

How To Build a Big, Responsive List Quickly And Easily Using Aweber

Step by Step Instructions Included

Email Marketing With Aweber



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Introduction:

At one time if someone wanted to do business with you they would attempt to reach you through direct mail (aka junk mail), telemarketing (incessant phone calls at dinner time) or face-to-face (trying to get a foot in the door).

The problem with all of these tactics is that they were completely unsolicited and unwanted. These marketing tactics were called “push” because, as the name suggests, marketers “pushed” information at consumers. As a result, we refer to these solicitations negatively, and often respond angrily to them. They are referred to as:

Junk Mail
Harassment
Snake Oil

So how is email marketing different?

The difference between email marketing and the other marketing methods is that people opt-in, or choose to receive your marketing message. It’s an invitation to your customers to allow you to share your information and expertise with them. That is something you just can't pay for.

Have you been tossing around the idea of email marketing? If you are convinced that it's time to pay attention to email marketing, let’s talk about where to start.

This report will show you step by step how to set up an account, AND your first email list with one of the most popular and best email software programs on the internet: Aweber.

Recommendation:

You’ll get the most value from this report if you follow along in real time while we discuss these topics. Sign up for their trial offer and receive access to Aweber for 30 days. And it’s only \$1.

Click this link and follow along. [AWEBER \\$1 Trial Offer](#)

This is what you will see after clicking the link:



Now that you're signed up for the 30 day trial, let's get started.

What Is Email Marketing?

I've touched on the concept of email marketing and how it is a highly effective way to build your business, but let's dig a little deeper into exactly what email marketing is.

As in any specialty, email marketing has its own vocabulary. Knowing the basic terms will help you understand what people are talking about – including in this report!

Here are some very important definitions:

Email List:

An email list is simply the collection of names and email addresses of your subscribers. You can ask for information such as business name, location or phone numbers, when they sign up, to help you further segment your list and market to them based on a particular criteria.

Opt-In Form:

An opt-in form is an online form on your website where visitors fill in their contact information to join your email list. Aweber and other similar services automatically add this information to your email list with no action on your part.

Subscriber:

A subscriber is someone who has joined your email list by typing in their name and email address in your website opt-in form. They are now part of your “list,” and you can contact them via email with offers, information, and updates.

Email Service Provider (ESP):

A company, like Aweber, that provides the email software you use to send email to your subscribers.

Autoresponder:

A series of email messages that go out to your subscribers automatically and in sequence. It does not matter how many people sign up, or when they sign up—each person will automatically receive message number one as soon as they sign up. They'll then receive message #2 a set time later, message #3 at a set time later again and so on. It's a great way to automate parts of your business.

Broadcast:

A broadcast email is an email that goes out to your list, at a specific date and time. It's different from an Autoresponder in that it's a one-time message. Everyone on your list receives this broadcast message at the same time. Broadcasts are often used for sales notifications, special offers, time-sensitive announcements, and, with Aweber, your latest blog post.

Building a List is the Best Business Investment You Can Make

Let's talk about why building an email list is the smartest investment of your time.

Often new business owners make a great start at building their email lists, but then give up after getting a few subscribers. They give up because they don't really understand the benefit of building a large, responsive email list.

There are 7 important reasons for building a list for your business:

Automatic Follow-Up Processes:

Having a list allows you to set repetitive tasks on auto-pilot. With a list and your autoresponder service, you can have a follow-up system in place that makes sales for you twenty-four hours a day, seven days a week.

Strategically and Continuously Build Your Business

Other than being available via chat on your website 24/7, how can you "be there" for your website visitor? Well, new prospects can be signing up to your email list automatically, every day, without your help or involvement. You will then be able to communicate with them by email. This is a way to continuously build your business without a lot of repeated effort.

"Capture" Visitors

You've put a lot of time and (financial) resources into your website and this will really be a waste if you don't have any way to "connect" with your visitors. You have to begin adding systems and the most important one is to capture visitors.

Most will come and go from your site (forever) without even leaving a mark. Why not at least attempt to stay in touch with them? It's an easy system to implement with a simple opt in form that captures their name and email address so you can begin to building a relationship with them.

Stay on the Forefront of Their Minds

Who was it that sang, "You were always on my mind..."? It came to mind as I was writing this. Why? Because most of your business connections will

not be ready to buy from you right away. People use the internet to do research, compare prices, and get free information.

If you've got a system in place for capturing their name and email address, you can stay on their mind by using autoresponders or broadcasts to regularly send out your messages. When they are ready to buy, they'll remember you and what you offer because you've kept in touch with them all along the way.

Save Time

Very few small business owners have a lot of extra time. Most women today are dividing their time between being mom, grandma, daughter, wife, housekeeper, cook, volunteer, worker, and business owner. Having tools to help put anything on auto pilot is usually a very welcome addition to their lives.

