Autoresponder Guide

SSS SIMPLE SIGN-UP SYSTEM

DAVID SHARPE'S
SIMPLE SIGN-UP SYSTEM

David Sharpe

Autoresponder Guide

There are two autoresponders that I personally use and recommended… AWeber and Sendlane.
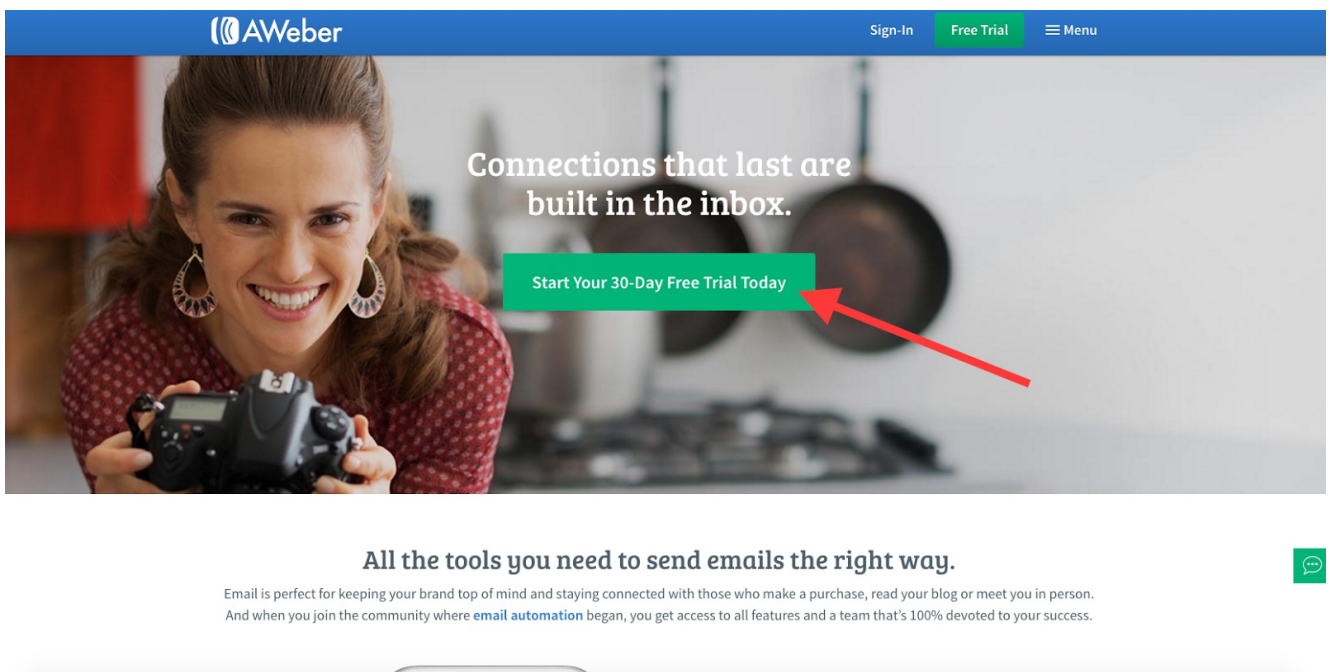
AWeber

AWeber is a great service to use if you already have a website you are using. You can easily set up an opt in form, and plug the code directly into your site.

How to Sign Up

Step 1) Click here to be taken to the Sign Up page.

Step 2) Click on the 'Start Your 30-Day Free Trial Today' button.

Step 3) Choose your plan (monthly, quarterly, or annual).

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Step 4) Scroll down and fill out your personal information in the 'Create Your Account' section.

Step 5) Scroll down to the 'Enter Billing Information' and enter in your information.

Step 6) Once you have completely filled out all of the necessary information above, scroll down and agree to the terms by clicking on the 'Complete My Order' button.

