

How to Get Started: Live Demo



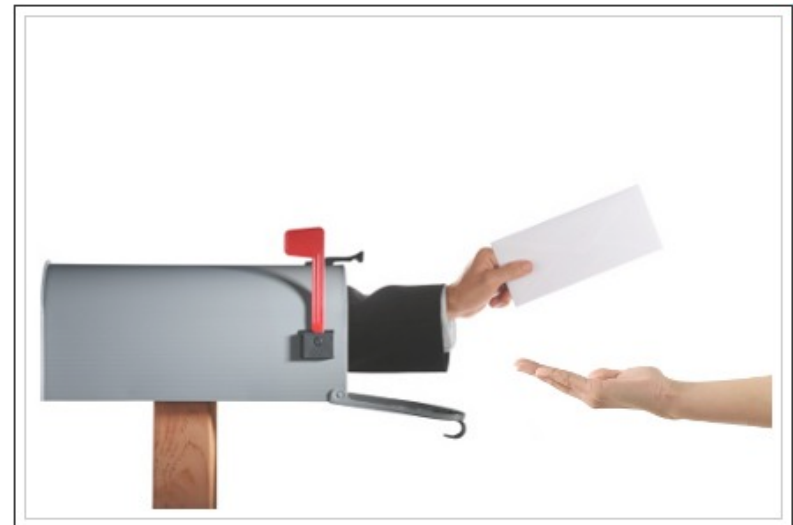
What Your Website Provides

- ▶ A medium to publish a lot of information
- ▶ A place for search engines and ads to drive traffic






What It Doesn't Provide

- ▶ Information in small, digestible bits over time
- ▶ A means of sending information to visitors






Confirming Subscribers

How Does It Work?

-  1st email asks subscribers to activate their signup
-  Prevents fake/malicious signups
-  Helps protect you from spam complaint problems

A Good Confirm Message Tells Subscribers...

-  Who the email is from
-  Why they're getting it
-  What they need to do with the email

Which Type of Message Should I Use?



Autoresponder / Follow Up Messages



Sent automatically as subscribers sign up



Good for “evergreen” content



Broadcast Messages



Sent at specific dates and times



Good for email newsletters, other time-sensitive content



It isn't an either / or question. Use both!



Autoresponder / Follow Ups Only – First Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
					Auto-responder	Follow Up 1
3	4	5	6	7	8	9
	Follow Up 2		Follow Up 3		Follow Up 4	
10	11	12	13	14	15	16
		Follow Up 5				
17	18	19	20	21	22	23
		Follow Up 6				
24	25	26	27	28	29	1
		Follow Up 7				

Broadcast Only: First Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
					Subscriber Opt-In	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
		Newsletter				
17	18	19	20	21	22	23
24	25	26	27	28	29	1
		Newsletter				

One Year of Broadcasts and Follow Ups

Auto-responder Follow Up 1			
Follow Up 2	Follow Up 3	Follow Up 4	
Follow Up 5	Newsletter	Newsletter	Newsletter
Follow Up 6	Newsletter	Newsletter	Newsletter
Follow Up 7	Newsletter	Newsletter	Newsletter
Newsletter	Newsletter	Newsletter	Newsletter
Newsletter	Newsletter	Newsletter	Newsletter
Newsletter	Newsletter	Newsletter	Newsletter
Newsletter	Newsletter	Newsletter	Newsletter
Newsletter	Newsletter	Newsletter	Newsletter
Newsletter	Newsletter	Newsletter	Newsletter
Newsletter	Newsletter	Newsletter	Newsletter



What should I write in my messages?



Answer FAQs – proactive support



Attach a Whitepaper, ebook, free report



Run an eCourse



Solicit Feedback



These can all include links to your products / website to increase sales



Where Do I Go From Here?



Print checklist and mark off each step



Join us for another webinar. We cover topics like:



How to Create Effective Email Newsletters



Building Better Signup Forms

<http://www.aweber.com/webinars/>



Read our blog for valuable email marketing tips:

<http://www.aweber.com/blog/>