So instead of having to share your message one (you) to one (one client at a time) repeatedly, your autoresponder and list will enable you to reach one (you) to many (your whole list). Imagine not only saving time, but also leveraging your time into long-term profits.

(Appear to) Be Super-Human

It's not humanly possible to "personally" connect with all your visitors (prospects) and customers unless you are using an automated system. Your autoresponder system allows you to send out a message that appears to be written specifically for that person. It's a great way to build relationships (and the "know, like, and trust" factor) that are vital to building your business.

Increase Your Sales Too

But the goal isn't to just be awesome (although this is also a great goal too!) and send out lots of free, personalized information. What you really want to do is increase sales and profits. Nothing else can help you deliver these results the way an email list can.

If you give up too soon on building your list, you'll never see these benefits. List building starts slow, but don't give up! Every marketer – even those with hundreds of thousands on their lists – started with one subscriber, then two, then ten. It takes time and it can be frustrating waiting for the rewards but be patient and diligent and you will see your effort pay off over time.

How to Get Email Subscribers

Having a “list” with a fantastic series of autoresponder messages and broadcasts that you update regularly is great, but if there’s no one on your list, you’re not going to make many sales. You need to build your list, and list-building is a specialty in and of itself.

Ultimately email marketing is a way to market your product or service through email. You can build your email list in a number of ways. Here are just a few:

Opt-In Forms

The most common way to build a list is by placing an opt-in form on your website or sales page. This form should be in plain view so your visitors can enter their name and email address requesting (opting in to receive) more information from you.

Customer Lists

Many shopping cart services such as eJunkie and 1ShoppingCart have automatic processes that add purchasers to your email list. This is definitely a process to integrate because it is widely known that customers are already a step above mere “prospects.” Even a small purchase of \$10 proves that they want what you offer and have money to spend.

Forwards

Aweber has a very cool option that allows for your subscribers to forward your email to others so they can subscribe too. You can add a PS or a signature line that says “Did you like this email? Forward it to a friend!” When that friend receives your email from someone they know and trust, they’ll be very likely to subscribe to your list as well by clicking on the enclosed link. Gotta love the innovation at Aweber!

Buying Lists

It is possible to buy email lists from others. Even though this sounds like a great shortcut, I recommend against this practice, particularly when you’re just starting out. These lists are very expensive, the names and contact

information is often outdated, the people on the list aren't targeted to what you offer, and they may see any contact from you as a SPAM message. You're much better off building a list of people who know, like, and trust you, by using a little creativity and some elbow grease.

Getting people on your list may seem difficult initially, but there are strategies for making it more compelling so they'll give you their name and email address. For example, you can provide a high value opt-in bonus, but we'll discuss more on how to get targeted and interested subscribers further on in this report. For now it's important to understand that you need to offer high value to potential subscribers.

Why Use Aweber?

Many business owners start building their list in their regular email account, such as Outlook or Gmail. This is all right if you have only 15 or 20 people to send an email to, but when you start getting more and more prospects this will become a problem.

The biggest problem you will encounter is when you attempt to send an email to hundreds of people (from your own email account). You will be flagged as a spammer. I don't know what other email providers do, but Gmail suspends your email account. if they think you are spamming people, which can be disastrous for people who use Gmail regularly (no access to folders, files, and documents saved there).

Secondly, by US Can-Spam laws, you must have a way for people to automatically unsubscribe from your emails if they want to opt out. This must be placed at the bottom of every outgoing email.

High Deliverability

The most important factor you need to consider is whether or not your email is getting to their targeted inboxes. Aweber has one of the highest deliverability rates in the industry and they work very hard to establish relationships with internet service providers so your email will be delivered, not diverted to their Junk Folders.

Pricing

Aweber has a very competitive pricing structure. You may be able to find less expensive options, but that lower price comes with a sacrifice in terms of deliverability, options, and support.

At the same time, Aweber is very affordable. You can take them for a test run at just \$1 for 30 days. If you find (I know you will) that you are happy with their service, you'll continue at just \$19 per month for up to 500 subscribers.

Email

You'll have a number of features and options where sending email is concerned. Most programs allow you to send both autoresponders and broadcasts, but not many can broadcast your blog posts to your lists for you. The blog broadcast feature is a way to send your latest blog updates directly – and automatically – to your subscribers.

Social Media

Aweber is also up to date in terms of social media functions, allowing you to automatically and instantly post your emails to Twitter and Facebook.

Templates

If you're not a programmer (and who is?) it's not easy to create great-looking opt-in forms or newsletters. Aweber has a very large selection of both that you can use as-is or easily customize to fit your business.

