

Nicheology's Affiliate Marketing Academy

Lesson #3

**The Quick And Easy
Affiliate Setup – List
- SUPPLEMENT -**

By

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Introduction

A couple of days ago we started the list "setup" and complete stages one and two. Today we're going to do the real technical part of things in this third and final stage...

3) Your List TASKS. There are three things you need to do in order to actually setup the list so you can load your first newsletter in a couple of weeks when I teach you how to create and publish it. Today we're doing the "setup". You won't actually publish anything at this point. We're just going to get the list setup so it's ready when you are.

How To Setup Your List In 3 Simple Steps

I'm going to walk you through the three steps for setting up your newsletter list...

1) CHOOSE a mailing service. There are a lot of options available when it comes to your mailing service. Three of the most used services among internet marketers are <http://www.Aweber.com>, <http://www.GetResponse.com> and <http://www.EmailAces.com>. There are plenty of others that you can find by searching "autoresponder" or "list" or other similar terms at Google.com.

Let me save you some time. Go with **Aweber.com**. I've been using them for many years and have always found their service reliable and user-friendly. Their customer support is fantastic as well, in my experience.

One of the biggest reasons why you should use **Aweber.com**, in addition to this, is the fact that the steps I outline below – and the video tutorials that will be made available to you – will explain how to use [Aweber.com's](http://www.Aweber.com) services.

You can use any service you'd like, but you'll need to follow their setup instructions in order to "learn" how to get things in motion. There are dozens, if not hundreds, of options out there. I have to pick one in order to explain things for this program. I personally use **Aweber.com**, so that's what I'm going with based solely on my own personal experiences.

NOTE: This isn't some "ploy" to earn me money. None of the links in this lesson that lead to Aweber.com are coded with my

affiliate data. I will not make one penny if you choose to use their services. My recommendation isn't motivated by personal compensation, but rather because of the quality of their service.

Your first step is simple – go to **Aweber.com**, click on "Order" and follow the instructions to open your account.

Once you've opened your account, log into your control panel here:

<https://www.aweber.com/login.htm>

Next, click on "Create and manage" lists. There you'll see an option to "Create a new list." Click on it.

From here you'll be taken through a variety of steps where you fill in information to create your list. This information includes things like:

- The name of your mailing list.
- The company name.
- The email address you'd like associated with this list.
- What you'd like to appear in the email subscribers get to confirm their subscriptions.
- What you'd like your email subscription box to look like.
- The emails you'd like to initially send to subscribers.

Look at the bottom of your screen, and you'll see Aweber's (hovering) "Set Up Wizard," which will swiftly take you step-by-step through the process. If you're unsure of how to complete a step, you can watch the accompanying support video. Once you complete a step, click on "Next" on the Set Up Wizard and you'll be taken to the next step. It's quick and painless, even if you're not technically minded.

After you have setup your list by working through the Setup Wizard at **Aweber.com**, you'll need to insert your first message. The first message will typically be issue #1 of your newsletter. Obviously, you haven't created this yet and won't for about two more weeks. For now, we'll setup a simple placeholder message in the autoresponder.

➔ From within the **Aweber.com** control panel, click on the MESSAGES tab and choose FOLLOWUP.

- ➔ Next, click on the + ADD NEW FOLLOW UP MESSAGE tab.
- ➔ In the box beneath the word SUBJECT, paste this line of text:
[Newsletter] {!firstname_fix}, here is issue #1
- ➔ In the space beneath PLAIN TEXT MESSAGE, paste this line:
{!firstname_fix}, your first lesson is coming soon.
- ➔ Below that, you will see INTERVAL. Type in "1" (minus the quotation marks.) This will send the message immediately when someone subscribes.
- ➔ Deselect TRACK CLICKS.
- ➔ Click on the SAVE MESSAGE tab.

This will get a temporary message setup. Don't worry, no one will ever see it but you and we'll change it to the correct first issue of your newsletter in a couple of weeks when you have that published. (Don't let that scare you either – it'll be so "plug and play" that you won't even know you've done any work! 😊)

For now, we just need this setup.

