



# Quick Setup Guide

Congratulations for purchasing the Super Sign-Up System!

You are well on your way to increasing the profits that you experience as an online business owner.

This short introduction is meant to familiarize you with some of the workings of these messages and how you can use them most effectively.

Firstly, download and extract the zip file into its preset directories.  
You should see 6 html files and 2 folders.

The **index.html** file is your landing page which will contain the opt-in code from your auto-responder.

The **stylesheet.css** file contains all the formatting for your HTML pages. You should upload this file in the same directory as your HTML pages.

The **confirm.html** file is the confirmation page that you should be redirecting your subscriber to straight after he or she signs up. By default your auto-responder will have a page set up, but it is best to use the page that fits with your website theme.

The **onetimeoffer.html** file is the first page that your auto-responder sends your subscriber. You can use any payment processor with this page but I recommend you set up a Buy Now button with PayPal.



Here is the PayPal 'Buy Now' button code;

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
  <div align="center">
    <input type="hidden" name="cmd" value="_xclick" />
    <input type="hidden" name="business" value="email@address.com" />
    <input type="hidden" name="item_name" value="product name" />
    <input type="hidden" name="amount" value="47.00" />
    <input type="hidden" name="no_shipping" value="0" />
    <input type="hidden" name="no_note" value="1" />
    <input type="hidden" name="currency_code" value="USD" />
    <input type="hidden" name="lc" value="GB" />
    <input type="hidden" name="bn" value="PP-BuyNowBF" />
    <input type="image" src="images/buynow.jpg" border="0" name="submit" alt="Make
payments with PayPal - it's fast, free and secure!" />
     </div>
</form>
```

You can copy and paste the PayPal code above into your HTML page. Only modify the text that I've bolded. These variables should be self-explanatory. Alternatively you can visit the official [PayPal](https://www.paypal.com) site to generate an encrypted button and host it on PayPal's server.

The **download.html** file is where your subscriber should be sent to if they choose not to buy the special offer. The special offer page is already set up to link to this file however you can rename the file how you want.

All the download links on this page link directly to the corresponding products so there is no need to change anything. Make sure that all the products and sales pages are kept in the /files directory.

The **download\_onetimeoffer.html** file is the landing page for your customers. Again, all the download links on this page link directly to the corresponding products so there is no need to change anything.

You should also have some form of digital delivery method for your product so that when a prospect buys from you, they are Emailed the download link to the download-all-ebooks-mrr.html. I recommend [MyDigitalDispatch](#) to do this for you automatically. However if you want to do it the free way, follow the step-by-step tutorial on the next page.

Note: Please feel free to change the file names. They are named like this for your convenience.



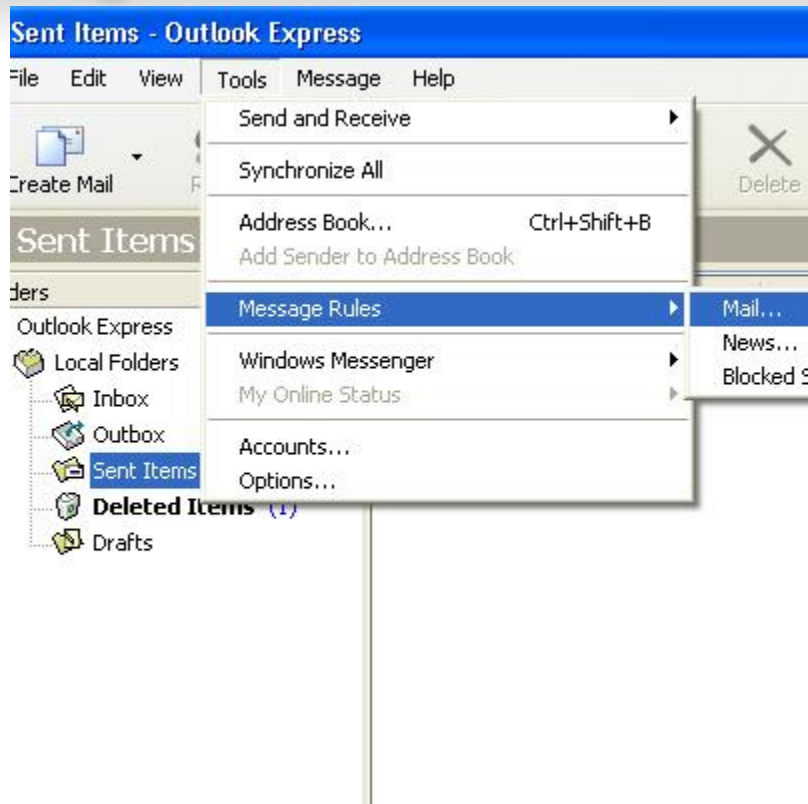
# How To Set Up Digital Delivery

Outlook Express is free, straight forward to implement and a great low-cost alternative to automated scripts like [MyDigitalDispatch](#). Outlook Express is installed on most computers by default these days so shouldn't be a problem to set up. Do note that you can apply this technique to other Email clients like Microsoft Outlook and Mozilla Thunderbird. The same principles apply.