Customer Support

Aweber's customer support is top notch. You'll be able to choose any or all of the following (free) methods of support:

- phone
- live chat
- email
- webinars
- an e-course
- a series of tutorials

When you first sign up with Aweber, you'll have access to their very thorough initial walk-through so you start out on the right foot.

Subscriber Statistics

Understanding how many new subscribers you have, where they come from, what they click on, and when they unsubscribe is important to your business.

Aweber does an excellent job of subscriber management. One of the best features here is that you can send out emails to your lists separately or all at once. Even if your subscribers are on multiple lists they will only ever get one email – a great feature to save your subscribers the frustration of deleting multiple emails from multiple lists. You can view detailed reports about your subscribers (and even have them emailed to you).

Choosing an email service provider is an important decision. List building is literally the backbone of your online business so you'll want to choose your provider carefully.

But no matter which one you choose, start building your email list as soon as possible. You will wonder why you didn't start sooner.

HTML or Text Messages or Both?

When creating email lists and messages, you may wonder if you should use HTML messages, text messages or both. First let me explain the difference:

HTML

You know those emails you get that are quite colorful with lots of pictures and fancy text? Those are created with HTML. Newsletters or 'Ezines' are often created with HTML messages.

Text

Text messages are just that - text. There is no formatting, color, images, graphics, or any other accents.

So which should you choose? Let's compare the advantages and disadvantages of each format.

HTML email has a lot of advantages:

1. Can be branded to the business look and image, conveying an overall congruity in your marketing message
2. With HTML you can make your links track able so you know what they are clicking on (or not).
3. Formatting your content with bullets, bolding, italics, headings and other effects can increase readership of your emails.

HTML email has just about as many disadvantages:

1. You must create or customize HTML. This takes longer than doing plain text.
2. Some of your subscribers' email providers block HTML formatting and images, leaving you with just text anyway.
3. If you're looking to build personal relationships with your customers, HTML is probably not the way to go because it doesn't look like a regular personal email.

Text email has advantages, including:

1. They are less likely to get filtered or blocked
2. Looks the same no matter what email program it's viewed in
3. Quick and easy to create and send
4. Have a much more personal feel than HTML email

Text emails also have disadvantages, including:

- No formatting, images, or branding
- Can't use hyperlinks for affiliate links or you'll have to use long, ugly links

Something worth noting, and that might help you decide is that **if you choose to use HTML then you'll also have to use text.** There are a couple of reasons for this:

1. Some email programs will not display HTML. When you provide a text version, your messages will get through to those using these settings.
2. If you don't add a text version of your HTML content, you increase your risk of getting blocked by the spam filters in your subscribers' email account.

Ultimately what you choose is going to depend on your business needs. There is no right or wrong answer.

How to Set Up Your Email List and Opt-In Form in Aweber

In this section we'll go through the steps to setting up your email list and creating an opt-in form.

Step 1: Setting up your email list

After you log in to your Aweber account, the first thing to do is click on the 'Create and Manage Lists' link. It looks like this:



Then click 'Create a New List' on the next screen:



There are three sections for you to fill out:

1. Basic Settings
2. Personalize Your List
3. Confirmed Opt-In

On the Basic Settings page you'll find the following:

List Name
List Description
'From' Name
Address

****Notification Emails**

If you want to receive an email every time someone signs up to your list, enter your email address and name here. You may soon be overwhelmed with email if you get a lot of opt-ins.

On the Company Branding page you'll find:

Company Branding

1. Company Name
2. Website URL
3. Email Signature – This can be automatically added to all your emails.

Social Media/Sharing

1. Tweet Your Broadcasts
2. Share Broadcasts on Facebook
3. Broadcast Archive:
This allows for your broadcasts to be archived on Aweber's servers so you have the option of directing people to view your archived email (broadcasts and newsletters).
4. Global Text Snippets
This is another great feature of Aweber where you can set certain 'snippets'. For example, if you want to include a business phone number in your emails you may want to set it up as a snippet. That way, if your phone number ever changes you can change the snippet and not have to go back into all your emails and change it in every spot you added your phone number. Plan ahead!

