Setting Up Your Autoresponders/Lead Capture With Aweber

Welcome to the online component of setting up a lead capture system and developing a "drip campaign" for interested prospects.

It is not uncommon for it to take some time for some of your prospects to make a decision about joining you in your business. Often, they need to sort out for themselves if the business is right; if they are ready; and get to know you better. Continually feeding them messages over time can go a long way toward helping them get started.

First, you need to get signed up for your autoresponders at Aweber.

http://JackieUlmer.com/ar

Just follow the steps it provides to get your account set up. It's very self explanatory.

Please note – Aweber changes the layout/headings of its site from time to time so this sheet may not match EXACTLY as it shows. Be resourceful and look around for what would fit. This helps you learn the system better.

Log into your Aweber Back Office. Click Create and Manage Lists

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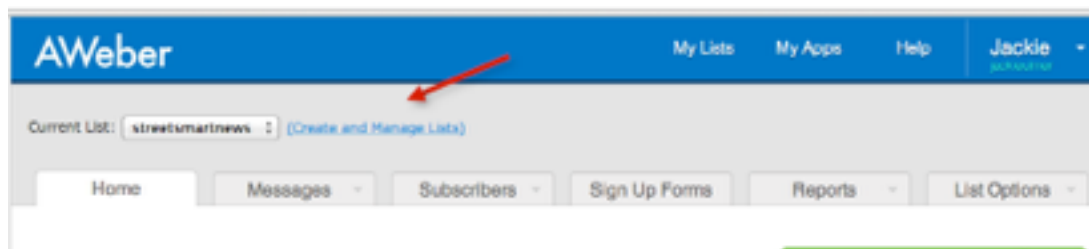
Creating Your Lead Capture and Webform - Click Create a New List
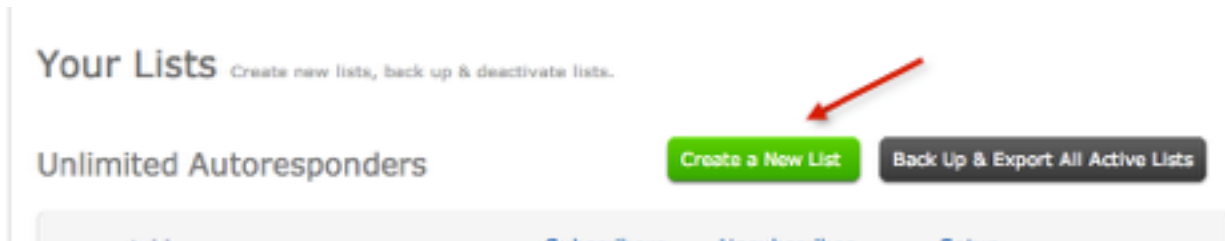
.Choose a name instead of "default7564j67" or whatever it shows in the box. In this example, I used – burnedout –choose something that fits your list and what you are offering, but don't overthink it. It's mostly for you. Your list won't really see it.

Give it a Description – Your Business Information

Enter the name/email you want to messages to "send" from. This is what shows up for your prospect. Enter your name and email for notifications when someone subscribes to your list. Contact address is required for written opt out. You'll go through Basic Settings; Personalize Your List and Confirmed Opt In

Ja

Complete the company branding and Email Signature boxes.

Example of my Email Signature:

EXPECT Success!

Jackie Ulmer
http://JackieUlmer.com
909-337-3521

PS - Want to learn some simple techniques to grow your business online? My site has loads of resources!

Set up your Social Media sharing (if you are ready to go here and if not, you can come back later and add it.)

Click Save Settings and then go to the next step. There is also the Wizard at the bottom of the page that will take you through each step.

Next up is your confirmation message. Put something like this in the subject line –

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{!firstname} – Confirm Your Information Request for Your Business Information –
the {!firstname} is the code to insert your
prospects first name in the message/subject line
and personalize it.