## Things You Need To Know:

- Whenever someone sends you money through PayPal you automatically receive a notification from PayPal with the customer's Email in the reply form.
- The Email message itself always tells you what the payment was for. This is determined from the 'item\_name' value in the PayPal button code which is why the name of the product is important so you can easily refer back to it.
- Outlook Express can be programmed to automatically reply to specific keywords and phrases in your received messages. You will be using the 'item\_name' value as the trigger.
- Outlook Express can reply to these messages with a premade .txt and .html Email. Every product will be assigned to a premade .txt or .html file which contains the download link for your customer.
- Automated rules like this will work for the majority of Email clients however you're the program must be running in the background.

Open up Outlook Express and navigate your way to Tools > Message Rules > Mail as shown below.



Now check 'Where the message body contains specific words' and 'Reply with message' as shown below.





**New Mail Rule**

Select your Conditions and Actions first, then specify the values in the Description.

1. Select the Conditions for your rule:

- ☐ Where the From line contains people
- ☐ Where the Subject line contains specific words
- ☒ Where the message body contains specific words
- ☐ Where the To line contains people

2. Select the Actions for your rule:

- ☐ Mark the message as watched or ignored
- ☒ Reply with message
- ☐ Stop processing more rules
- ☐ Do not Download it from the server

3. Rule Description (click on an underlined value to edit it):

Apply this rule after the message arrives  
Where the message body contains specific words  
Reply with message

4. Name of the rule:

The Art of Digital Delivery

(Optional) You can assign a name for this rule if you want to keep reference.

Now click on 'contains specific words' and a window will pop up. Make sure that your phrase or keyword that you specified in PayPal's 'item\_name' matches what you enter here. It is important to get this right or else the system will not work.



Type specific words or a phrase, and click Add.

The Art of Digital Delivery

Words:

Where the message body contains

3. Rule Description (click on an underlined value to edit it):

Apply this rule after the message arrives  
Where the message body contains specific words  
Reply with message

4. Name of the rule:

The Art of Digital Delivery

Now click on 'message' just below 'contains specific words' and link it your .txt or .html file which contains a quick message directing your customer to the **download-all-ebooks-mrr.html** page.