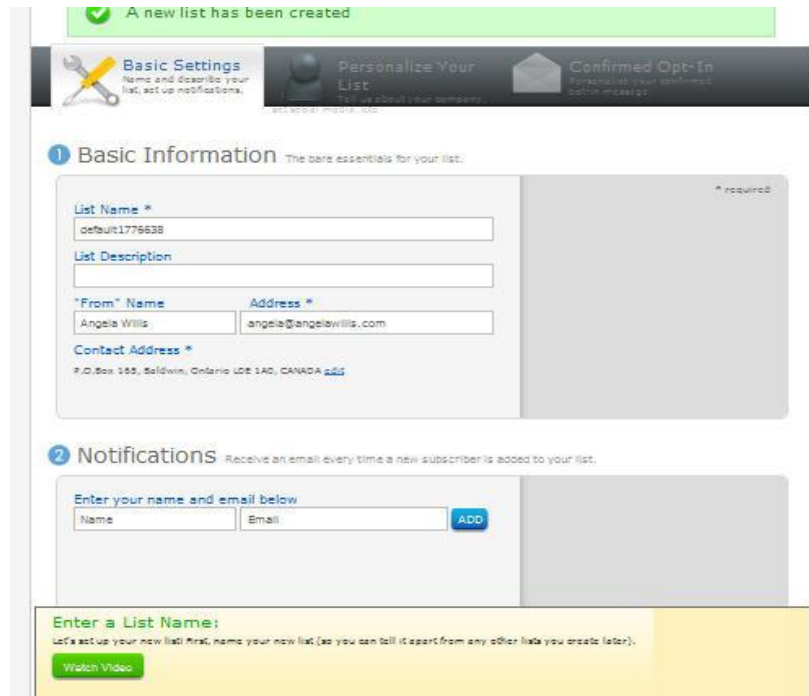
On The Confirmed Opt-In page you'll find

1. Your Confirmation Message
This is the message your subscribers will receive in their email asking them to confirm that they signed up for your list. You can customize it for a personal touch.
2. Require Opt-In on Web Forms

This is the double opt-in option. It is recommended you have people confirm that they signed up for your list by getting them to double opt-in.

3. Success Page

You can add a custom page URL (a website page for example) that your subscribers get sent to after they confirm their opt-in.

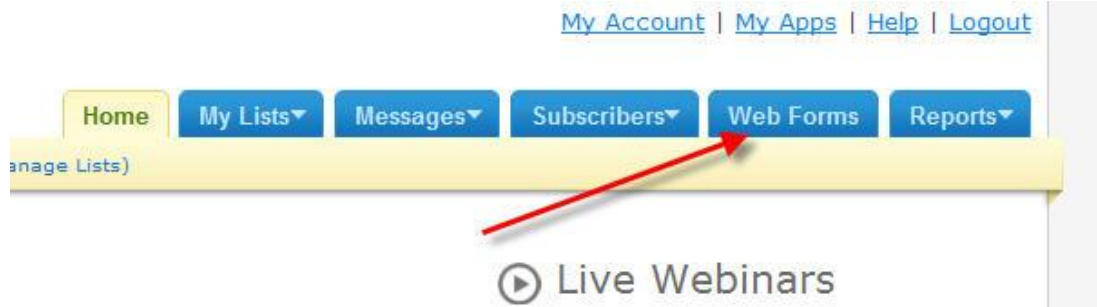


The screenshot shows a web interface for creating a new list. At the top, a green banner reads "A new list has been created". Below this is a navigation bar with three tabs: "Basic Settings" (selected), "Personalize Your List", and "Confirmed Opt-In". The "Basic Information" section (step 1) contains fields for "List Name *" (with "default1775638" entered), "List Description", "From Name" (Angela Willis), "Address *" (angela@angelawillis.com), and "Contact Address *" (P.O. Box 165, Selkirk, Ontario L0E 1A0, CANADA). The "Notifications" section (step 2) has a sub-header "Enter your name and email below" and fields for "Name" and "Email" with an "ADD" button. At the bottom, a yellow box titled "Enter a List Name:" provides instructions and a "Watch Video" button.

Ensure that you have filled out all fields according to the instructions and remember to press the save button at the bottom of each page.

Create the Web Form

The next step is where you create a web form for your website. To start, click the button that says 'Web Forms'.



Then click the 'Create a New Web Form' Button:



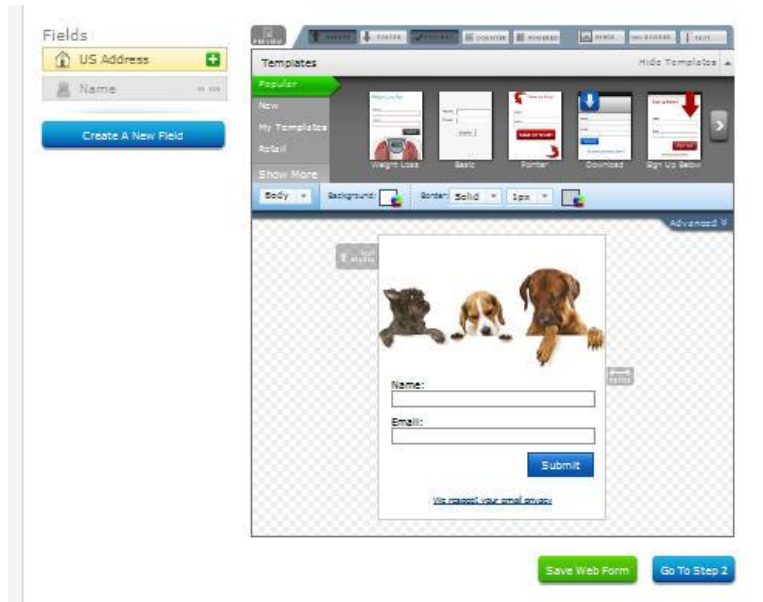
Now the fun starts! There are many options to choose from. Aweber has templates that would suit many different businesses. For example there are ready-made forms for people in the weight-loss, sports, pets, real estate, and consulting to name just a few.