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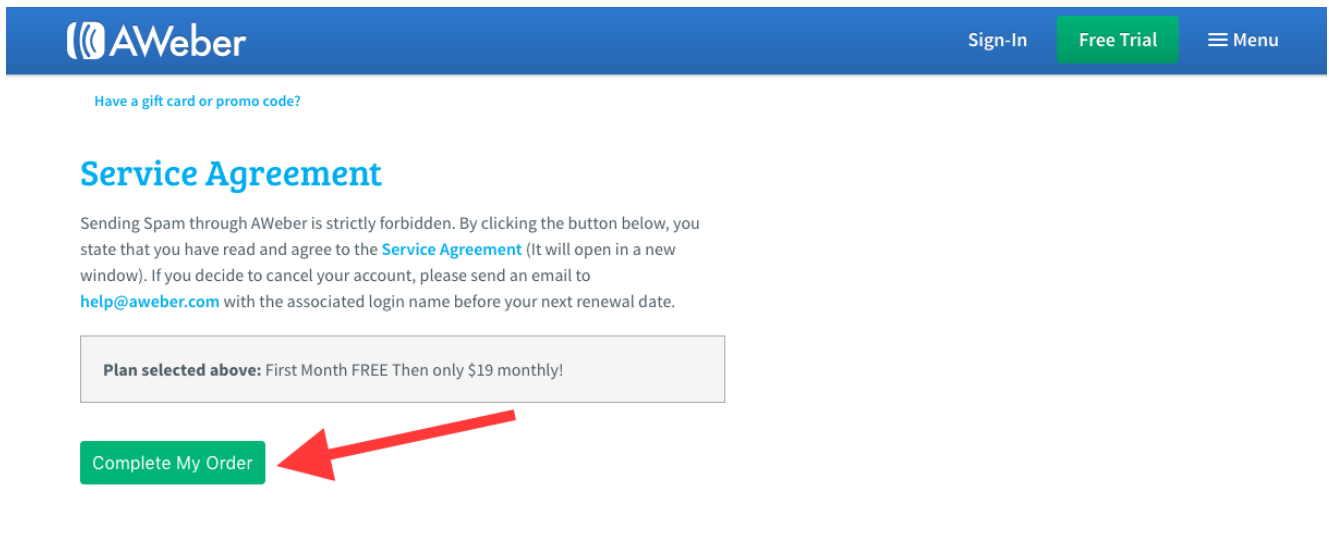
Congratulations! You have now set yourself up with your own AWeber account.

Adding a Form to Your Website

Step 1) Click on the "Sign Up Forms" tab in the navigation menu.

Step 2) Click on the "Create a Sign Up Form" button.

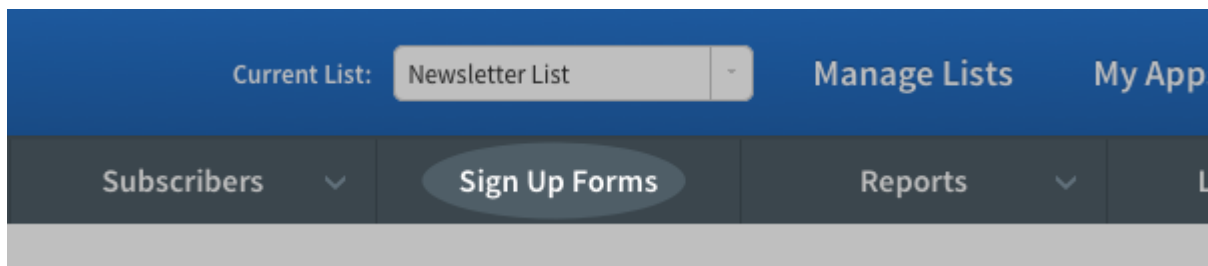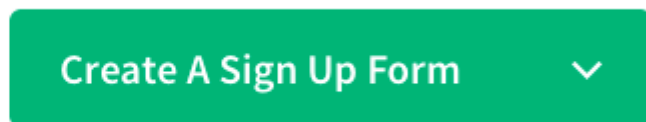Step 3) Choose a template for your form. Just click the "Show More" option to bring up a menu of the different categories.