Your .txt message will look like this;

Hi,

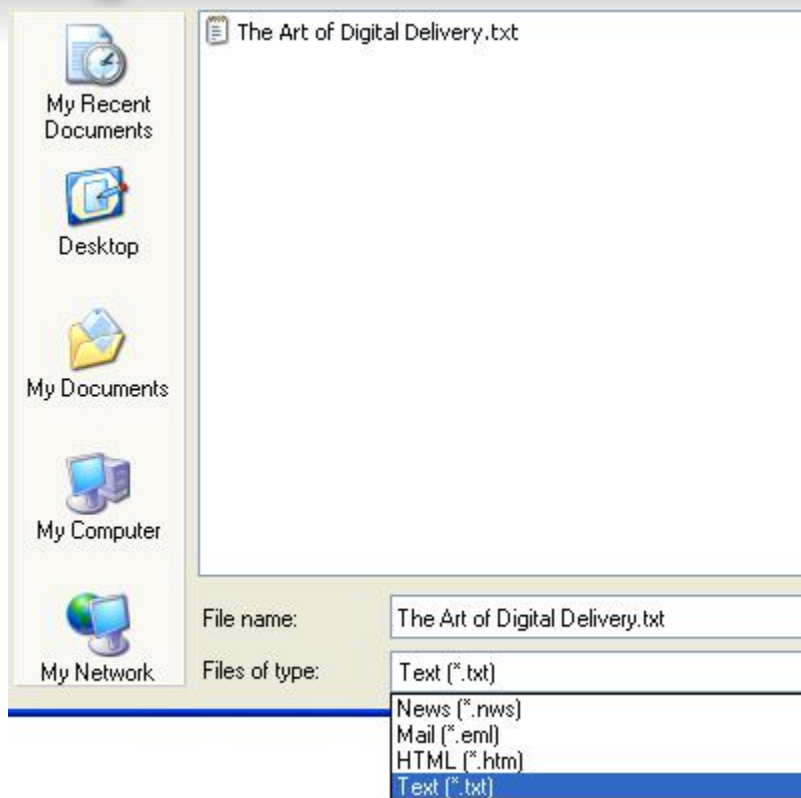
Thank you for buying the Master Resell Rights Upgrade!  
Please follow the link below to access your eBooks and your reseller's materials;

**[http://www.yourdomainname.com/download\\_onetimeoffer.html](http://www.yourdomainname.com/download_onetimeoffer.html)**

Should you need to contact me please do so at **[your@emailaddress.com](mailto:your@emailaddress.com)**

Regards,

Yourname.



Click OK and you're done.

Now when anyone sends you a payment through PayPal, PayPal will automatically send a notification Email to your Outlook Express Email address and then Outlook Express will be triggered off by the keyword or phrase, in this case, PayPals 'item\_name' value and will instantly respond with the text or html Email message you prepared earlier. Your customer will receive this message with the link to the download page or item inside.



# How To Configure Your Aweber Account

The whole purpose of this tutorial is to show you how to create a new list in your **Aweber** account allowing you to follow-up with your subscribers, build a reader-relationship with them and promote your resell rights product to them in the future.

By doing so you will become more confident in using this program and it will help you set up the main system quicker. So let's start..

Open up Aweber and login.



In the top right hand corner of your screen click 'Create and Manage Lists'.





Home

Current List:

99im4n

(Create and Manage Lists)

## List Stats:

Listname	Today	Yesterday	Subscribed	Unsub
00artoflat	0	1	54	
00bodyart	1	0	171	
00coreexercises	0	0	4	
00fatlossfidiot	0	0	0	
00pcbooster	0	0	16	

Now create a new list by clicking on 'Create a New List'.



Live Chat Online My Account Help Logout

Home My Lists Messages Subscribers Web Forms Reports

Manage Your Lists:

Unlimited Autoresponders  
Click the list you wish to edit:

00artoflat

( + Create a New List )

Back Up & Export All Active Lists

00bodyart (Deactivate)

Unsubscribes: 10

00coreexercises (Deactivate)

Unsubscribes: 36

Active Subscribers: 171

Setup: 67%

00fatlossfidiot (Deactivate)

Unsubscribes: 2

Active Subscribers: 4

Setup: 99%

00pcbooster (Deactivate)

Unsubscribes: 0

Active Subscribers: 0

Setup: 99%

Create a name for your new list and click save.

A screenshot of the AWeber website interface. The 'Save List Settings' button is highlighted with a large red arrow. The button is green with a white checkmark and the text 'Save List Settings'. Above the button, there is a text input field for 'List Name\*' containing 'mynewsletter001' and a 'Description\*' field. A green box above the 'List Name\*' field says 'List name, "mynewsletter001", is available.' The AWeber logo is in the top left corner.

Scroll down the page and enter your real email and name and check the From/Reply box and Notifications box, and then save.