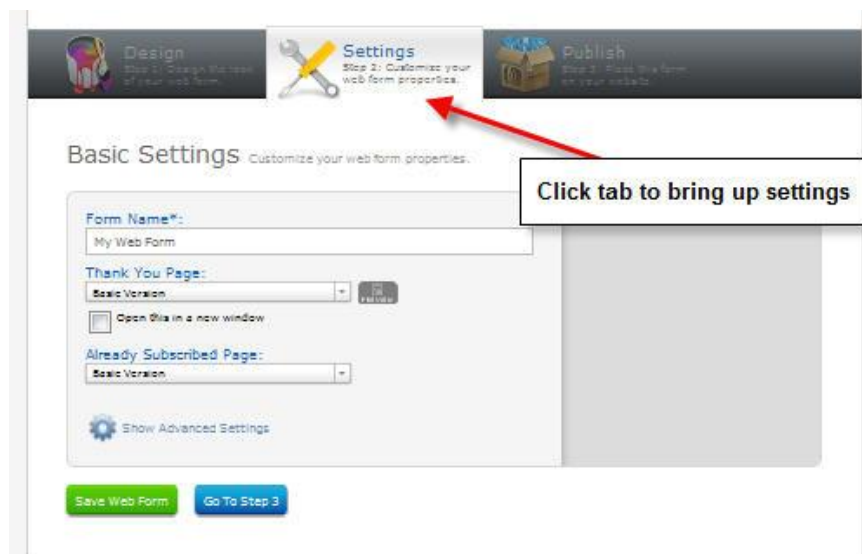
Scan through the categories and choose a template you can work with.

Then you can use the easy editor to add text, effects, change colors and customize the form.

As usual, make sure you save the form. Click the green 'Save Web Form' button at the bottom of the screen once you're done.



Once you've saved the web form, click on the 'Settings' tab at the top of the page and fill out the basic information such as Form Name, Thank You page and Already Subscribed page.



Again, click the green 'Save Web form' button.

Now you're ready to add the form to your website! Click the 'Publish' tab on the page to get your code. This section allows for three options:

1. I Will Install My Form
2. My Website Designer Will Install My Web Form
3. Have Aweber Host My Form

Option 1 – This option allows you to copy the code provided and paste it wherever you want your web form to be (on your Wordpress site) or wherever you can paste code on an HTML website.

Option 2 – This option allows you to simply send your web designer an email with the code so they can add it for you.

Option 3 – This is a neat option where Aweber will actually host the web form on their site. This way you can still easily build your list and accept sign-ups even though you don't yet have a website!

CONCLUSION: There you have it. Follow the steps in this section and you will have your first email list set up and your opt-in form ready to collect subscribers.

Be sure to add a welcome email for your subscribers. Follow along in the next section to learn how.

How to Set Up an Autoresponder in Aweber

An Autoresponder is a series of email messages that are pre-set to go out at certain time intervals, for example, daily, weekly, or monthly.

In the previous section I showed you how to set up your email list and opt-in form. Now once people get onto your list you'll want them to receive a warm welcome message. This autoresponder message will go out automatically upon signup.

Here's how to set up your first autoresponder message in Aweber:

1. Click on the 'Message' tab across the top of the screen.
2. Click on 'Create a New Follow Up Message'.



Next, fill out the appropriate section:

1. If sending HTML, fill out both the HTML and Text sections.
2. If sending Text, fill out the text area only.

Interval

Your first message will go out immediately, but you will have to set a time and date on any follow messages after the initial one. For example, 3 days after the first, 3 days after the second, and 3 days after third.

When you're finished setting up your email, click the green 'Save Message' button and you're done! You've set up with your first autoresponder message to go out automatically when anyone signs up to your email list.

Once you gotten familiar with the process you'll see the incredible power in being able to set up automatic messages. Put some time and effort into building and offering a fabulous resource for those who sign up and it will pay off over and over again.