Browse through the different categories to find a template that matches your websites design and theme.
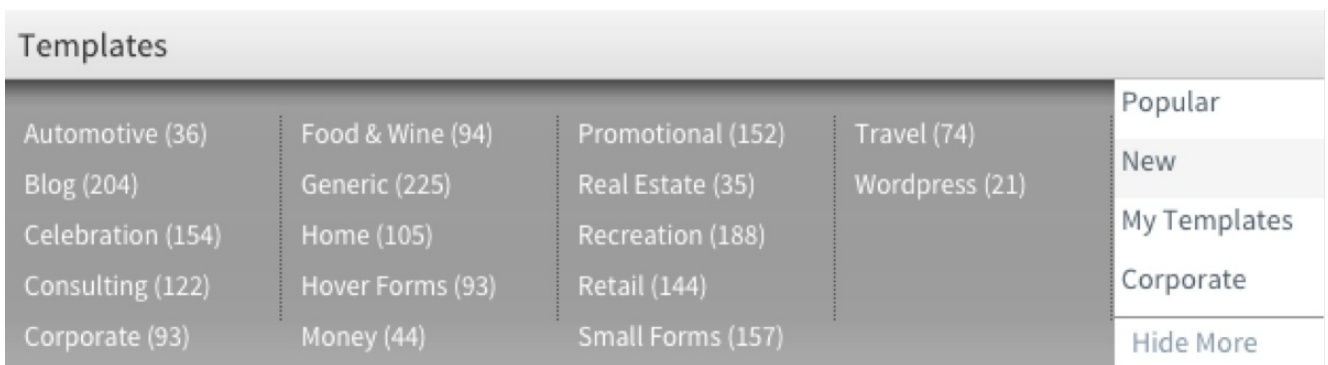
When you find one you want, click on it. Then choose your color scheme and click "Load Template."