In the Intro Box, put something like this –
**Thanks for requesting more information on
our Tag line specific to your business.
Before we begin sending you the information
you requested, we want to be certain we
have your permission.**

Under Edit Closing, I like to use a Signature –

EXPECT Success!

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Next is Confirmation Success Page – You can set up a specific Thank You page on your
site, or a download page where they can download your enticing free bribe. You can
ALWAYS change this. For now, you may want to just take them back to your site.
Example –– http://JackieUlmer.com

Save List Settings

At the top of the page, click on **Messages.** This is where you will set up specific
information to be dripped on them for a period of time. You can do a series of reports,
or just start with one message to get them into your campaign and add as you go
along.

Once you have messages set up, below is a screenshot of what it will look like with an
indicator of what each component means.

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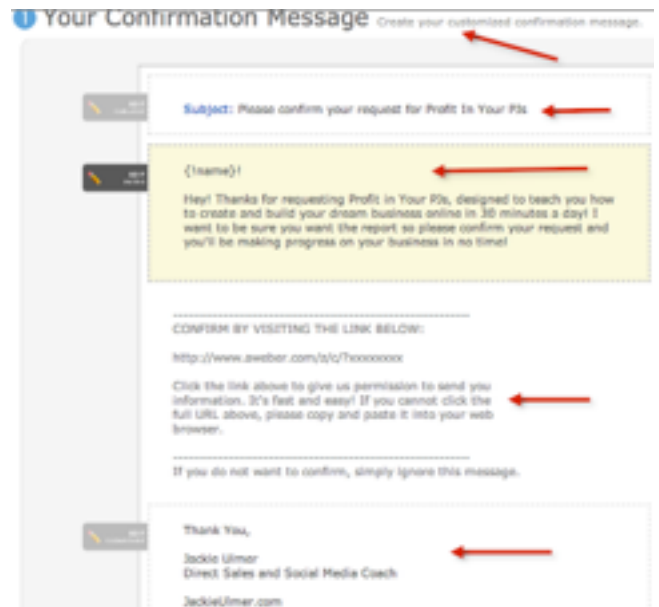
Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 12 messages. To move or reorder follow up messages simply click and drag it to the new location.

Actions: [Reset Open Rate Statistics ▼] [Go]

Mesg	Interval	Type	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text/HTML	12/15/10	On	{!firstname} - Your Send Out Card ...	0	Test	Copy	❌
2	4	Text	12/15/10	Off	{!name_fix} - Have you sent a card ...	0	Test	Copy	❌
3	4	Text/HTML	12/15/10	Off	{!firstname} What Netflix Has in Co...	0	Test	Copy	❌
4	7	Text/HTML	12/15/10	On	Here's the Info Again {!firstname}	0	Test	Copy	❌
5	4	Text	12/15/10	Off	Looking forward to talking with you...	0	Test	Copy	❌
6	7	Text/HTML	12/15/10	Off	The Power in 3 {!firstname}	0	Test	Copy	❌
7	7	Text	12/15/10	Off	How Important is the Team You Choos...	0	Test	Copy	❌
8	7	Text/HTML	12/15/10	On	What if You Could Make a Living by ...	12	Test	Copy	❌
9	10	Text	12/15/10	Off	{!firstname} - Have you sent a card...	0	Test	Copy	❌
10	7	Text/HTML	12/15/10	Off	{!firstname} What Netflix Has in Co...	0	Test	Copy	❌
11	7	Text/HTML	12/15/10	On	{!firstname} Are You Tired of the R...	0	Test	Copy	❌
12	30	Text/HTML	12/15/10	On	May I ask you a question {!firstnam...	0	Test	Copy	❌

[+ Add New Follow Up Message]

Arrow #1 at the top is the Message Number in the series.

Arrow #2, Interval, is the time delay between the messages, so you see that message number 2 is delivered 4 days after the first one. You can change these to whatever you want.