How to Send Out a Broadcast in Aweber

Broadcasts are email messages that go out to your entire list at one time. They differ from autoresponders in that an autoresponder goes in sequence (and subscribers can be receiving different emails at different times depending on when they signed up).

Broadcasts are great for time sensitive messages such as live webinars workshops, announcements, courses, and seasonal messages. If you have a one-time promotion that you want to go out to your entire list, use a broadcast message.

Create and send a broadcast:

1. Hover over the 'Message' tab at the top of the screen and then click 'Broadcasts'.
2. Click on the green button that says 'Create A New Broadcast Message'.



Next, you'll want to fill out the appropriate section:

3. If sending HTML you'll need to fill out both the HTML and Text sections.
4. If sending Text then you'll leave the HTML section blank and fill out the text only.

Important sections to note:

Spell Check

Run your email through this quick spell check to keep it looking professional

Personalize

Use the personalization feature to call people by name, mention their location, or email

Attach a File

Add an attachment to your autoresponder emails

Track Clicks

You can find out what people click on within your emails. Just be aware that if you are using text-only emails then people will see the tracking links in the emails

Send Immediately or Send Later

You can schedule your broadcast to go out right away or at a later date

Send to Segment

You can segment your subscribers in many different ways. For example if you'd like to email people only signed up in the last week then choose that in the send to segment section

Include or Exclude Lists

If you have multiple email lists in your Aweber account, you can choose to send to more than one at a time using this option

Track Clicks

See what your subscribers are clicking on by tracking clicks. Beware though because these clicks are not cloaked and will show as long, messy links in your emails. You can create "pretty" links with HTML, but there's no way around it for text emails

Social Media/Sharing

Tweet your email or send it to Facebook with this option.

Quickstats Notification

You can learn your stats right away by having them emailed to you.

Schedule
 Send Immediately or Send Later

at : Eastern

Send to Segment

Include or Exclude Other Lists?
 Click to include or exclude lists.

Track Clicks?
 Track clicks on website links in this message.

Social Media / Sharing
 Enable Sharing / Social Media

QuickStats Notifications
 Email me when QuickStats are available for this message.

Save your broadcast.
You'll be able to test your message before sending.

When you're finished setting up your email click the green 'Save Message' button.

How to Set Up Blog Broadcasts in Aweber

If you write blog posts, you'll love this Aweber feature. The blog broadcast allows you to connect your blog in Aweber and send out your posts to your subscribers.

These are the steps:

1. Hover over the 'Message' tab at the top of the screen and click on 'Broadcasts'.
2. Now click on the green button that says 'Create A New Blog Broadcast'.



Here you'll set up your blog broadcast by typing in the URL of your blog's RSS Feed. Not sure what it is? Type in your domain name followed by /feed like this: <http://yourdomainname.com/feed> . This will normally take you to your blog feed. If that doesn't work, you'll need to check with your website designer or in the software help files.

Next, choose a template for your blog broadcast and then customize the look and feel of the template.

Important sections to note:

Spell Check

Run your email through this quick spell check to keep it looking professional.

Personalize

Use the personalization feature to call people by name, mention their location, email, and so on

Send Time

Choose the time you'd like your blog broadcast to go out

How Often Should We Send Out Your Blog Broadcasts

In this section you can determine when your blog broadcast goes out. You can choose to have it go out automatically or you can have it saved in your 'Broadcasts' section so you can approve it before publishing.

Track Clicks

See what your subscribers are clicking on by tracking clicks. Beware these clicks are not cloaked and show up as long, messy links in your emails. You can get around this by creating hyperlinks in HTML, but there's no way around in for text emails.

Social Media/Sharing

Tweet your email or send it to Facebook with this option.

Quickstats Notification

You can find out some great stats right away by having them emailed to you.

Using the Blog Broadcast feature is a great way to repurpose your content. Instead of having your content show up on your blog and nowhere else, you are exposing your market to your information in more than one way. That's smart email marketing!

Finding Targeted and Interested Subscribers

You'll have to get creative to find how best to build your list. It'll be up to you to get yourself out there and find as many targeted and interested subscribers as you possibly can. Here are a few suggestions:

Website Opt-In Form

Put a form on your website, but not one that just says: 'Sign Up for Our Newsletter'. You need to offer your visitors something irresistible -- something they'll give up their closely guarded email address for. It could be a free report, an audio or video, or a workbook, but make it valuable – this is no time to hold back!

You'll get immediate results if you are already getting traffic. If traffic is low, keep reading for other great ideas to help you build your list.

Guest Blogging

Bloggers are always looking for unique content. Take advantage of this need by writing guest posts on others' blogs. You'll want the information in the blog post to be highly relevant to your email list. Deliver great information and lots of value, but leave them wanting more. Target your blog in the post so it leads your reader to signing up to your email list.