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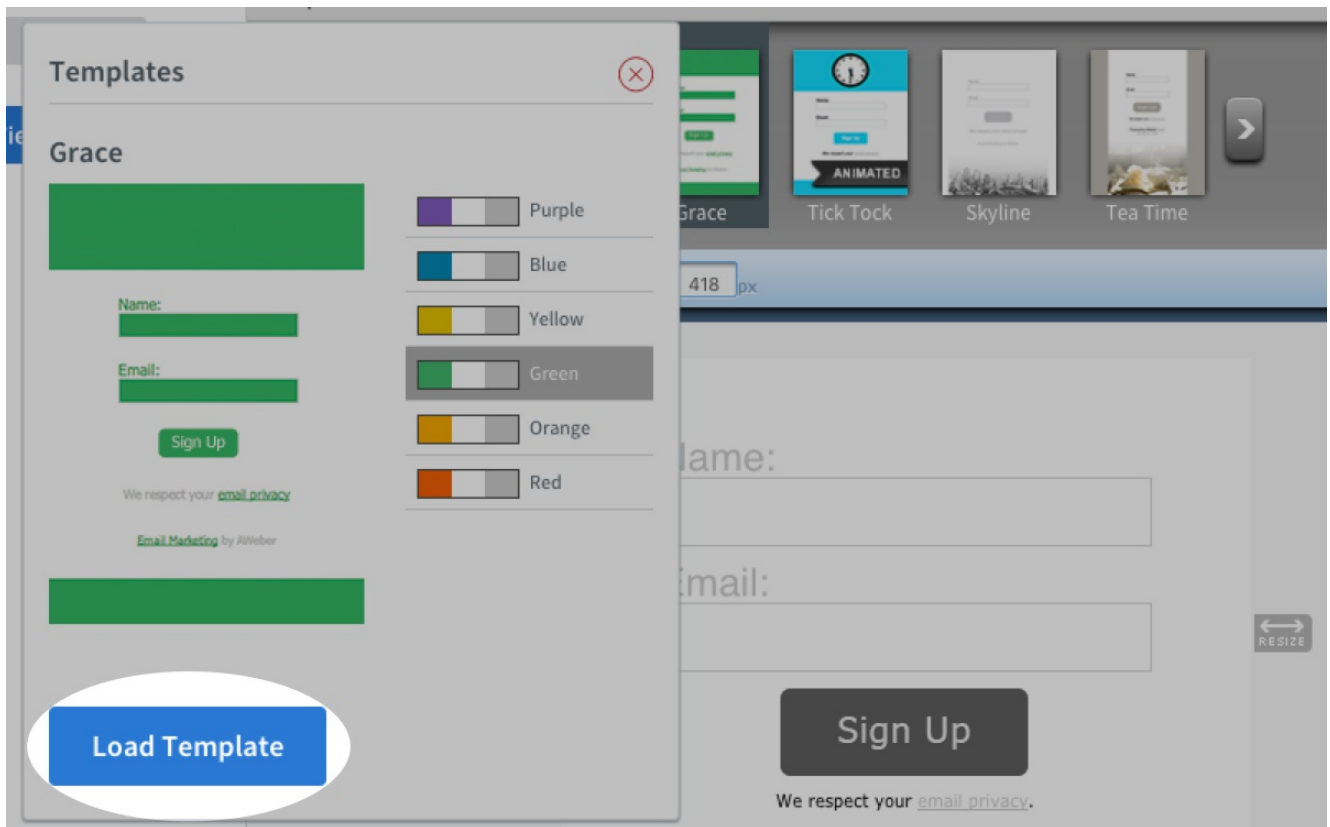
Step 4) To add text click on the "EDIT HEADER" tab.
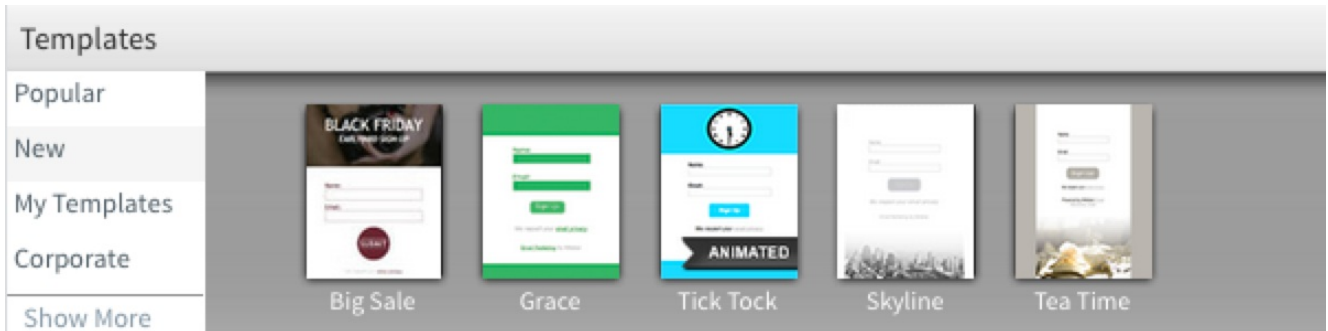

