

# **The Beginner's Guide to Aweber**

Jay Boyer & John S. Rhodes

<http://www.aweber.com>

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## Introduction To Aweber

When it comes to building your email list, **the sooner you do it the better**. This tutorial will help you get things up and running in next to no time, using a service called Aweber (<http://www.aweber.com/>).

Your mailing list is such a huge asset, which is why most people are more than willing to pay a small monthly fee to keep things running smoothly. In fact, your email list should always pay for itself, and more.

Aweber is a firm favourite among marketers of all kinds. Not only does it have fantastic deliverability rates, and let you safely store a huge number of emails, but it comes with some great extra features like the ability to create good looking opt in forms with a few clicks of the mouse, and stats that let you know how you are doing with your email marketing.

The screenshot shows the Aweber website's pricing page. At the top left is the Aweber logo. To the right are navigation buttons: Features, Pricing, Partners, Support, Blog, and Order. A 'Live Chat - Online' indicator is visible. The main heading is 'Affordable Opt-In Email Marketing' with a sub-headline 'Boost your website's traffic and convert more sales with affordable email marketing from AWeber.' A large green button says 'Sign Up For Just \$1'. To the right, a blue box displays '\$19 per month' with a green banner above it saying 'First Month Just \$1'. Below this, a list of features includes 'Up to 500 Subscribers', 'Send Unlimited Emails', and '30-day Money Back Guarantee'. Further down, the 'Email Marketing Features' section lists 'Manage Subscribers', 'Follow Up Autoresponder', and 'HTML Email Templates'.

Here's what you'll learn in this tutorial:

- How to get signed up to Aweber for just \$1
- How to quickly setup your first email list
- How to create your welcome message
- How to create an opt in form
- How to send your first broadcast email

<http://www.aweber.com>

*Plus, you won't just know how to do something, but you'll understand why it matters.*

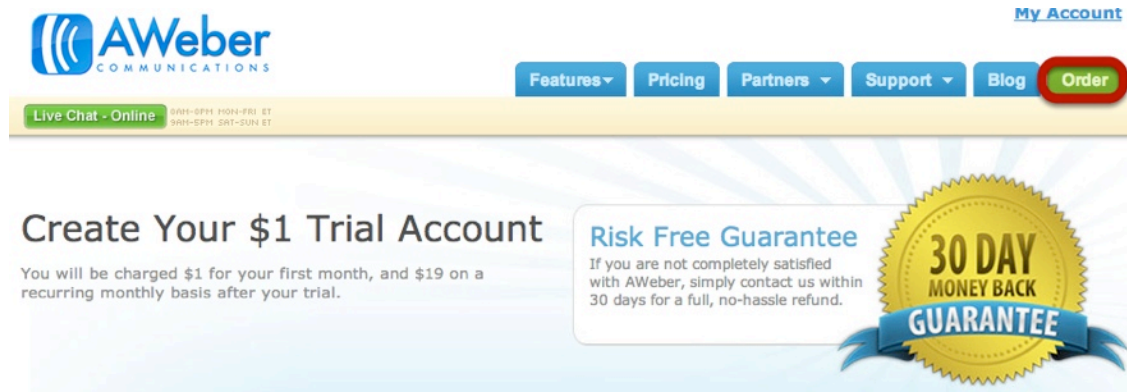
Let's get started!

<http://www.aweber.com>

## Step 1: Creating Your Aweber Account

Now you know why Aweber is a good choice for online marketing, it's time to get your account set up! Thankfully, this is quick and easy.

### 1) Visit The Aweber Site



The screenshot shows the Aweber website homepage. At the top left is the Aweber logo. To the right is a navigation bar with links for Features, Pricing, Partners, Support, Blog, and Order. Below the navigation bar is a live chat indicator. The main content area features a large heading "Create Your \$1 Trial Account" with a sub-heading "Risk Free Guarantee". A yellow seal on the right says "30 DAY MONEY BACK GUARANTEE". Below the heading is a description of the trial offer.

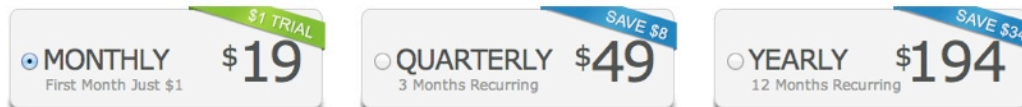
**Create Your \$1 Trial Account**

You will be charged \$1 for your first month, and \$19 on a recurring monthly basis after your trial.

**Risk Free Guarantee**  
If you are not completely satisfied with AWeber, simply contact us within 30 days for a full, no-hassle refund.

**30 DAY MONEY BACK GUARANTEE**

### 1 Select A Pricing Plan (\$1 trial applies to 1 month plan only)



The screenshot shows three pricing plan options. The first is "MONTHLY" with a "\$1 TRIAL" badge and a price of "\$19" (First Month Just \$1). The second is "QUARTERLY" with a "SAVE \$8" badge and a price of "\$49" (3 Months Recurring). The third is "YEARLY" with a "SAVE \$34" badge and a price of "\$194" (12 Months Recurring).

Plan	Price	Duration	Special Offer
MONTHLY	\$19	1 Month	\$1 TRIAL (First Month Just \$1)
QUARTERLY	\$49	3 Months	SAVE \$8
YEARLY	\$194	12 Months	SAVE \$34

First, head on over to <http://www.aweber.com/> and click the green **Order** tab.

Next, keep the Monthly option checked - this means that your first 30 days will only cost you \$1, after which you'll be charged their standard pricing, starting at \$19 (it goes up once you reach 500 subscribers).

Once your first month is over, you can choose quarterly or yearly billing to save you some money.

<http://www.aweber.com>

## 2) Enter Your Details

### 4 Create Your Account

Your login name can be up to 15 characters long, including lowercase letters, numbers and hyphens, "-", and must contain at least one letter.

Login Name

First Name

Last Name

Email Address

Telephone Number

Organization (optional)

Website URL (example.com optional)

On that same page, you'll need to enter your personal details, including your credit card number, to sign up. You'll be automatically charged for future months unless you cancel before your \$1 trial ends.

## 3) Note Down Your Login Information

Aweber should send you a confirmation email. Note down your login info so you're ready to go!

### OPTIONAL STEP: Sign Up For The Affiliate Program



The Aweber affiliate program lets you earn money for every customer you refer to their service. You are not automatically added as an affiliate when you sign up for your own account, so you may wish to do so now.

To learn more and to sign up, simply visit the Partners page at <http://www.aweber.com/affiliates.htm>, as pictured above.

<http://www.aweber.com>

## Step 2: Setting Up Your First Mailing List

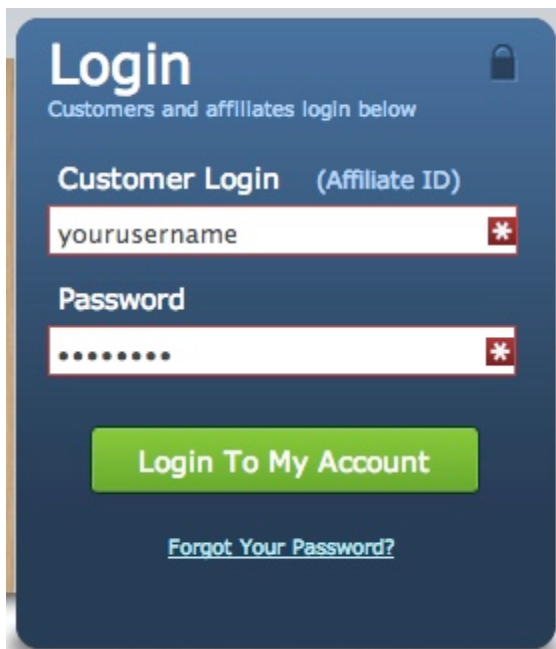
Now that your account is ready, it's time to start using it right away!

