (text, images, etc.). You can drag and drop these blocks to move them to different parts of your page. To begin working with blocks hover over that section and you will see options, such as move, copy and delete, to choose from.



Of course one of the most important things you'll want to do with your copy is personalize it with the name (or other types of information) provided by your subscribers. Each message should and can appear as if it is written specifically for that individual on your list. [AWeber](#) creates a database of your subscribers and merges the data from your subscriber list with fields that you flag for subscriber information in your message.



For example, in the image above the area containing the phrase "firstname\_fix" would be personalized by AWeber. Everyone on your list would receive an email where they would be greeted with "Hi [subscriber's first name]".

If you wanted to add another personalized element to the message, you could do so by clicking on the "personalize" button on the editing bar.



A drop down menu would then open up on top of your copy. You would then choose the field to be inserted in that area.

Once the email is complete you'll need to click the "Save & Exit" button.

After it is saved it is added to your Drafts folder.

Click on the "Send Options" button to the right for what you would like to do with the message.

The screenshot shows a sidebar titled "SUBSCRIBER'S INFO" containing the following fields:

- Full Name: {!name\_fix}
- First Name: {!firstname\_fix}
- Last Name: {!lastname\_fix}
- Email Address: {!email}
- Ad Tracking: {!ad\_tracking}
- IP Address: {!ip\_address}

## Drafts

Create and send your draft messages here.

The screenshot shows the "Drafts" list with one message titled "Welcome". The message details are:

- Created: 7 minutes ago
- Modified: 3 seconds ago
- Copy
- Delete

To the right of the message, a "Send Options" button is open, displaying the following options:

- Send a Test Email
- Schedule a Broadcast
- Add to Follow Up Series

So with this being a Follow Up message click "Add to Follow Up Series."

AWeber will ask you to determine at what interval you would like this message to be sent to subscribers. In the following example you'll see the settings indicate that the follow-up email created is the second email created for subscribers and it is to go out 1 days after the previous email.

The screenshot shows the "Add to Follow Up Series" dialog. The message subject is "Welcome".

**Interval:** Follow Up #2 sent 1 day(s) after previous

**Send Window:** Send: Any day, any time

**Message Options:**

- Track clicks on website links in this message
- Send messages based on each subscriber's local time
- Apply these days and times to ALL messages in this list

**Buttons:**

- Add to Follow Up Series
- Cancel

So to illustrate let's work with a scenario. Let's say you created a welcome message that goes out immediately after a subscriber signs up for your list. You might then create a second email that goes out one day later that shares some interesting fact about your niche or product. In order for AWeber to send emails in this way you would need to set the interval accordingly - as in the example above. The second email will go out to subscribers one day after the previous email (which is email #1 - the welcome email).

These follow up emails will be sent out with this exact timing whenever a new subscriber signs up.

## CREATING A BROADCAST MESSAGE

### STEP 9:

The broadcast message function can be accessed through the "Messages" menu on the [AWeber](#) navigation bar.

Unlike follow-up emails, broadcast messages go out to everyone on your list at once. You still determine when (and you can schedule this for the future) but it only goes out once. If you want a particular broadcast message to go out again, you would have to copy the message and send it again.

The thing to remember with broadcast messages is that only current subscribers will receive it. If you send out a broadcast message in the morning and five people sign up for your list in the afternoon, those five new subscribers will not see that broadcast message.

This is why you will need to think carefully about messages and make a determination as to whether the information being shared is something every person on the list must see, or is something less essential and more a newsworthy item that might be repeated again in future messages.

One of the benefits of broadcast messages is that AWeber allows you to publish the message or "broadcast" to various platforms including the AWeber archive page for your list, a dedicated RSS feed, and social media sites Facebook and Twitter. There are clear directions on AWeber to allow you to broadcast your message using these various methods.

## Broadcast Settings

Subject: Welcome ↗

Do you want to share this message?		
<div style="text-align: right;"><a href="#">Edit</a></div> <p>Broadcast Archive: Enabled      Facebook: Don't Share      Twitter: Don't Share</p>		
Who should receive this message?		
<div style="text-align: right;"><a href="#">Edit</a></div> <p>List: grp-im      Send to Segment: All Subscribers</p>		
When should this message be sent?		
<div style="text-align: right;"><a href="#">Edit</a></div> <p>Send: Immediately</p>		

### Message Options

- Track clicks on website links in this message
- Email me when QuickStats are available

[Send Message Now](#)

[Cancel](#)

To change any of the settings in your Broadcast message you would click on the blue edit button to the right of the section you want to change.

There are many ways to create a dynamic and effective email marketing strategy using the numerous tools and devices contained in the [AWeber](#) system. This report provides you with guidance on the basic steps. Review these steps and take the time to review the resources and references provided by AWeber to ensure you harness the full power of this exceptional technology.



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