

Step By Step How To Set Up Aweber Forms in your Wordpress Blog

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This is the written manual that accompanies video training on this topic. It's important you watch the full video training along with using this manual to ensure you completely understand the concepts. Also, there are several marketing tips provided within the video not contained in the written materials.

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Step by step How to set up Aweber forms in your Wordpress Blog

First things you'll need are a Wordpress Blog installed and an Aweber account. Go to Wordpress.org for the blog if you don't have one. And sign up for an Aweber account at Aweber.com.

1. Once you've signed up for your Aweber account, go to your Aweber homepage.
2. Click "Create and manage lists" at the top of your Aweber homepage.
3. Click the green "Create new list" on the right side.
4. Change the default "List Name" to a name that relates to your blog's name. This will be the "From" name that recipients of your mailings see. If your actual blog name is available, that's always a good choice for list name.
5. Enter a basic description of your mailing list in the "Description" field. Your readers will see this, so it should make sense.
6. Type the name you want your readers to see in the "From" field of the emails you send them. This can be your website name or anything you want. Just keep in mind that you want your readers to open your mail, so feel free to be creative here.
7. To the right of the "From" field you enter the actual email address that your emails will come from.
8. (Optional) If you want to be alerted whenever someone subscribes to your mailing list, fill out the "Subscribe Alerts" fields.
9. Fill out the next category "Company Branding" with relevant information related to your company. Your readers will see this information. (Note: "Logo URL" is optional, but if you have one, you may enter the URL here.) Click "Save list settings."

This list is now set up and ready to take subscribers.

Changing Double Opt-in to Single Opt-in

1. Above the green bar that says "Success" is a "My Lists" button. Hold your mouse over this button and scroll down to "Confirmed Opt-in". Click that.
2. The status button on the left will say "ON". Click it to "OFF". Now your readers will be single opt-in. This prevents membership you might lose to the double opt-in process.

How to Get Subscribers

1. On your Aweber homepage, click the button at the top that says "Web Forms".
2. Click "Create Web Form".
3. Enter a name into the "Form Name" field. This name is only seen by you, so put something that helps you remember what list it is, as you may be creating many lists in the future.
4. Click "In Line" under "Type". This will enable you to put the form on any page or post in your Wordpress blog.
5. Create your OWN Thank You page, instead of using Aweber's default Thank You page. Do this by doing the following:

- *Open a new tab or window in your browser and go to your Wordpress dashboard.
- *Click "Pages" on the left side of the page.
- *Click "Add New".
- *Give your Thank You page a title such as "Thanks for Signing Up!" or something similar. This will show up at the top of the page, as soon as your subscriber signs up.
- *In the big text field, enter whatever information you'd like to give your subscriber, now that he/she has just signed up. Make good use of this page. Use it to promote or sell your products further, to provide valuable information to them and/or links, contact information, etc. This is a great place to provide information to your members, so don't waste it. Click "Publish".
- *Click "View Page" at the top to see the page you just created.
- *Copy that page's URL from your browser and paste it into the "Thank You Page" field in Aweber.

6. Paste that same "Thank You" page URL into the "Already Subscribed Page" field in Aweber also. Alternately, you can create an "Already Subscribed" page in Wordpress, promote your marketing message to them, give important info, and then put THAT URL in the Aweber "Already Subscribed Page" field. Click "Next".

7. Now you can see what your form will look like. Click the top line of text to edit it and change it to something that's more appropriate to you, your voice and your message. It should be a command or "Call to Action", such as "Sign up Now!" You can use the text options to change the font, font size, color, etc. Then click "Save Changes" to see what your changes look like.

8. Edit the other text of the form as you see fit and in the same way as above.

Suggested changes: Change "Name" to "Enter Your Name" and change submit to something like "Let's Get Started >>". Those symbols are quite helpful in making your readers understand that there's more once they click that button.

9. Optional: You can add fields if this is important to your business. For example, if you have a local business and you want to be able to contact people by phone you can add a "Phone" field.

10. Click "Save". Now you will be able to see your new form under "Web Forms" on the Success page. Each time you add a new list it will be added to this page so you can view them all from one page.