Joint Ventures

Start making friends with other website owners. Networking with other business owners is a smart move. You'll develop relationships that can turn into win-win partnerships.

Try to determine where the people you want to reach hang out. Do they visit chat forums to discuss their topic, read certain blogs, or visit a particular news site?

The ways to build your list are only limited by your own imagination. You are the best person to determine how to get the most qualified subscribers onto your list. Keep trying new methods, test the results, and move forward.

The Rules and Laws That Govern Collecting Email Addresses

It's a good idea to get familiar with the rules and laws that govern this industry. First and foremost, if you are in the United States, is a law called the Can-Spam Act. (Even if you are in a country that isn't governed by this law, it's a good idea to follow it anyway just to be safe).

If you are caught in non-compliance with the Can-Spam Act and abusing email, you could be subject to penalties up to \$16,000.

Here is a summary of the requirements under this act:

1. Do not use false or misleading header information
Your from, to and reply to information must be accurate and not misleading in any way.
2. Do not use deceptive subjects
It is not acceptable to trick readers into opening your email by using deceptive email subject lines.
3. Identify the message as an ad
You must notify your subscribers that they are reading an ad.
4. Include valid physical location
You must identify your location in every email you send
5. Tell subscribers how to opt-out of emails
Each email must contain clear instructions on how to unsubscribe from your email list.
6. You must honor opt-out requests promptly
You must honor opt-out requests within 10 business days.
7. Monitor your service providers
When you hire someone to help you in your business, you cannot expect

the responsibility of complying with the act to transfer to them. You are responsible for what is being done on your behalf as well.

Aweber automatically manages the compliance issues for you. For example, your physical location is automatically inserted at the bottom of each email. They also take care of sending instructions about how to opt-out of your Aweber email lists. Aweber also manages the un-subscribers immediately so you don't have to worry about getting into trouble with the 10-day removal time frame.

Running your email campaigns in a manner that respects your subscribers and gives them freedom of choice will produce a very high quality list. It will be a list that appreciates how you value them as people. They will respond in kind by being loyal and dedicated subscribers who actually READ your emails. Now that's a win-win situation!

Email Marketing Statistics and Reports

Congratulations! If you've followed the steps in this report, you've now got the beginning of an email list with Aweber. Your fabulous offer should now be providing the incentive for people to sign up for it.

You now have the opportunity to use the latest technology to connect with your market in a way that wasn't even possible twenty years ago.

One of the most revolutionary things about your email list is its ability to give you detailed statistics and reports. Aweber is an industry leader in analytics at every step of the way in your email marketing process.

Here is a list of ways you can get to know your subscribers better:

Email Opens and Click Tracking

- Learn exactly how many people opened your email
- See who opened your email
- Determine if they have clicked on any of your links in the email
- Follow along to see what they clicked once they got to your website
- Know whether a sale resulted from that click.

It's all possible with Aweber's Email Opens and Click Tracking system.

✉ Recent Broadcasts Your recently sent messages.

Listname	Sent Date	Subject	Sent	Bounces	Complaints	Opens	Clicks
marketeromigo	04/26/11 7:32am	Affiliate Marketing Tools ? Get	358	0	0.00 %	66 (18.4%)	32 (8.9%)
marketeromigo	04/25/11 9:18am	NEW Webinar: Teach Your Skill	1,358	20 (1.5%)	0.00 %	272 (20.0%)	61 (4.5%)
magolist-web	04/22/11 11:20am	Last Chance for is it? ... Webs	801	3 (0.4%)	0.13 %	122 (16.1%)	1 (0.1%)
marketeromigo	04/21/11 9:04am	This goes with your free ad ter	801	17 (2.1%)	0.00 %	204 (25.5%)	44 (5.5%)
magolist-web	04/20/11 12:31pm	Where can I find your affiliate.	1,330	48 (3.6%)	0.23 %	261 (19.6%)	72 (5.5%)

Below is a screenshot of the detailed stats you get with every email you send out. Click on any of the tabs to get even more details about:

- Opens
- Clicks
- Sales (if you set this tracking up)
- Web Hits (again, needs to be set up)
- Unsubscribes
- Domains

In the bottom part of the chart, you can see clicks by individual subscribers based on their email address as well.



Email Split Testing

Split testing is a huge part of sending out successful email campaigns. If you are not sure which subject line works best, or if you want to send out different sales pages to different subscribers, you can do this in Aweber. To generate the very best stats, you'll need to have a minimum of 100 subscribers to split test your emails.

How this is done is that you divide your list into groups. Then to split test an email, you select a percentage of your test emails to go to a certain division of your list.