Arrow #3 is the Subject your prospect will see in their email box.

Arrow #4 at the top is the COPY feature. You can copy and of the messages to send as a repeat later on. This is a good way to add content and you will see that Message #10 is a copy of Message #3. I like to spread out the delivery over time so the longer someone has been in the system, the less frequent I send them a message.

Arrow #5 at the bottom is how you add a new message. Click that button and then you'll add a subject and then the body and then set the time Interval and click Save.

You can change or delete any of the messages. As you grow and expand in the business, you'll add more of your own story and experiences to the series. This is a key part of "building the relationship."

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WEBFORMS

Your next step is to set up Your WebForm if you are adding this to your website, which I highly suggest. Click Webforms at the top, and then Create a Webform.
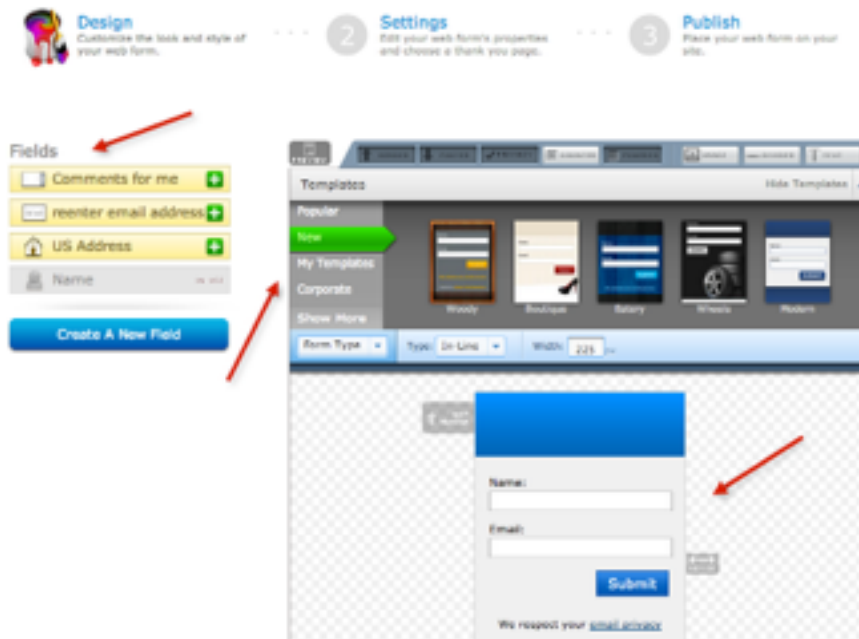
Here is the tutorial, which is very helpful if you have not done this before –

http://www.aweber.com/faq/questions/53/How+Do+I+Add+a+Form+To+My+Website%3F

There are 3 steps – Design; Settings and Publish. Save your form settings at the bottom of each step.

Under design, you can choose the template style you want and even select custom colors. Refer to the video tutorial above for specifics.

Step 2, Settings, I use the "Smart Video Version" for the Thank You page and check the box to make it open in a new window.

Step 3, Publish – You'll want to install the form yourself and use the JavaScript code that will look something like this –

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<script type="text/javascript" src="http://forms.aweber.com/form/76/928212176.js"></script>

You can see an example of my webforms on my site –

http://JackieUlmer.com

Finally, you'll want to learn about the Message Broadcast feature. You'll see the link at the top under MESSAGES, on the drop down menu. The broadcast feature allows you to send a message at any time to your entire list.

You would use this for special company announcements; to invite people to a special call you may be doing; or to share anything timely and specific you want people to know. You can set it to go immediately or time delay.

Here is the Tutorial for that

http://www.aweber.com/faq/questions/116/What+Are+Broadcast+Messages%3F

Questions? Be sure to go through the Help section at Aweber as there are great tutorials and you can always ask support a question!

EXPECT Success!

Jackie Ulmer
JackieUlmer.com

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