Using the Javascript Snippet in a Wordpress Page

- *Open a new tab/window for your Wordpress dashboard. Ideally this is still open from before.
- *Click "Pages" on the left side.
- *Click "Add New".
- *To make this a landing page for your blog, give it an appropriate title, like "Get Your Free ... Report" or something relevant to your own marketing campaign and product(s).
- *In the large text field, tell the reader what you want him/her to do. "Sign up now to receive your free ... report" or something similar which relates to your own website and marketing campaign.

*Click the "HTML" tab above the text box. This will allow you to paste code into this field.

*Click the "code" button. You'll see a bit of code has now been added to your text field. This enables Wordpress to read the javascript snippet you're going to paste into this field shortly.

*Go to your Aweber page. To the right of your list name is a blue link that says "Get HTML". Click this link. To control the look and feel of your form from within Aweber use the Javascript Snippet. (NOTE: You will not be able to edit the form from within Wordpress with this option. To be able to edit the form from within Wordpress, use the Raw HTML version. You will need a basic understanding of HTML to use this version. We're going to use the Javascript for this lesson.)

*Click "Javascript Snippet" and copy the code inside the box.

*Paste this code into your Wordpress page just after the code symbol.

*Click the "code" button again.

*Click "Publish".

*Click "View Page" to see your new landing page with opt-in form. Edit this as needed until you like the way your form looks in your page.

*To test this out and see how it works, just sign yourself up first by entering your name and email in the fields and click the submit button.

How to Add Opt-In/Edit info in your Sidebar

PART 1: Widgets and customizing your sidebar

*Go to your Wordpress Dashboard.

*Click on "Appearance".

*Click on "Widgets". Decide which categories of information you want in your sidebar and drag them into the "Sidebar 1" column. Each time you do this, you will be given options for that widget. Customize these as you see fit to remove extraneous and unrelated content from your sidebar. For example, it's quite likely that you will not have much use for the "Meta" part of your sidebar, so you can just drag that out of the "Sidebar" column if it's there.

PART 2: What Should Be in the Sidebar

It's a good idea to keep the "Categories" section in your sidebar. As you post content on your blog you will categorize the posts using your keywords. These will then be visible on your blog.

*Drag the "Categories" widget over to Sidebar.

*A box opens with options. In the Title field name the categories section "Categories" or some such wording. Then check the "Show Hierarchy" box. That will show any sub-categories you create indented beneath the main categories.

*Click "Save" then click "Close".

*Drag the "Pages" widget over to the Sidebar 1 column. Title it "Pages" or similar wording. Customize arrangement of pages and exclusions as desired. (See below

section on how to hide pages from Sidebar for details on how to exclude pages from sidebar.)

*Drag the "Text" widget into your Sidebar column and place it above all other widgets. This will be used to create an Aweber opt-in in your sidebar. (See below section on "How to add an opt-in into your sidebar for instructions on this.)

PART 3: How to Hide Specific Pages from Sidebar

If you don't want people to be able to see the link to a particular page in the sidebar, do the following:

*Click on the page you don't want visible in the sidebar. This will reveal the URL of that page. If you haven't altered the permalink structure of your pages in Wordpress, by default each page has an ID # at the end of the URL. So when you click on the sidebar link to a page, the URL which shows up your browser will end in a number. Copy that number and paste it into the "Exclude" field in your Pages widget. Then refresh to see that that page is no longer visible. You can do this with multiple pages by separating the numbers with commas.

*Click "Save".

PART 4: How to Add an Opt-in to your sidebar

*If you haven't already done so, drag the "Text" widget to your sidebar and place it above all other widgets in your sidebar.

*Give this box a title. This will be the title for your opt-in, so you'll want it to be a call-to-action like "Sign up for your Free Newsletter" or "Get your Free Info here!"

*In the large text field you're going to put the Aweber Javascript Snippet code. So go back to your Aweber page, click "Get HTML" and copy the Javascript code as you did earlier. Paste this code into the "Text" field in your Wordpress widgets page.

*Alternately, if you're comfortable with HTML, you can paste the raw HTML code from Aweber and paste THAT into the "Text" widget instead of the Javascript. This will enable you to customize the opt-in form right from Wordpress.

*Click "Save". Customize your form as desired, to make it look the way you want.