A headline will help your websites visitors understand why they should sign up and what kind of information they can expect to receive.

Step 5) Once done, click "Go To Step 2."

Save Your Form   **Go To Step 2**

Step 6) Now, give your form a name. Your subscribers won't see this name, it just helps you tell this form apart from others you create later.

Basic Settings Customize your forms properties.

Form Name*:

Landing Page Form

Step 7) Then, choose where your subscribers go after they fill out your form. We offer several default thank you pages, and even a smart version that shows each subscriber how to confirm. Or you can send them to any page on your site.

Thank You Page:

✓ Basic Version
Simple Page Customized With Your Logo

🔊 Audio Version
Page With Your Logo And An Audio Player

📹 "Smart" Video Version
Confirmation Text With Our "Smart" Video

Custom Page
Use Your Own URL

Preview

Step 8) Once done click "Save", then click "Go To Step 3."

Already Subscribed Page:

Basic Version

⚙ Show Advanced Settings

Save Your Form   Go To Step 3

Step 9) Now publish the form to your site. Do it yourself with the HTML provided or have us send that information to your web designer.

Who Will Publish This Form To Your Website?

I Will Install My Form
You are comfortable with HTML and have access to edit your pages

Javascript Snippet	Raw HTML Version
The Quick and Easy Version	Advanced Design Customization

For Those Comfortable with Raw HTML:

You will publish the Javascript Snippet or Raw HTML Version anywhere between the <body> tags of your site.

```
<body>

<div class="AW-Form-012345678"></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/41/012345678.js";
    fjs.parentNode.insertBefore(js, fjs);
    }(document, "script", "aweber-wjs-abcd0z3abc"));
</script>

</body>

</html>
```

Once the form has been added, test it by filling it out yourself. The form is now ready to turn visitors into subscribers!
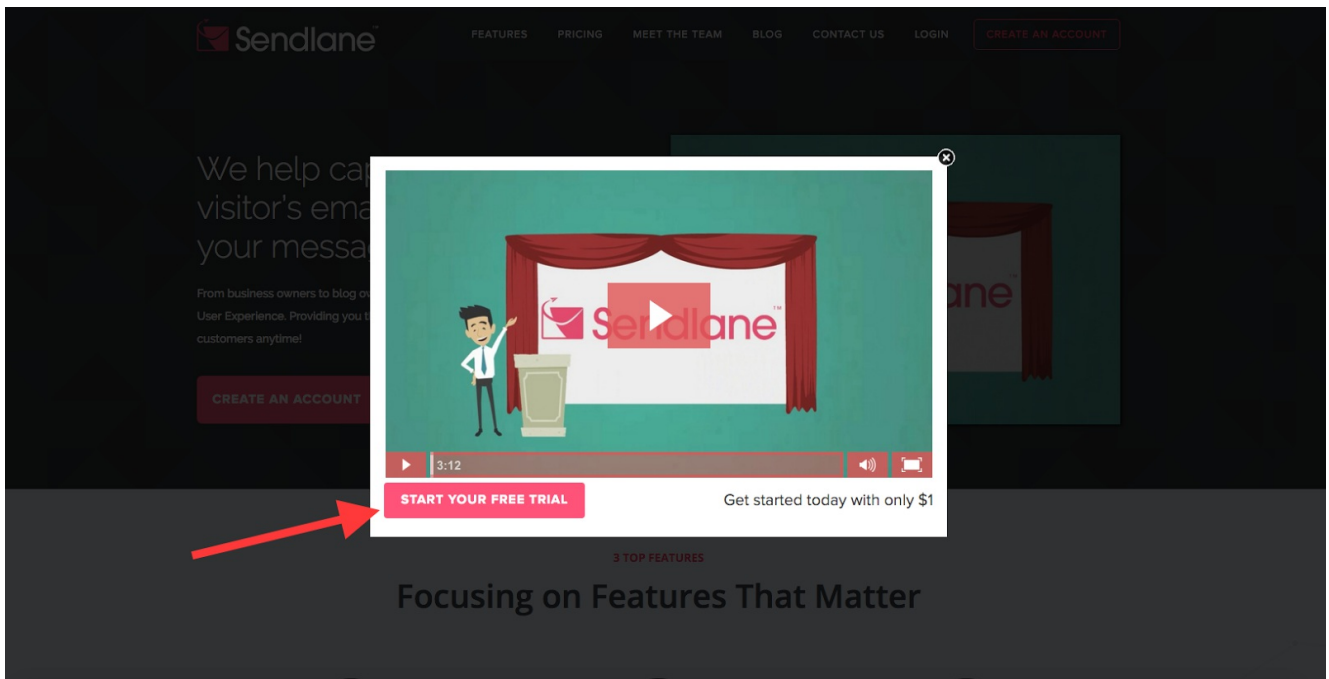
Sendlane

Sendlane is a service that has landing pages built right into it, as well as the autoresponder functionality. This is great if you currently do not have a website and would be needing a landing or opt in page to collect emails.

How to Sign Up

Step 1) Click here to be taken to the Sign Up page.

Step 2) Watch the short introductory video and then click on the 'Start Your Free Trial' button.

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Step 3) Fill out your personal information and then click on 'Proceed to Final Step' at the bottom of the page.

Step 4) Enter in your billing information.