This is so your subscribers know exactly where these emails are coming from and from who. It will also allow them to reply back to any messages you send out.

A screenshot of the AWeber 'Reply Address' form. The form has three numbered steps: 1. 'Email Address' with a text input field containing 'your@email.com'. 2. 'Name' with a text input field containing 'Your Name'. 3. 'From/Reply' and 'Notifications' checkboxes, both of which are checked. A green 'Save' button is at the bottom right, highlighted with a large red arrow. The AWeber logo is in the top left corner.



Now that your new list is created, you want to collect the web form code that asks them for their name and email.

Navigate the tab menu and click on 'Web Forms'.

**AWeber** [Live Chat - Online](#) [My Account](#) | [Help](#) | [Logout](#)

[Home](#) [My Lists](#) [Messages](#) [Subscribers](#) **[Web Forms](#)** [Reports](#)

Current List: mynewsletter001 [\(Create and Manage Lists\)](#)

**List Settings:**  
Use this page to set up your list name.

List Name\*:  **Web Forms** **Reports**

Description\*:

**Company Branding:**  
This information will be used on your unsubscribe page and email archive.

Company Name:   
Example: ABC Company, Inc.

Website URL:   
Example: http://www.abc-company.com

Logo URL:   
Example: http://www.abc-company.com/logo.gif

[Preview unsubscribe page formatting](#)

**Brand Your Campaign: Describe Your List**  
You can brand your email campaigns with your company name and other information. To start, describe what this list is all about. **Example:** ABC Company's Email Newsletter

**Setup Wizard**   
25%  
List: mynewsletter001 [Reset](#)

Now click on the 'Create Web Form' button.

**AWeber** [Live Chat - Online](#) [My Account](#) | [Help](#) | [Logout](#)

[Home](#) [My Lists](#) [Messages](#) [Subscribers](#) **[Web Forms](#)** [Reports](#)

Current List: mynewsletter001 [\(Create and Manage Lists\)](#)

**No Customized Verification Message**  
Caution: Please customize your new subscriber verification message prior to completing the action below.

**Web Forms:**  
Turn off any pop-up blockers before using this page. The web form wizard allows you to create hover pops that are immune to pop-up blockers, traditional pop-ups, exit pop-ups, pop-unders and standard web forms placed within your webpage. If you create more than one web form you will be given the opportunity to split test different forms on your site automatically and decide which form is the best to use.  
Note: Statistics are delayed up to 10 minutes.

Name	Type	Displays	Submissions	S/D	Unique Displays	S/UD	Preview	Get HTML	Copy	Reset Stats	Delete
+ <input type="button" value="Create Web Form"/>											

**Split Tests:**  
Create more than 1 web form above to automatically rotate different web headlines, colors, submit button

**Unique Displays** **S/UD**

**+ Create Web Form**

**Brand Your Campaign:**  
You can brand your email campaigns with your company name and other information. To start, describe what this list is all about. **Example:** ABC Company's Email Newsletter

**Setup Wizard**   
25%  
List: mynewsletter001 [Reset](#)





Now give your form a name. This is for your tracking purposes. For example if you have two pages with different styles of collecting names and emails you can have one web form named 'Sign Up Page 01' and the other 'Sign Up Page 02'. For this purpose, let's just create one.

Select the 'In-line' radio button to make sure you have a standard sign up form.

[Web Form Edit](#)

**1: Form Details**2: Design Form

Form Name:

Type: ☒ **In-line** - Appears within the current web page body.  
☐ **Pop-up** - Pops up in a new window.  
☐ **Pop-under** - Opens a new window underneath the current window.  
☐ **Exit Pop-up** - Like pop-up but appears when the user leaves the web page. Usually

Form Name:

Type: ☒ **In-line** - Appears within the current  
☐ **Pop-up** - Pops up in a new window  
☐ **Pop-under** - Opens a new win  
☐ **Exit Pop-up** - Like pop-up but appears when the user leaves the web page. Usually

Futher down the page you will see an option for the Thank You Page url. This is where your subscriber will be directed after they've filled in their details. Once you get the hang of this system you'll want to add your own confirm page. For now, leave as default.