So, to recap so far, here is what you need to do...

- Order an Aweber.com account.
- Setup your list within the Aweber.com control panel.
- Insert your first follow-up message within the Aweber.com control panel.

After you have these in place, it's time to setup your webform for the list so you can actually get subscribers to input their name and email address and join your list...

2) CREATE an optin offer. One of the last steps of the Set Up Wizard included the little piece of code you need to insert into your web page.

Note: You can choose the one line JavaScript code, which calls the information from Aweber's server to create your form. Or you can use the HTML code, which creates the subscription form

on your own web page and displays it. Either one is fine. For simplicity purposes, you may want to copy the "javascript" code.

You'll need to insert that piece of code into your web page (or in this case, to your blog.) If you didn't copy the code while you were setting up your mailing list, you can get it at any time by following these steps:

1. Log into your Aweber account.
2. If you have more than one list set up, choose the list you want to work with from the drop down menu (near the left side of your screen). You should only have ONE list at this point.
3. Click on "web forms" on the upper right side of your screen.
4. Then click on "get HTML" to get the code.
5. Copy this code by highlighting it, clicking on your RIGHT mouse button and choosing COPY.

That's all you need to do in order to get the code for your webform. Then, move on to the final setup stage...

3) *CODE your list page.* Up next you'll want to transfer that webform code into the sidebar at your blog so it will appear on all of your pages. And you'll create a confirmation page the subscriber will arrive at after they join the list.

I do want to mention a couple of ...

- ***Make your description short and appealing.*** In the video you'll be shown how to create a description to include immediately above the webform at your blog. Here's an example to model your own after...

Free Subscription To
REVENUE NEWSLETTER
*Each Weekly Issue Is Jam-Packed With Tips
To Help You Increase Your Revenue*

- ***Setup your confirmation page with a **CLICK HERE to continue link.***** In the sixth video which shows you how to create a confirmation page, at the close of the page be sure to have a **CLICK HERE TO CONTINUE** link. Link

this to your affiliate link for the product or service you are promoting. Here are a few examples...

While You Are Waiting For Your Confirmation Email To Arrive,
[Click Here](#) For My "Secret Weapon" For Getting Website Traffic

While You Are Waiting For Your Confirmation Email To Arrive,
[Click Here](#) For A Look At What I Used To Lose 21 Pounds In 3 Weeks

While You Are Waiting For Your Confirmation Email To Arrive,
[Click Here](#) For My #1 Strategy For Acing Interviews

So, watch videos five and six for completing this final stage.

After you have done these steps, join the list yourself to test the process.

So, Let's do a quick recap of these final "setup" steps...

Checklist:

- Order an [Aweber.com](#) account.
- Setup your list within the [Aweber.com](#) control panel.
- Insert your first follow-up message within the [Aweber.com](#) control panel.
- Copy the code for your webform within the [Aweber.com](#) control panel.
- Paste the webform into your Wordpress sidebar and add description.
- Create your confirmation page at your blog.
- Join the list to test the process.

On a separate note before we close out, let me show you something that's pretty impressive. Here are your "business costs" so far...

Domain registration: \$8.99 per year
Website Hosting: \$5-10 per month
Autoresponder: \$19.00 per month

To start a business you've spent less than forty bucks!!!

Your monthly operating expenses are less than thirty bucks!!!

Is there any other business model in the world that can compete with that? It costs tens of thousands of dollars to start a "brick and mortar" business. Heck, some franchises cost \$1 million just for the franchise!

This is an unbelievable bargain.

Most of the promotional methods we're going to begin exploring in month two are completely free.

Even if you decide to outsource the list setup, this is a "pennies" business to get setup. That's why I love affiliate marketing.

Anyway, just some food for thought.

Autoresponder: <http://nicheology.org/ar>

Aweber tutorials: <http://www.nicheology.com/members/department67.cfm>

Advanced Aweber: http://www.nicheology.com/members/Aweber_Advanced.cfm