Create a Sendlane Account

Email Marketing, Marketing Automation & Landing Pages from Sendlane

Contact Information > Billing Information

Card Number

Security Code

Name on Card

Expires on

Apr/04

2016

Coupon code

Phone
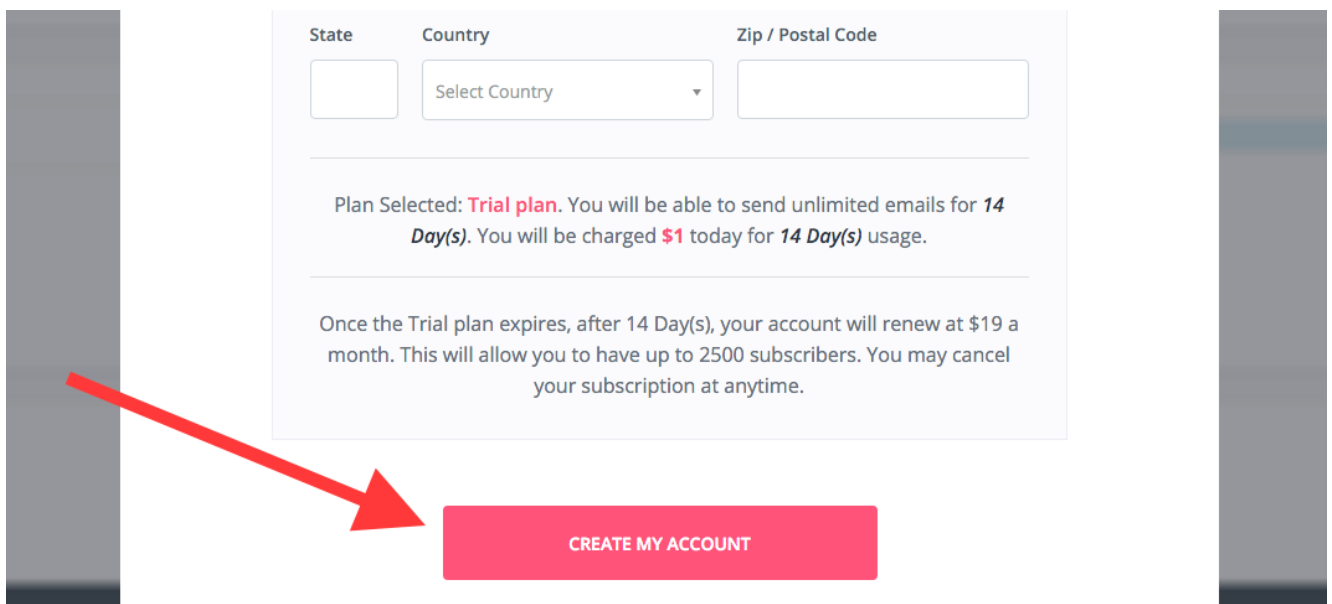
Address

City

State   Country

Zip / Postal Code

Step 5) Scroll to bottom and click on the 'Create My Account' button.

State   Country

Zip / Postal Code

Select Country

Plan Selected: **Trial plan**. You will be able to send unlimited emails for *14 Day(s)*. You will be charged **$1** today for *14 Day(s)* usage.

Once the Trial plan expires, after 14 Day(s), your account will renew at $19 a month. This will allow you to have up to 2500 subscribers. You may cancel your subscription at anytime.
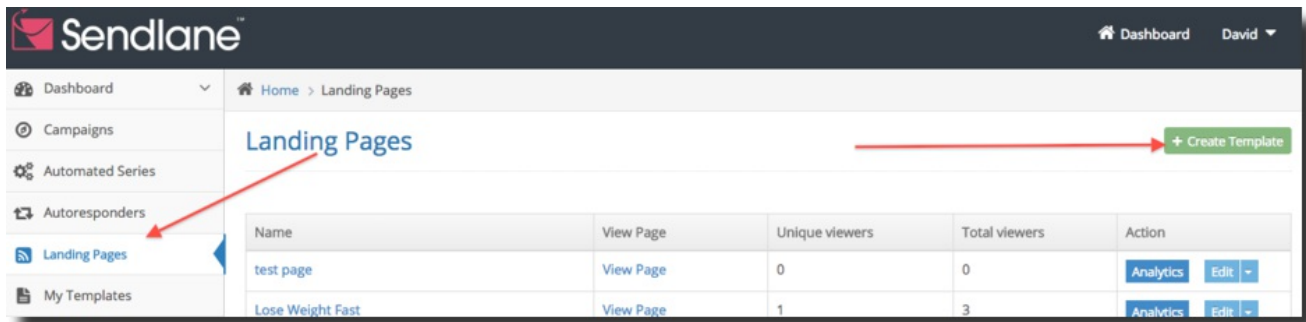
CREATE MY ACCOUNT

Congratulations! You have now set yourself up with your own Sendlane account.