Web Form Edit

**1: Form Details**    2: Design Form

Form Name:  Appears only to you.

Type:

- ☒ In-line - Appears within the current web page body.
- ☐ Pop-up - Pops up in a new window.
- ☐ Pop-under - Opens a new window underneath the current window.
- ☐ Exit Pop-up - Like pop-up, but the new window appears when the current page.
- ☐ Pop-over/Hover - Appears to hover within the web page. Usually
- ☐ Lightbox Hover - Fades over entire webpage.

Thank You Page:

☐ Open in new window?

Forward Variables: ☒ Lightbox Hover you page? (If you don't know wh

Thank You Page:

☐ Open in new window?

☐ Include current subscriber totals.

You can leave 'Forward Variables' unchecked for now. This is used to pass on the name and email to the next page for personalized messages but required a bit of PHP scripting. We'll come back to this function in the future.

You can leave the 'Already Subscribed Page' blank for now. This is the page that a subscriber will be sent to if they've accidentally signed up again.

If you place a phrase or keyword in the 'Ad Tracking' field, a message will be sent to you telling you that you've received a new subscriber. You can leave this blank for now unless you want to receive these notifications.

Click next to continue..



2: Design Form

Form Name:  Appears only to you.

Type:

- ☒ In-line - Appears within the current web page body.
- ☐ Pop-up - Pops up in a new window.
- ☐ Pop-under - Opens a new window underneath the current window.
- ☐ Exit Pop-up - Like pop-up, but the new window appears when the visitor leaves the current page.
- ☐ Pop-over/Hover - Appears to hover within the web page. Usually unblockable.
- ☐ Lightbox Hover - Fades over entire webpage.

Thank You Page:

☐ Open in new window?


Forward Variables: ☐ Post CGI variables to the thank you page? (If you don't know what this means, leave it unchecked.)

Already Subscribed Page:

Ad Tracking:

Start on Message: (Default) 1 autoreponse ▼

Subscriber Clicklet: ☐ Include current subscriber totals.



[Next](#)

Now we will design the web capture form itself. I always like to ask for the person's first name and primary email address. Reason being because it's not so formal, and I want to make sure that my messages will be received in their real email address!

To alter these forms, click on the name table and it will highlight as shown below. Then click in the label field and enter 'First Name'.

Repeat this process for the email row.



Web Form Edit

1: Form Details 2: Design Form

Name  
Required: No  
Label: FirstName  
Default Value:

Fields:  
Add New Field

Preview:

Name: [Text Field]  
Email: [Text Field]  
[ If you want to add a footer, click here ]

Submit

1

Name: [Text Field]  
Email: [Text Field]

2

Label: FirstName  
Default Value:

AWeber Communications, Inc.  
2000 S. Eagle Rd. #338  
Newtown, PA 18940-1000  
USA  
URL: www.aweber.com

Get Started  
Live Support (SA)

To build you subscriber list fast it's always a good idea to give something away for free. For that reason, I like to have the words 'Download Now' instead of 'Submit' on the button as it is more action orientated.

To do this click the green Submit button and type 'Download Now' when prompted.

AWeber

Live Chat Online My Account Help Logout

Home My Lists Messages Subscribers Web Forms Reports

Current List: mynewsletter001 (Create and Manage Lists)

Web Form Edit

1: Form Details 2: Design Form

Email  
Label: Primary Email  
Default Value:

Fields:  
Add New Field

Preview:

First Name: [Text Field]  
Primary Email: [Text Field]  
[ If you want to add a footer, click here ]

Download Now

Download Now

Edit Button Label

AWeber Communications, Inc.  
2000 S. Eagle Rd. #338  
Newtown, PA 18940-1000  
USA  
URL: www.aweber.com

Help My Account Logout  
Toll Free Phone: 877-446-8881  
Phone: 215-625-2130  
Fax: 215-791-8155  
Email: Support@aweber.com





It is always a good idea to have some fine print next to your opt-in form stating that their privacy will be kept safe. It gives the confidence and will increase your subscriber rate.