Aweber can seem overwhelming when you access that admin area for the first time, but you'll get the hang of it quickly.

The first thing to do is create an email list. Within just one Aweber account, you are allowed to create as many email lists as you like. This is useful for separating business activities. For example, you might have a customer mailing list and a free blog subscriber mailing list. You'd need to create a new, separate list for each one. The benefit would be that you could send different content to each group. This is very powerful for your marketing efforts!

Let's get started with just one list. It can be for whatever you need. Here's a step by step tutorial that'll help you get it up and running in next to no time...

### 1) Login To Your Aweber Account

A screenshot of the Aweber login page. The page has a dark blue background. At the top left, the word "Login" is written in white. Below it, in smaller white text, is "Customers and affiliates login below". To the right of "Login" is a small white padlock icon. Below this, there are two sections: "Customer Login" and "(Affiliate ID)". Under "Customer Login" is a white text input field containing "yourusername" and a red asterisk icon on the right. Under "(Affiliate ID)" is a white text input field containing "....." and a red asterisk icon on the right. Below these fields is a green button with white text that says "Login To My Account". At the bottom of the form, there is a blue link that says "Forgot Your Password?".

First, visit <https://www.aweber.com/login.htm> to login to your Aweber account using the username and password you signed up with.

NOTE: You use the same login form for your Aweber account and your affiliate account. For your own Aweber account (which is what you're using now), use your username. For your Affiliate account, use the 6 digit affiliate ID they assigned you.

<http://www.aweber.com>



## 2) Go To Your List Management Screen

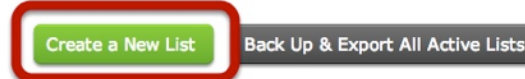


On the top navigation menu, click **Create and Manage Lists**

## 2) Create A New List


**Your Lists** Create new lists, back up & deactivate lists.

Email Marketing & Analytics



On the next page, select **Create a New List**

### 3) Enter Your Basic List Info

 A new list has been created



**Basic Settings**  
Name and describe your list,  
set up notifications.

\*\*\*



**Personalize Your Li**  
Tell us about your company  
set social media, etc.


## 1 Basic Information The bare essentials for your list.

List Name \*

List Description

"From" Name  Address \*

Contact Address \*

 The contact address must be a postal address for CAN-SPAM Act compliance.

## 2 Notifications Receive an email every time a new subscriber is ad

Enter your name and email below

Name  Email

Now it's time to enter your list information in **Section 1**.

Aweber automatically names your list in the **List Name** box, but you'll probably want to change this - it doesn't matter what you call it, but note that your subscribers will be able to see it if they edit their contact details or want to unsubscribe, so choose something semi-descriptive. Then enter a brief **List Description** - again, your subscribers can see this.

Then choose a **"From" Name and Address** - it helps to be consistent in your from name so your customers recognize your emails (e.g. "John Doe" or "John (My Blog Name)").

<http://www.aweber.com>

The address is what your subscribers will see in the "from" field, and where they can reply to. Next, enter your **Contact Address** - this is a legal requirement, but you can use a PO Box.

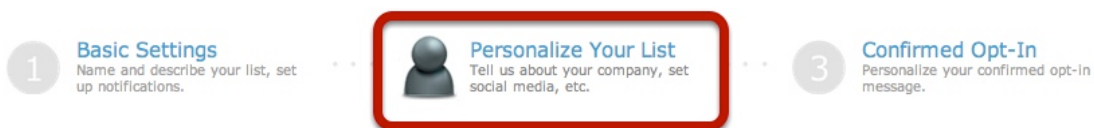
You only need to fill in the **Notifications box in Section 2** if you want to be notified (a) when you get a new subscriber and (b) when someone unsubscribes. This can be useful at first, but many marketers leave it blank to reduce the number of emails they get.

### Save Your Settings



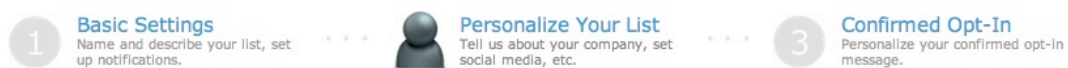
Scroll down the page and click **Save Settings** at the bottom of the screen when you're done.

### 4) Move Onto The Personalization Page

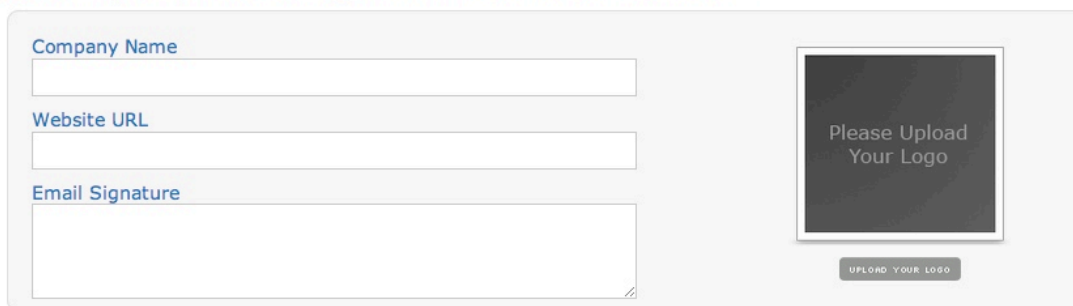


Once your settings have been saved, scroll back up the page you're already on and click **Personalize Your List**

### Enter Your Company Branding (Optional)



### 1 Company Branding Give your messages and pages a personal touch.

A form for entering company branding information. It includes three text input fields: "Company Name", "Website URL", and "Email Signature". To the right is a logo upload area with a placeholder image and the text "Please Upload Your Logo" and a button labeled "UPLOAD YOUR LOGO".

On the next screen, you can enter **optional** information about your website. *This information doesn't show in your email messages, but it does show up on the page*

where subscribers can edit their contact info/ unsubscribe, and on the page Aweber creates to archive all your emails.

## Set Up Social Media Sharing

### 2 Social Media / Sharing Integrate with Twitter/Facebook a

**1** Tweet Your Broadcasts

[Make Default](#) ✕

[Connect with twitter](#)

Post Broadcasts on Facebook

[Make Default](#) ✕

[Make Default](#) ✕

[Connect with facebook](#)

**2** Broadcast Archive Settings

- Include a web form
- Include my Twitter link

[Preview your archive](#)

[Unsubscribe page](#) [Preview your unsubscribe page](#)

Your connected accounts will show here

On that same page, you can connect your list to Facebook and/ or Twitter. Again, this is optional.

*This is useful if you want to create an automatic tweet/ Facebook post every time you send a mailing to your list. It's worth setting it up at this stage, but you can choose manually whether to tweet or post the message from the settings of each individual email broadcast, so don't worry about anything going out without your say so!*

Click **connect with Twitter** or **connect with Facebook** to choose which accounts you want to use. You don't have to set this up now if you don't want to. **[1]**

Next, choose the settings for your **Broadcast Archive [2]**. This is simply a mini website that Aweber creates for you to host your past email broadcasts (again, you can choose whether you want this in the settings of each individual email you create).

<http://www.aweber.com>

## Save Your Settings

### 3 Global Text Snippets A convenient way to change information



#### A real world example of how to use snippets:

Let's say you own a bakery. As part of your awesome follow up series, you put your store

Now, you've decided you want to change your store hours. If you were to use a Text Snip once, and it would update the information in all of your messages.