Broadcast Split Test

You may test up to 4 split test groups of varying percentages. For example, if you want a split test with 10%, 10%, 10%, and a final group of 70% it will automatically randomly divide your list into unique groups. You can then enter your broadcast text into those messages and send them. Send your broadcasts all at once or wait for feedback and results before mailing each group. If you want to create less than 4 groups just enter the percentages for those groups. For example, 25%, 25%, and 50% would create 3 groups.

Split Test Percentages

Please enter percentages for each split test group from your list:

% % % %

To illustrate, here are a couple of examples:

1. 50/50 Split Test – If you want to just send ½ of your list one email and the other ½ a second email then you could do a straight 50/50 Split Test.
2. 10/10/80 – If you have a large list you can try this: send one email to 10% of your list and another to another 10%. Wait and see which performs better and then send THAT email to the remaining 80% of your list.

Email Marketing Reports

What if you need a larger snapshot of what's going on with a particular email list? For example, you might want to know how many subscribers you're getting daily; how many people are opening up your autoresponders; or the number of

people who are verifying their subscriptions versus not. You have access to all of this (and more) in the Reports section of Aweber. See the image below:



Knowing these statistics will help you provide relevant and timely information that your list wants. It will help to get to know them better and, of course, reap the rewards from your email marketing.

The customer service reps at Aweber understand how important this is to you, and it's the reason they've put so much effort into creating user-friendly and detail-rich statistics.

Once you have an email list established and have gotten a few good subscribers, I recommend that you take full advantage of these features. It would be a shame to let them go to waste!

Show Me The Money! Or How Do I Make Money From My Email List?

We've discussed the technical details such as choosing which type of email to send, how to set up your lists, and the rules and laws around email marketing. **But what about the practical art of making money from your email lists?**

I refer to it as an art because once you develop the skill of selling to your list you're truly an email marketing artist. When you understand how to send out an email that gets attention and results, you've mastered an art that not everyone will be able to conquer.

But to make sure there is no misunderstanding, you CAN learn and master the art of sending profitable email messages. You just need to build the "know, like, and trust" factor and then learn to match offers with your subscribers' interests.

Which brings me to my next point: people are excited about being able to keep in touch with people via their email list. They send out their remarkable free offer, the latest news, and their free email courses, but then freeze up at the thought of "selling". They fear that their list will leave if they send promotional emails, or they're afraid they'll be reported as a spammer. But wait! We didn't go through all the work of setting up your email list only to give all your knowledge and expertise away for free!

I'll let you in on a little secret that might ease your fears. The best marketers don't SELL. They simply connect people with what they need, when they need it. Does that help? You honestly do not have to reduce yourself to one of those slick, in-your-face marketers to be successful. Just get to know your list and offer them solutions to their problems.

Here are nutshell views of the two main ways to sell to your email list:

1. The Information Sell

There will be many who join your list for information. They won't be in a position or mindset to buy, yet. (Some experts say that you need direct contact with a prospect 11 times before they'll even consider buying from you). It's your job to

show these people that they can trust you 110% percent.

You do this by providing high quality information that is useful to them, but not entirely complete. The subscriber will take your information and then come back for more. If you give away the farm at this point, they'll have everything they need to move on - and they will.

This is what to do instead. When they want more, they will have to buy it from you. After they've gotten incredible value from you for free, it won't be a difficult sell in the future.

The Information Sell can come in many forms including:

- free e-courses
- free reports
- free webinars or teleseminars
- free tools and templates

2. The Straight Sell

There will be people on your email list who are ready to buy right away. They are looking for a solution to a specific problem or need, and if your product promises to fill the need, they will buy it. Don't neglect these people by not sending them direct, to-the-point sales offers. Tell them what you have for sale, what it does, and how they can buy it. These people who are ready to buy will appreciate you making it easy for them. The people who are not ready to buy from you will either delete the message or file it away for later.

If you are unsure of where to start and what to write in your email, think of your ideal client. What do they need? What problems might they be facing? How can you help?

Your best solution to 'email marketing writer's block' is to put yourself in their shoes, tap into your creativity, and start communicating with them!

And don't be afraid of making a mistake. Do you always say the right thing to the right people all the time? Of course not! You make mistakes sometimes. Expect to make the odd mistake in your email marketing too. EMBRACE those mistakes. Wait for and welcome them. You'll find that there is less and less fear holding you back each time you prepare to write a new email campaign.

Selling to your email list is really about communication. The only way to communicate is to start talking. Then ask for a response. You may not get a written response but your list responds by unsubscribing, clicking, or buying – it's as simple as that. Pay attention to the actions your list takes and bit by bit you'll get on the same wavelength as those who would buy from you. This is when you'll transform from 'the annoying salesperson' into the business owner who 'gets our needs and delivers true value'.

All the best in your email marketing endeavors!