Creating a Landing Page

Step 1) Locate and click on the button labeled "Landing Pages" in the left land navigation of your account Dashboard. Then click the green "+ Create template" button in the upper right hand of your account Dashboard .

Step 2) Choose a template for editing. A pop-up window will appear asking for Page Name* and URL slug*. Enter the name for your page and the URL slug will be created and formatted automatically from your page. Click the green "Submit" to continue. Please be aware both the Page Name and URL slug can be edited later.
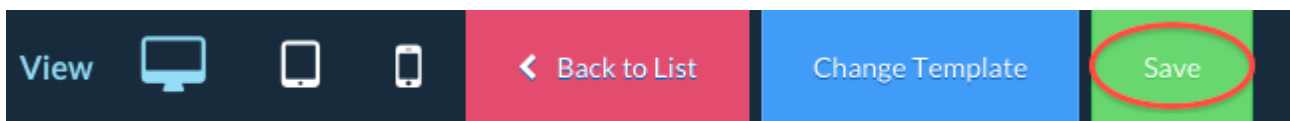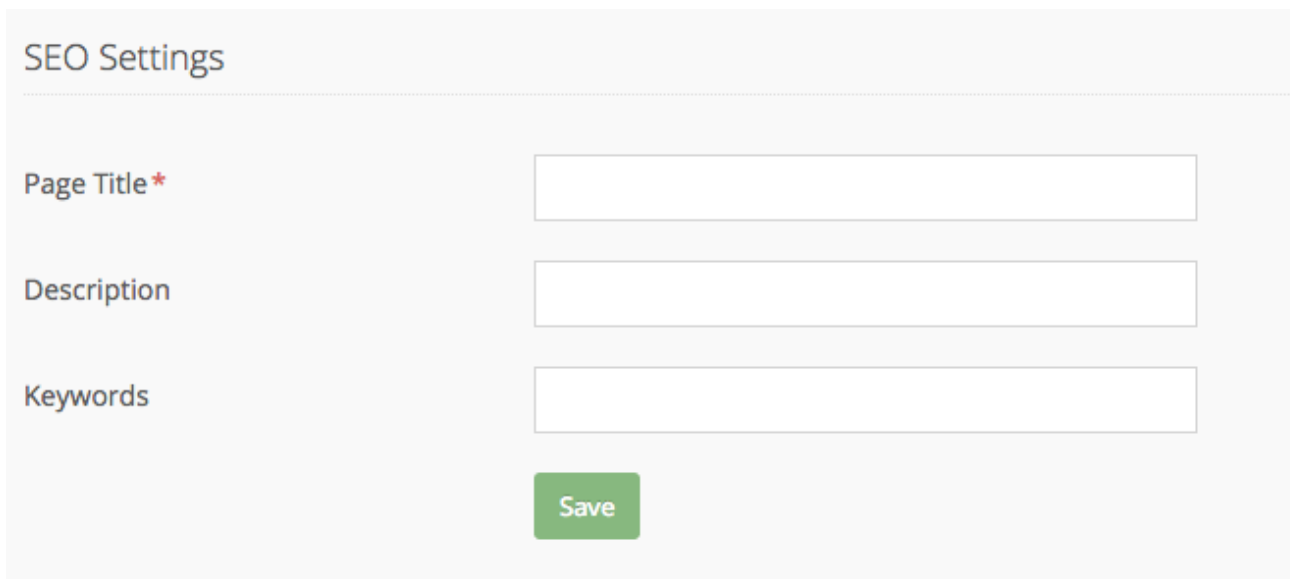
Step 3) After clicking the green "Submit" you will be forwarded to the template editor. Edit your template by changing text, images, and buttons. Adding and deleting content. Once you have finished editing your template to your pleasure click the green " Save" box in the upper right hand corner. It is recommended that you save often while editing your pages.