Learn more about [text snippets](#) and [some practical uses for them](#).

Create a new snippet

ADD

Save Settings

Scroll down that same page.

You can ignore the **Global Text Snippets** (this is an advanced feature) and then click **Save Settings**

### 5) Move Onto The Confirmed Opt-In Page

1 **Basic Settings**  
Name and describe your list, set up notifications.

2 **Personalize Your List**  
Tell us about your company, set social media, etc.

**Confirmed Opt-In**  
Personalize your confirmed opt-in message.

Once your settings have been saved, scroll back up the page you're already on and click **Confirmed Opt-In**

#### What Does Confirmed Opt-In Mean?

Confirmed opt-in is Aweber's way of protecting you against spam complaints. The idea is that, after people sign up for your list, they get a message asking them to confirm that they wanted to. If they ignore this, they won't receive your emails. If they click the confirm link, this proves that *they really wanted to sign up to your list* and they'll get emails. Then, in the future, you can use this as evidence that you weren't sending spam to any old random email address.

<http://www.aweber.com>

Aweber does allow you to turn it off, but they strongly recommend you leave it on. So this is how we will set it up in this tutorial. Let's get started...

### First, Edit Your Confirmation Message

The screenshot displays the Aweber email editor interface. It is divided into three main sections, each with a numbered callout:

- Section 1 (EDIT SUBJECT):** Shows the subject line being edited. The default is "Confirm your subscription." and the example is "Please Confirm Your Subscription To Download Your Free Gift!".
- Section 2 (EDIT INTRO):** Shows the introductory text being edited. The default is "I received your request to join my blog mailing list to get updates and your FREE guide to starting your own business. But before I send you your freebie, I want to make sure I have your permission." The example text is "I received your request to join my blog mailing list to get updates and your FREE guide to starting your own business. But before I send you your freebie, I want to make sure I have your permission."
- Section 3 (EDIT SIGNATURE):** Shows the signature being edited. The default is "Thanks! John Doe" and the example is "Thanks! John Doe".

Below the introductory text, there is a confirmation link section:

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 confirm, simply ignore this message.

NOTE: The confirmation message is the one that asks people to confirm they really wanted to sign up. You can keep the default, but are *highly encouraged* to personalize it.

**[1]** First, enter a subject line for the email. The default "Confirm your subscription." is not very enticing and probably won't get people to open. Instead, choose something like the example above "**Please Confirm Your Subscription To Download Your Free Gift**" - you can personalize that even more by including whatever the gift is. (*Try not to make your subject line too long*)

**[2]** Next, click anywhere in the text area of section 2. Then change the default text there to something like the example given above - you're letting people know that you're ready to send their free gift, or whatever else it is you promised, but that you just want

<http://www.aweber.com>

to make sure that you have their permission. *(You are limited to 500 characters/ 10 lines of text in this section)*

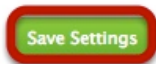
**[3]** Lastly, click anywhere within the text area of section 3 and enter a closing. Include your name, and possibly your website URL here. *(You are limited to 100 characters/ 12 lines of text in this section, so keep it brief)*

### Enter A Success Page URL And Save Your Settings

**1** **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)



Next, scroll down that same page and enter a **Success Page URL [1]**. This is the page your subscriber will be taken to when they confirm they want to receive your emails. You could create a custom page on your site saying "thank you" or with a special offer on it. At the very least, enter your main website URL here.

Now click **Save Settings**

**Congratulations - Your Basic List Set-up Is Complete!**

### Step 3: Creating A Welcome Email

You've technically got your first list set up, but there are a few more things you need to do to make it truly complete.

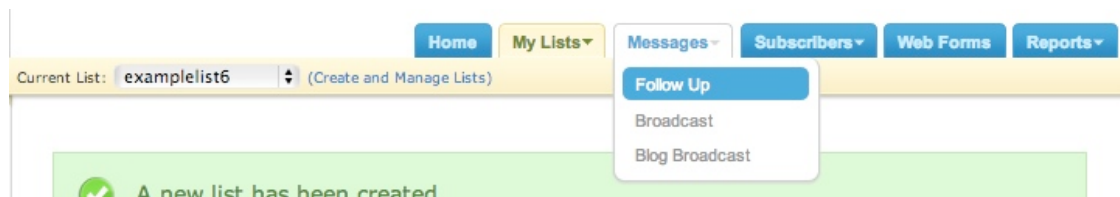
Now, you need to create a "welcome email". This is also called a "follow up message".

#### What Is A Welcome Email?

Your subscribers first get sent the confirm email. If they click to confirm they wanted to signed up, they are immediately sent a welcome email. This is your chance to welcome people to your list.

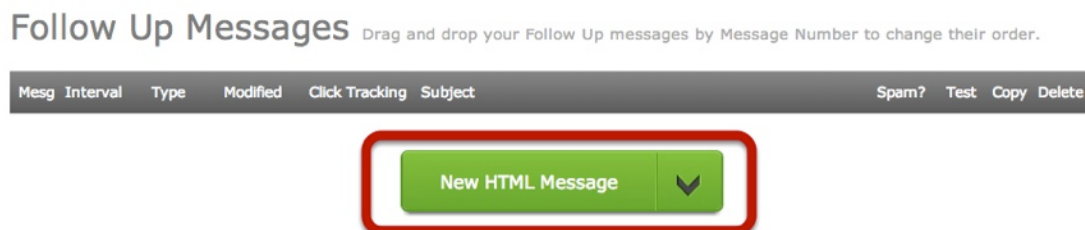
Many marketers will include information about the emails subscribers can expect (Will you be sending special offers, informational emails, free gifts? And how often will you send them?). Some marketers also include some information about themselves, and may even present a special offer right away.

#### 1) Visit The Follow Up Messages Screen



Hover over the **Messages** tab on the top navigation bar and then click **Follow Up**.

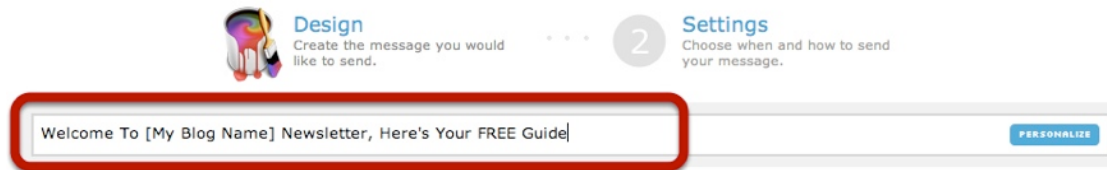
#### 2) Craft Your First Follow Up Message (Or Welcome Email)



To create follow up messages, first, click **New HTML Message**.