Click the footer table and edit as shown below.

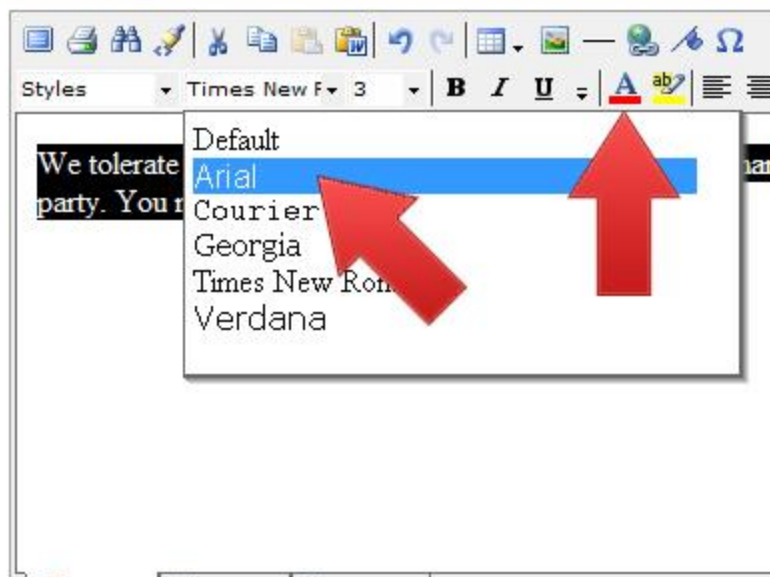
Now you want to add a quick statement and format it to look professional. I usually enter something like this;

"We tolerate a no-spam policy. Your information will never be shared, rented or sold to any third party. You may unsubscribe anytime you want."





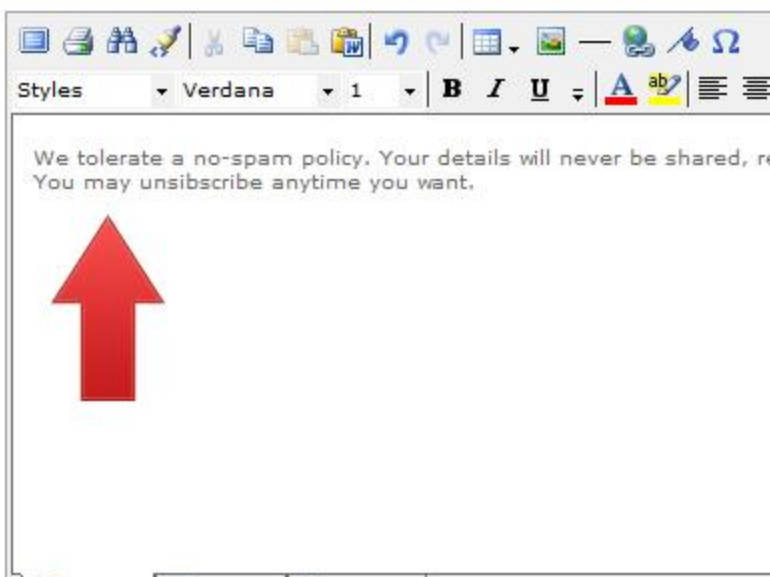
Edit Your Entry Below



Now format the text with either an Arial or Verdana font face, set the size to 1, and the colour to #666666.

Much better!

Edit Your Entry Below



Whilst you can add pictures, heading text and so on, I recommend you leave that to your HTML editor as you will be confined with working space.



We're done editing the web form. We can now save our form and get our HTML code for our web page.

**Web Form Edit**

**2: Design Form**

**Name:** Required: No, Label: First Name, Default Value: [empty]

**Preview:** First Name: [input], Primary Email: [input]

**Fields:** Add New Field

**Buttons:** Previous, Save (highlighted with red arrow)

Once saved, you will notice that you now have a new web form. Scroll across and click on 'Get HTML'.