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When finished with your last edit and save you will arrive at the Landing Page Settings screen. From here you will be able to input SEO Settings for your landing page. Input a "Page Title*" and click the green "Save" button below the "Keywords" input box. The page title will be seen in the preview tab above where a URL would be seen in most browsers. You may also fill in a short description of the page and keywords but this is not required.

Step 4) Next click ">Opt-in Form Integration" in the left hand sub menu. Use the drop down menu to "Choose your desired list*" from your current Lists . Enter your Thank You Page (TYP) URL. If have yet to create a TYP leave this field blank for now as you can come back and paste it later. Click the green "Ok" button near the bottom.

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From here you will want to click ">Tracking Code" to enter a third party analytics code like Google Analytics™. This optional as SendLane™ has built in tracking and reporting. Click the green " Save" button when you have finished entering your tracking code.
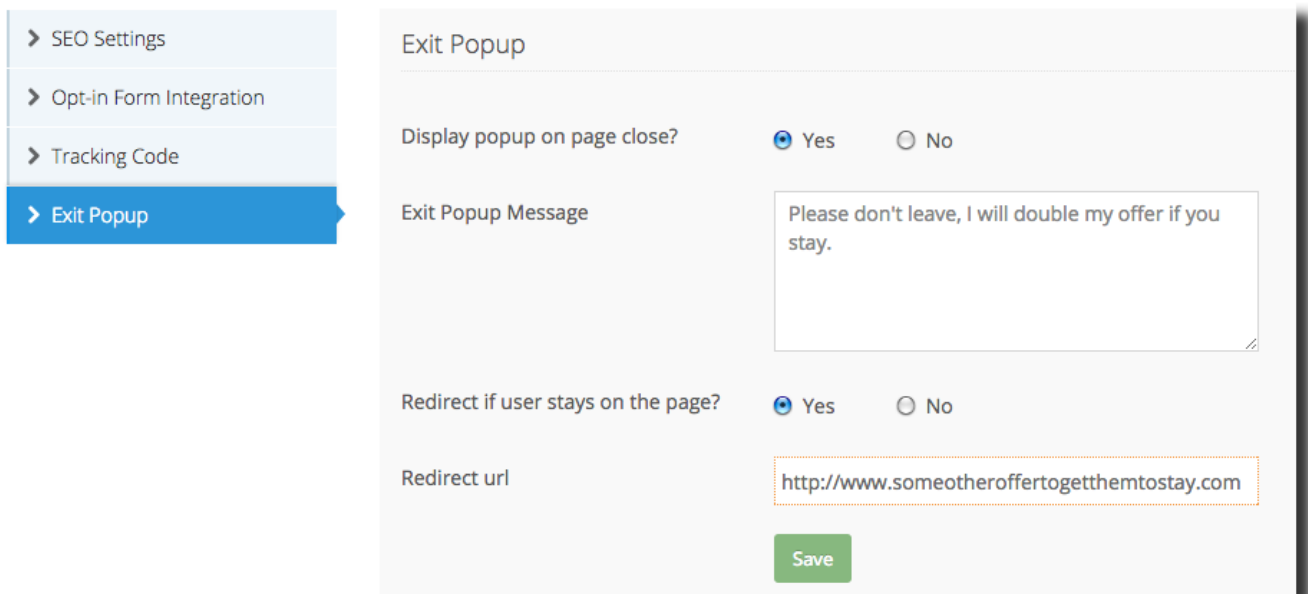
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Step 5) Click ">Exit Popup" If you want a popup message to display when a visitor closes or leaves your page without registering, click the "Yes" radio button. Then enter the text you want to display to the visitor before they leave. If the user chooses to stay because of your popup, you can redirect them to another page of yours. So if you offer them an extra bonus to register, then paste the URL of your extra bonus opt-in page. Click the "Yes" radio button and enter the URL you want them to be redirected to. Then click the green " Save" button to finish.

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Step 6) When you have finished editing your Landing Page Settings then click the green "Publish" button in the upper right hand corner. A popup will appear with your SendLane™ hosted URL, Social Media sharing option, and a way for you to download the HTML file for your Landing Page. You can use this file to upload to your server. Finally to close the popup click the "X" in the upper right hand corner of the popup.