### 3) Enter Your Subject Line

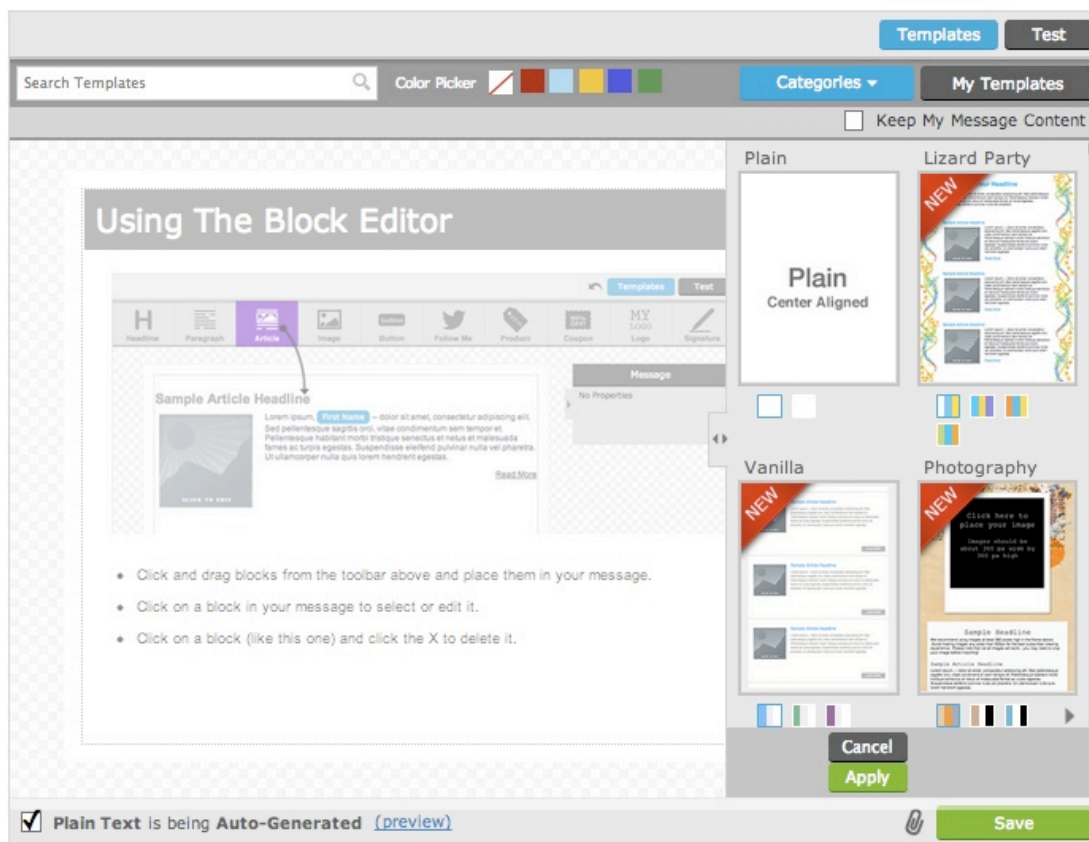


Your subject line is the message title that your subscribers will see in their email client. One of the hardest things is getting people to open your emails, so it's worth testing different subject lines over time.

Enter something catchy and descriptive e.g. **"Welcome To [My Blog Name] Newsletter, Here's Your FREE Guide"**

Note: If you want to include your subscriber's name in the subject line, click the **Personalize** button. This will let you include things like their first name, first and last name, or other data. This can be very useful, as it will automatically personalize every email you send to each but is optional.

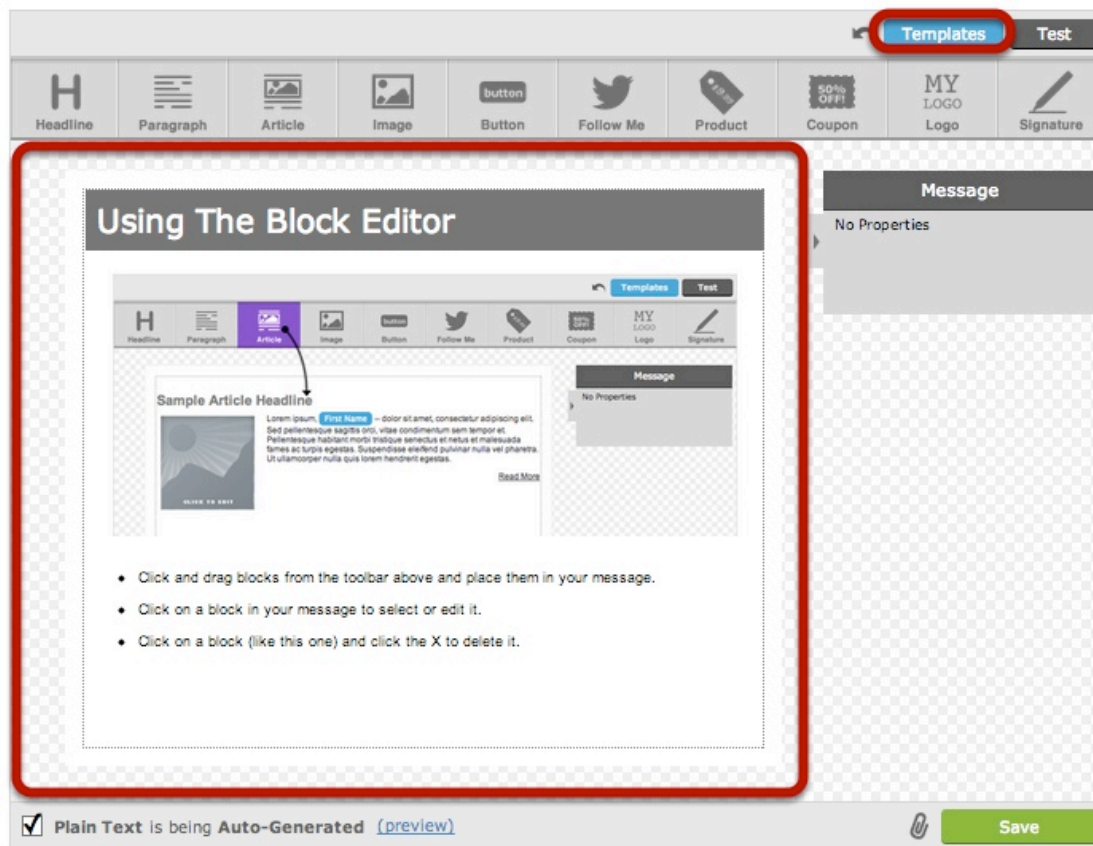
### 4) Edit The Message Body



Below the subject line area, you'll see the message body. This can look a little confusing on your first go, but you'll soon get to grips with it.

The image above is what the message editor looks like before you click on anything. There's the chance for you to browse templates for the way your emails look.

[Click In The Middle Of The Editor To Start Making Changes & Follow The Instructions](#)

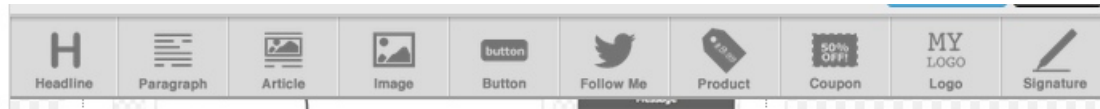


Click anywhere on the editor area and it will change. It should now look similar to the image above.

Thankfully, Aweber have included their own instructions, showing you how to drag and drop different elements that make up an email message. Follow these instructions to get going. At any time, you can click the **Templates** button at the top to change the look and feel of your welcome message.

NOTE: You don't need to worry about the checkbox next to "**Plain Text is being Auto-Generated**" Aweber does this automatically for you so that people who don't have HTML email clients can still read your emails. If you don't know what this means, you don't need to worry.

## Understanding The Elements Of Your Message

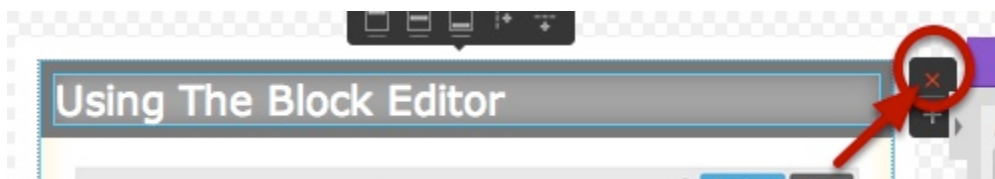


As you can see, there are various elements you can drag and drop into your email message.