**Success:** Your web form changes have been saved.

**No Customized Verification Message**

**Web Forms:**

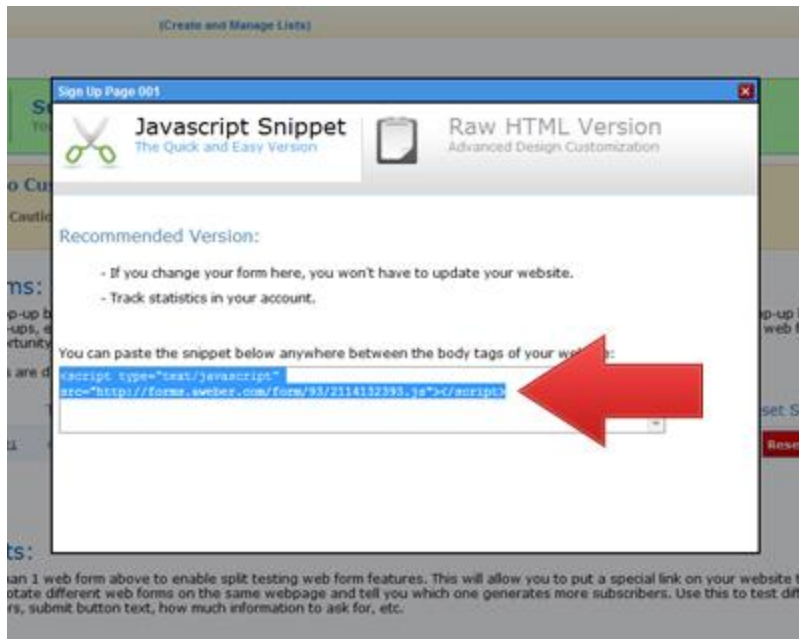
Name	Type	Displays	Submissions	5/0	Copy	Reset Stats	Delete
Sign Up Page 201	Inline	0	0	0.0%	Preview	Get HTML	Copy

**Buttons:** Preview, Get HTML (highlighted with red arrow), Copy

**Split Tests:** Create more than 1 web form above to enable split testing web form features. This will allow you to put a special link on your website that will automatically rotate different web forms on the same webpage and tell you which one generates more subscribers. Use this to test different headlines, colors, submit button text, how much information to ask for, etc.



Now you will see a window pop up with some Javascript code. Select the code and copy (Ctrl+C) for now.



If we go back to our main page, you will see a new list added into your account. We haven't received any sign ups yet which is why our count is at 0.