Here's a brief guide to what these elements mean:

- **Headline:** Use these to break up your text and make titles/ sub-titles larger than the rest of the text
- **Paragraph:** Use this for standard blocks of text
- **Article:** Use this if you want a pre-formatted block of text that already includes space for the headline, paragraph and image
- **Image:** Use this to insert an image at any point in your email message
- **Button:** Use this if you want to link to something (like your website or a special offer) but want it to look like a button
- **Follow:** Use this to include easy follow links for Twitter and Facebook
- **Product:** Use this to create a product section that includes the product title, small image, price and buy button
- **Coupon:** Use this to create a nicely formatted coupon code
- **My Logo:** Use this to include your site logo (this is the logo you uploaded when you originally created your list)
- **Signature:** Use this to include the email signature that you originally created when you made your list

## To Delete Any Elements Of Your Message



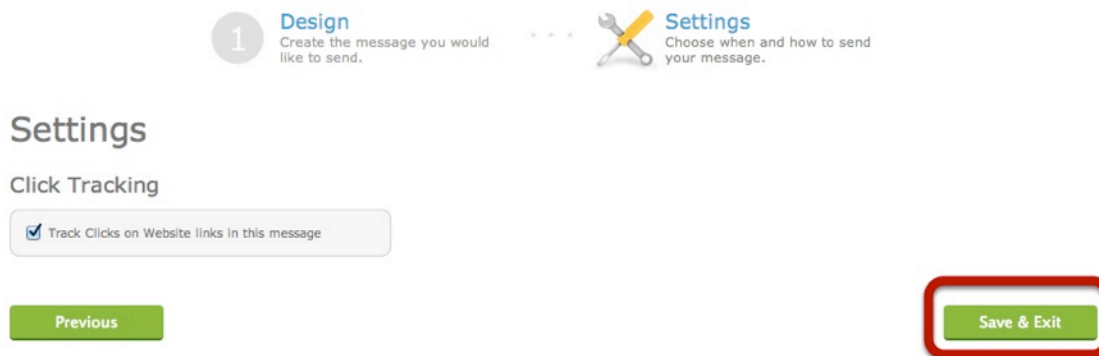
At some point, you may want to delete an element of your message. To do so, just click that part of the message and then click the red **X** that appears to the right.

## Go To The Next Section



Once you're happy with this message, click next (don't worry, you can come back and edit it again later if you need to)

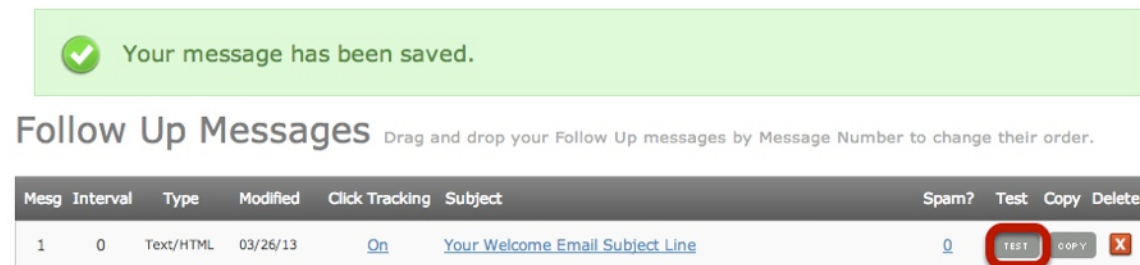
## 5) Save Your Message



Because this is your first follow up email, you don't get many settings to choose from on the next page. You can leave the **Click Tracking** left on (this lets Aweber tell you how many people clicked the links in your email.)

Click **Save & Exit**.

## 6) Test Your Welcome Email



Your welcome email is now done! But it's always a good idea to test it - maybe you'll find typos or things you want to change. To test your email, simply click the test button that shows next to the email you just created.

## Now Fill In Your Details

**Send A Test Message** Close [X]

**Email Address**  
you@youremail.com

**Send:**  
1

**Personalization Values**  
Use the fields below to mimic any personalization you may have included in your message.

**Name:**  
[Text Field]

**Ad Tracking:**  
[Text Field]

**Send Test**

Just enter your email address into the box and click **Send Test**.

## If You Need To Make Changes...

### Follow Up Messages Drag and drop your Follow Up messages by Message Number to change their order.

Msg	Interval	Type	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text/HTML	03/26/13	On	Your Welcome Email Subject Line	0	TEST	COPY	X

Check your email inbox to see how the email will look. If it's good, great! If you need to make changes, simply go back to the Follow Up Message screen and click on the subject line of your email to go back to the editor.

NOTE: If you want to start from scratch, you can click the red **X** to delete the message, but all of the details will be lost.

## Congratulations! Your Welcome Email Is Ready!

<http://www.aweber.com>

## Step 4: Creating A Web Form And Adding It To Your Site

Now your list is all set: you have your confirmation message done, your welcome message ready to send your subscribers. But how are you going to get those subscribers?!

The first step is to create a Web Form. This is the form you commonly see on websites, like the one below, that ask you to enter your name and email to sign up for a mailing list. This may look complicated, but it's actually really easy to set up!



**PAT'S EBOOK GUIDE**

Enter your name and email below to get **Free Instant Access** to the most comprehensive guide available on how to Publish, Market, and **automate** your own killer eBook.

**Over 25,000 people** have enjoyed my eBook and receive a weekly newsletter with exclusive online business and blogging tips.

First Name

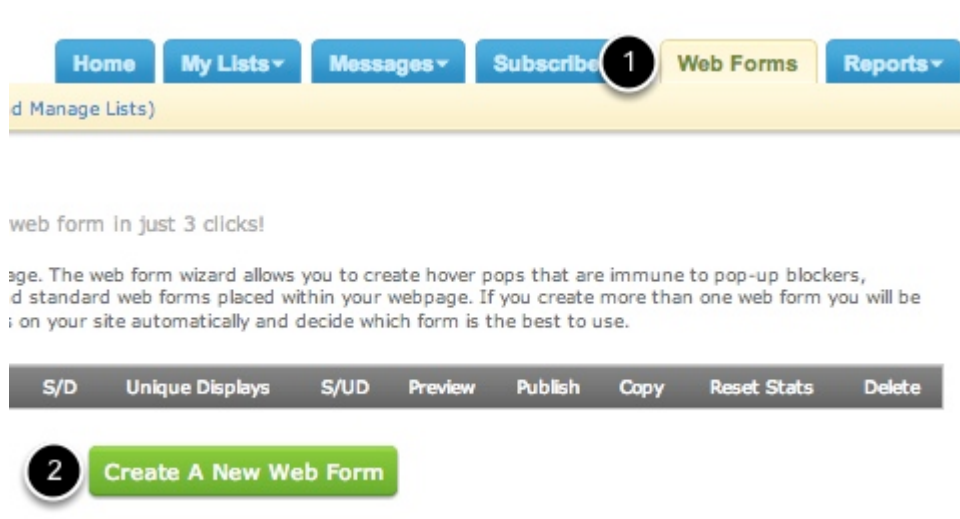
Email

**FREE INSTANT ACCESS »**

The form is set against a light green background. To the right is a 3D rendering of an eBook titled 'eBooks The SMART WAY'. The text on the eBook cover includes 'A Complete Guide to Publishing, Marketing and Automate a Killer eBook' and 'By Pat Flynn of the Smart Passive Income Blog @ www.smartpassiveincome.com'.

This is an example web form on [SmartPassiveIncome.com](http://SmartPassiveIncome.com)

### 1) Go To The Web Forms Menu



The screenshot shows the AWeber dashboard navigation bar with buttons for Home, My Lists, Messages, Subscribers (with a '1' notification), Web Forms, and Reports. Below the navigation bar is a yellow banner with the text 'd Manage Lists)'. The main content area has the heading 'web form in just 3 clicks!' followed by a paragraph: 'age. The web form wizard allows you to create hover pops that are immune to pop-up blockers, d standard web forms placed within your webpage. If you create more than one web form you will be ; on your site automatically and decide which form is the best to use.' Below this is a dark grey toolbar with buttons: S/D, Unique Displays, S/UD, Preview, Publish, Copy, Reset Stats, and Delete. At the bottom, a green button labeled '2 Create A New Web Form' is highlighted.

<http://www.aweber.com>

First, select the **Web Forms [1]** button on the top menu. Then, click **Create A New Web Form [2]**.

## 2) Create Your Web Form Design

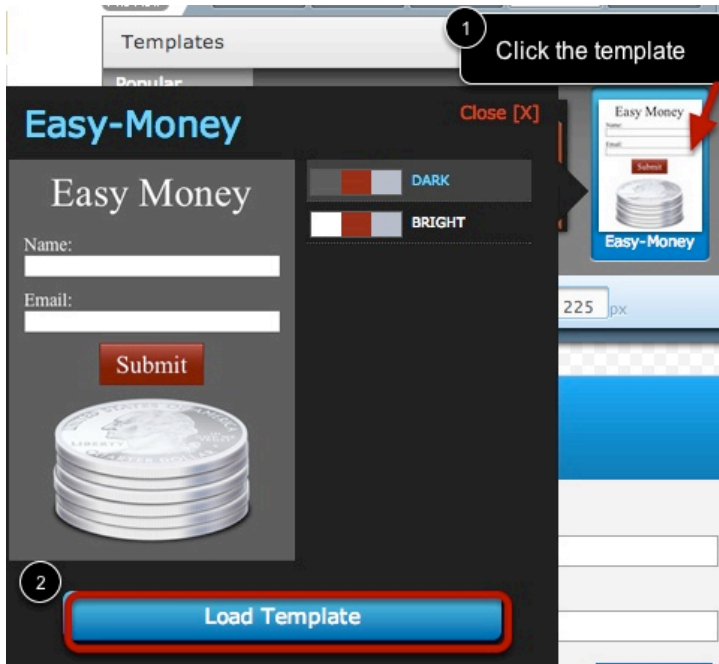
The screenshot displays the AWeber web form design interface. At the top, there are three main steps: **1 Design** (Customize the look and style of your web form), **2 Settings** (Edit your web form's properties and choose a thank you page), and **3 Publish** (Place your web form on your site). Below this, the 'Fields' section shows 'US Address' and 'Name' fields, with a 'Create A New Field' button. The main area is titled 'Templates' and shows a grid of template options: Woody, Boutique, Eatery, Wheels, and Modern. A 'Form Type' dropdown is set to 'In-Line' with a width of '225 px'. A preview window shows a form with 'Name:' and 'Email:' fields, a 'Submit' button, and a privacy notice: 'We respect your [email privacy](#)'. Below the preview is a link for 'Email Marketing by AWeber'. At the bottom right, there are two buttons: 'Save Web Form' and 'Go To Step 2'.

Now you'll be brought to the web forms screen above. It looks complicated to use, but you'll see each step broken down for you.

The following steps will cover each area of this page:

- [1] Templates** - these templates let you change the look and feel of your web form
- [2] Editor** - this is where you make changes to your form once you've loaded a template

### 3) Choosing And Loading A Template

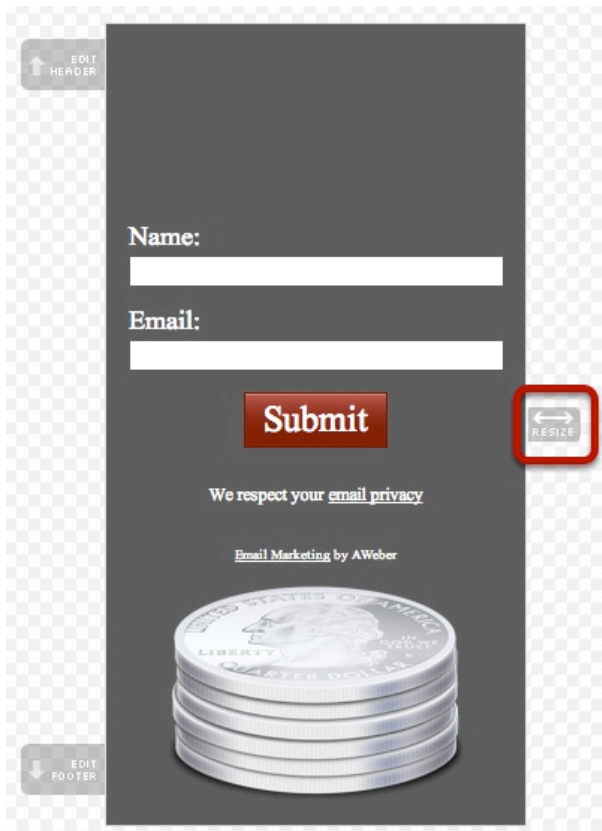


Browse through the various categories, click on a template you like the look of **[1]** and click **Load Template [2]** to see how it looks.

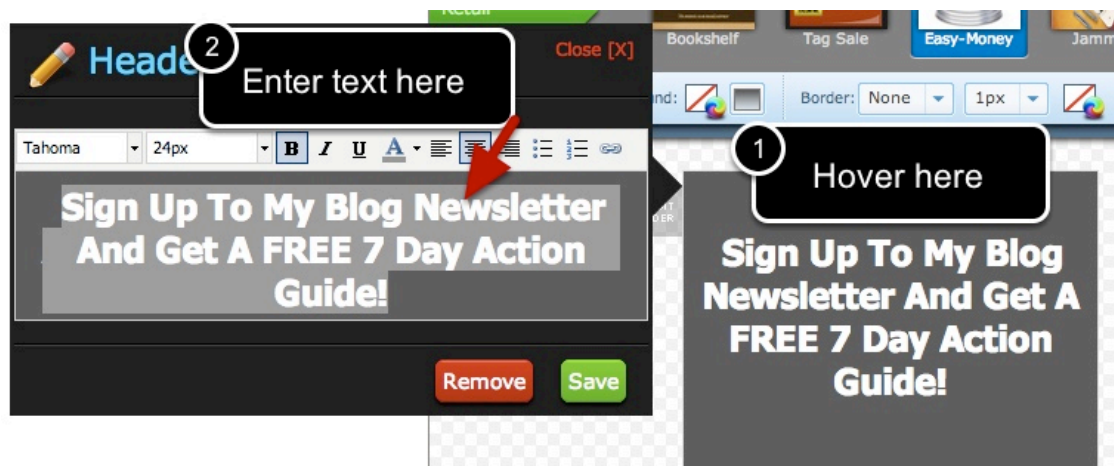
If you don't like the look of a template, simply browse and follow the steps again to load different templates.



#### 4) Editing Your Web Form



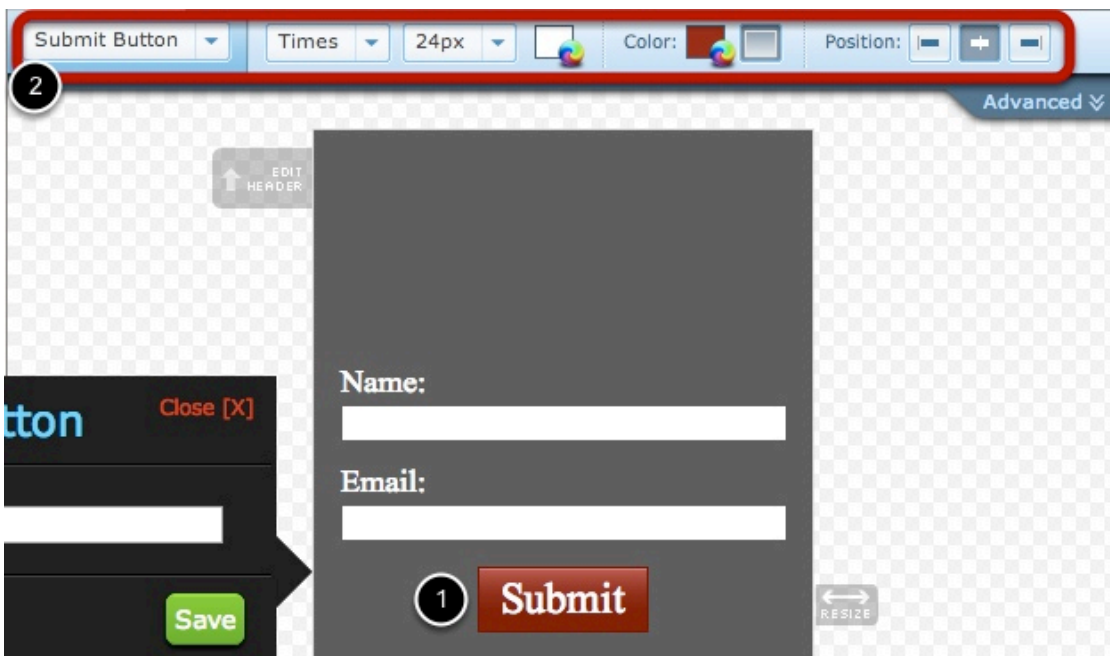
When you're happy, move on to editing the design of the form. First, you might want to drag the **Resize** arrows to help the form fit your site.



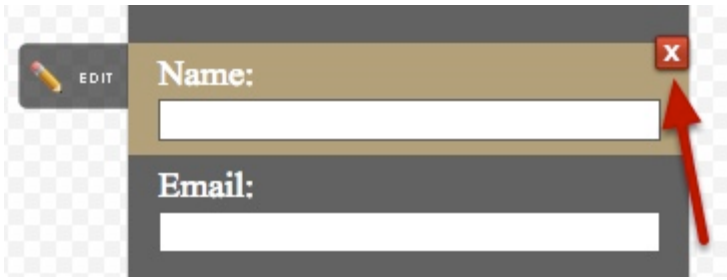
Next, hover over and click on the header area [1] and insert your header text [2] e.g. **"Sign Up To My Blog Newsletter And Get A FREE 7 Day Action Guide!"** Use the font options to change the size, color and font family of the header.



You can also add footer text (many marketers use this as a place to promise they won't send spam) by hovering over the footer area. Click on it, and another text edit box will appear, as with the header.



To edit the look and feel of the sign up button, click on the **Submit** button (text will vary depending on the template you use) and then use the options above to change the color, text size and positioning.



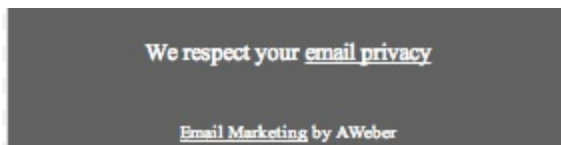
If you want to remove an area, like the footer space, or the "Name" field, just hover over it and click the red **X** that appears (you can delete all sections apart from the **Email**).

### Additional Form Elements






There are some other items you can add to your form, but they are all optional. Here's an explanation for all the icons above:

- **Header:** By default, the header (title section) is already included (see above)
- **Footer:** The footer is also included by default (see above)
- **Privacy:** This is a privacy notice included by AWeber that you can delete if you wish (see below)
- **Counter:** Use this if you want to display a counter of how many total subscribers your list already has
- **Powered:** This adds in text to say the form is powered by AWeber. Most users delete this (see below) but you could keep it if you want to include your affiliate link
  
- **Image:** Use this to insert an image into your form
- **Divider:** Use this to insert a plain divider line into your form
- **Text:** Use this to add extra text elements (besides the header and footer) to your form



By default, AWeber includes a section that says "**we respect your email privacy**" and another that says "**Email marketing by AWeber**". You don't need to keep either of these and can hover over them and click the red **X** to delete them.

## Fields

 US Address	1	
 Name	IN USE	

2 Create A New Field

You can also add in extra custom fields (e.g. Phone Number or Question) using the section on the left. Press the green + icon to add a premade field [1] or press **Create A New Field [2]** to add your own.

### 5) Save Your Web Form

Save Web Form    Go To Step 2

When you're happy, scroll down below the form, click **Save Web Form** and then **Go To Step 2**.

## 6) Enter Your Web Form Settings

# Basic Settings Customize your web form

**Form Name\*:**

1 My Web Form

**Facebook Integration:**

2  Enable Facebook registration form.  
Form must be at least 300px wide.

**Thank You Page:**

3 Basic Version

Open this in a new window

**Already Subscribed Page:**

4 Basic Version

Show Advanced Settings

Save Web Form

Go To Step 3

Now you need to give a name to your web form **[1]** - your customers won't see this, it's purely for your own organizational benefit.

Only enable number **[2]** if you want people to be able to sign up using their Facebook account, instead of having to fill out their name and email. Most people do not use this option.

**[3]** This is where you can enter a link to a Thank You page. This could be a page on your site thanking people for signing up to your list, and letting them know that they will shortly receive an email asking them to confirm they want to do it. You don't have to change it, though. Just leave it at the default setting if unsure.

**[4]** This lets you specify a page to send subscribers who have already subscribed to this email list before. Again, just leave it at the default if you're not sure.

<http://www.aweber.com>

Then click **Save Web Form** and then **Go To Step 3**.

## 7) Copy Your Web Form Code

Who Will Publish This Form To Your Website?

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

**Javascript Snippet**  
The Quick and Easy Version

**Raw HTML Version**  
Advanced Design Customization

**Recommended**

- If you change your form here, you won't have to update your website.
- Track statistics in your account.

You can paste the snippet below anywhere between the body tags of your website:

**2** `<script type="text/javascript" src="http://forms.aweber.com/form/99/2004001399.js" ></script>`

Now your web form is complete, click **I Will Install My Form [1]** and then copy the code that appears in the box **[2]**.

## 8) Install The Code On Your Site & Test

Sidebar 2

**Text**

Title:

```
<script type="text/javascript" src="http://forms.aweber.com/form/99/2004001399.js" ></script>
```

Automatically add paragraphs

Delete | Close **Save**

<http://www.aweber.com>

Now take the code you copied and install it on your site in the HTML code. On a Wordpress blog, you would usually add your code to the sidebar, as above. It's always a good idea to test everything by signing up to the form yourself.

**Congratulations! Now People Can Sign Up To Your List!**

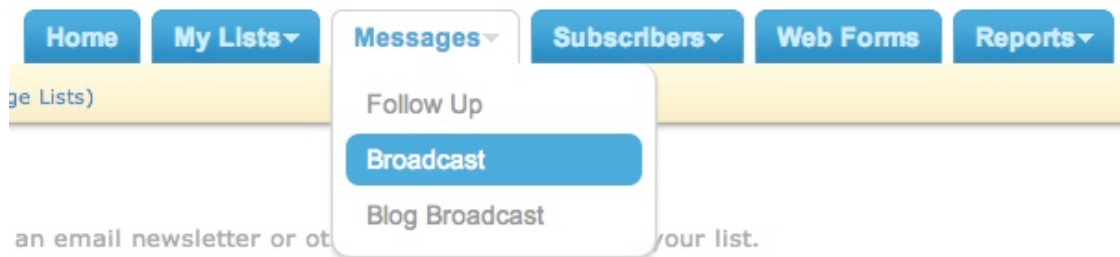
<http://www.aweber.com>

## Step 5: Sending Your First Broadcast Email

So, now you have your list set up, your welcome email ready and an opt in form for people to sign up... what happens when you want to send an email to your subscribers? Maybe you've got a special offer going on, or you just published a new post. Whatever the reason, you'll probably need to send a **Broadcast Message**.

A Broadcast Message is a one time message. Your follow up email is automatically queued to send out to your subscribers whenever they sign up to your list, even if they sign up on different days, weeks, months or years. However, with a broadcast, it'll only be sent to people who are signed up on the day you send it. If people sign up to your list the next day, they won't receive that broadcast message.

### 1) Go To The Broadcast Messages Section



In the top navigation menu, hover over **Messages** and click **Broadcast**.

### 2) Create A New HTML Message



Click the **New HTML Message** button to get started.



### 3) Edit Your Message

The screenshot displays the AWeber email editor interface. At the top, there are three numbered steps: 1. Design (Create the message you would like to send), 2. Sharing (Archive and share your message via social media), and 3. Publish (Choose when and how to send your message). Below these steps is a text input field labeled "Insert Your Subject Here" with a "PREVIEW" button to its right.

The main editing area is titled "Using The Block Editor" and contains a toolbar with icons for text, images, video, social media, and other elements. Below the toolbar is a preview of the email content, which includes a "Sample Article Headline" and a list of instructions:

- Click and drag blocks from the toolbar above and place them in your message.
- Click on a block in your message to select or edit it.
- Click on a block (like this one) and click the X to delete it.

To the right of the preview is a "Templates" panel with a search bar and a "Color Picker". Below the search bar are "Categories" and "My Templates" tabs. The templates are organized into a grid with categories like "Plain", "Lizard Party", "Vanilla", "Photography", "Cross", and "Border". Each template has a "NEW" badge. At the bottom of the templates panel are "Cancel" and "Apply" buttons.

At the bottom of the editor, there is a checkbox labeled "Plain Text is being Auto-Generated (preview)" and a "Save" button. Below this is a "Revision History" section with the text "Drafts are saved every 2 mins." and a "Next" button.

Now it's time to edit your message just like you did when you created your **Welcome Email**. When you're happy, click **Next**.




#### 4) Edit Your Broadcast Settings

**1** **Design** Create the message you would like to send.

**Sharing** Archive and share your message via social media.

**Sharing** **1**  ON

**Broadcast Archive** Publish your broadcast to a web page so subscribers can view it online.

	Homepage	<a href="http://archive.aweber.com/example1st6">http://archive.aweber.com/example1st6</a>
	Direct Link	<a href="http://www.aweber.com/t/KZ3HC">http://www.aweber.com/t/KZ3HC</a>
	RSS Feed	<a href="http://archive.aweber.com/example1st6.rss">http://archive.aweber.com/example1st6.rss</a>

**Social Media** Share your message directly with Facebook fans and Twitter followers.

**2** **facebook** [+ Connect to a new account](#) Do not post this message ▾

**twitter** [+ Connect to a new account](#) Do not post this message ▾

This time, you get a few more settings than you did with your welcome email.

Start by deciding whether you want this message to be shared on your public email newsletter archive page **[1]**. If so, you can see a preview by clicking the hyperlink. If not, just click the slider to **Off**.

Next, choose whether you want to automatically post a link to your broadcast on Facebook or Twitter, using the dropdown menus. **[2]** When you're happy, click **Next**.

## 5) Choose When To Schedule Your Email Broadcast

**1 Design**  
Create the message you would like to send.

**2 Sharing**  
Archive and share your message via social media.

**25 Mar Publish**  
Choose when and how to send your message.

**Scheduler**  OFF  
Send your message at a later date

March 2013

Sun Mon Tue Wed Thu Fri Sat

**Set A Date**  
Want to send your message on a specific date?  
Simply enable the scheduler or click the button below to set it and forget it.

**Schedule For Later** **1**

**2** List: **examplelist6**

Send to Segment  
All Subscribers

Include/Exclude Lists

List	Include	Exclude
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Track Clicks on Website links in this message  
 Email me when QuickStats are available

**3**

**Save Message**

This Broadcast Other Broadcasts US Holidays

Now it's time to schedule your email and select some advanced options.

If you want to send your email right now, don't bother with the scheduling. If you want to schedule it for later in the day, or even a set time on a different day, click **Schedule for Later** [1]. This is *really* useful for getting organized and preparing your emails in advance.

Next, you can choose whether to include people from your other email lists in this Broadcast message (don't worry, if people are subscribed to more than one list, they will still only get the email once). [2]

Next, choose whether you want to track website clicks (this is useful for analyzing which emails and offers are most popular) and whether you want to be sent a summary of these stats after you send your email message [3]

When you're happy, click **Save Message**

## 6) Test Your Email

**2** Send A Test Message Close [X]

Email Address  
you@youremail.com

**Personalization Values**  
Use the fields below to mimic any personalization you may have included in your message.

Name:  
[Input Field]

Ad Tracking:  
[Input Field]

**Send Test**

Act  
TEST QUEUE [X]

Now it's time to test your email, like you did with the welcome email. Simply click the **Test** button [1] to the right of the subject line of the message you want to test, fill out the form, click **Send Test**, then check your email to see how it looks.

## Pending Broadcasts

Send Date	Subject	Segment	Type	# Att.	Click Tracking	Spam?	Actions
03/26/13 06:36 PM GMT	⚠ Insert Your Subject Here	All Subscribers	HTML	0	On	1.5	COPY TEST QUEUE [X]

If you need to edit your email, simply go back to the Broadcast Messages screen and click the subject line of the email you want to edit.

## 7) Queue Your Email To Be Sent



Once you're happy that your email is ready to be sent, it's time to press the **Queue** Button

NOTE: If you selected a time in the future in the scheduling section above, you still need to press Queue so it's ready to send on the time and date you specified. If you didn't schedule the email for the future, it will start sending out as soon as you press Queue.

Broadcast will be sent on 03/27/13 10:09 PM GMT?

Yes

Cancel

Aweber will ask you to confirm that you want to send it. Just double check the time it says it will go out and click **Yes** if it's all correct.

**Congratulations! You've Just Created And Sent Your First Broadcast Email!**

**Broadcast Messages** Send an email newsletter or other one time message to your list.

New HTML Message



Looking for the [previous broadcast editor?](#)

[Email Template Manager](#)

### Sent Broadcasts

Sent Date	Subject	Segment	Type	Spam?	Sent	Bounces	Complaints	Opens	Clicks	Copy
03/27/13 06:18 PM	<a href="#">This Is My Message</a>	All Subscribers	Text/HTML	0					0	<a href="#">COPY</a>

Results: 1

If you ever need to refer back to an email you've sent, to check the statistics or to read or copy the original message, simply scroll down on the Broadcast Messages screen to where it says **Sent Broadcasts** and click the subject line of the email you want to check.

<http://www.aweber.com>