As I have been doing this for some time now, you can see that I've accumulated a relatively large list from many sources. You want to be aiming for at least 100 before you start seeing the effects. 100 may seem a lot if you're starting out, but I'll show you several techniques you can use to funnel traffic to your sign up page.





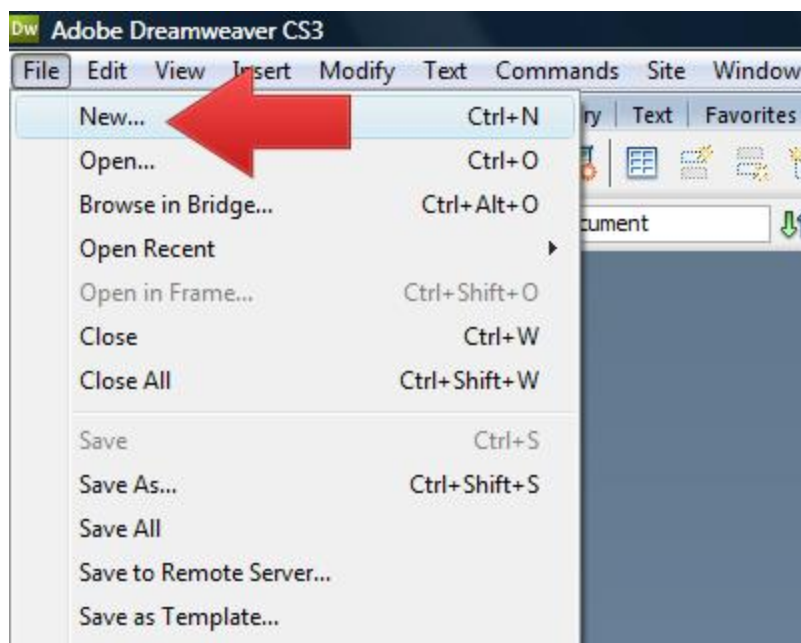
mynewsletter001	0	0	0
test newsletter	1	1	337
test newsletter	0	0	72
<b>Totals:</b>	<b>9</b>	<b>48</b>	<b>6,050</b>

## Recent Broadcasts:

Listname Sent Date Subject

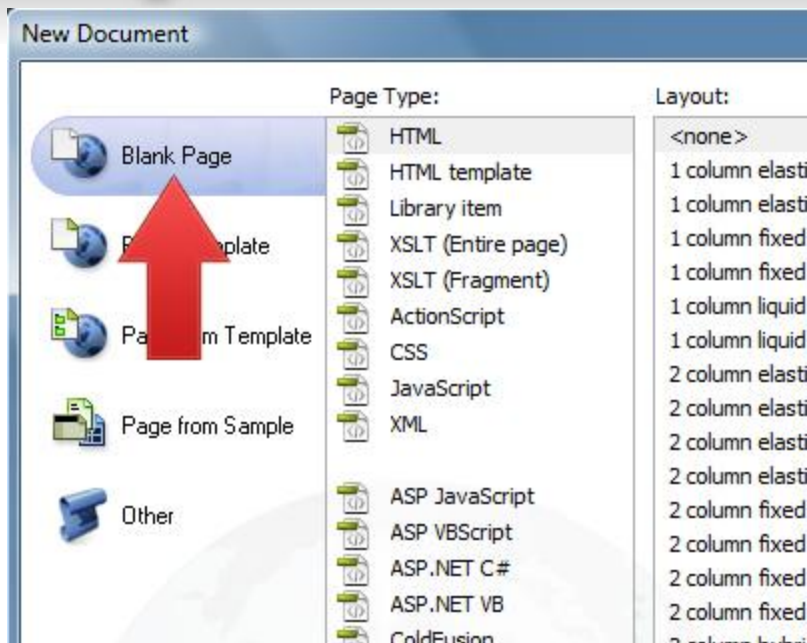
Now open up your HTML editor. I use DreamWeaver for all my sites which you can get on eBay here. A free alternative would be NVU which you can get here.

Go to File > New.

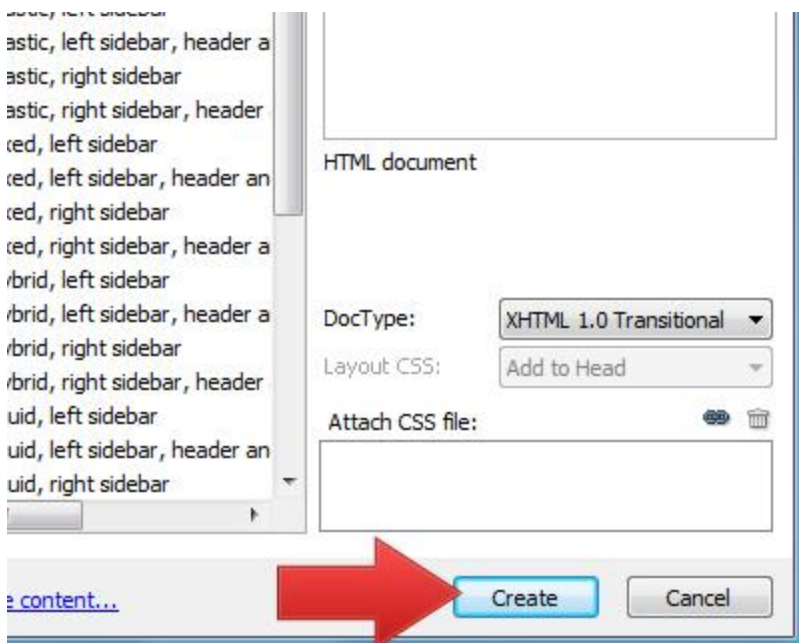


Select 'Blank Page' and the page type as 'HTML'.

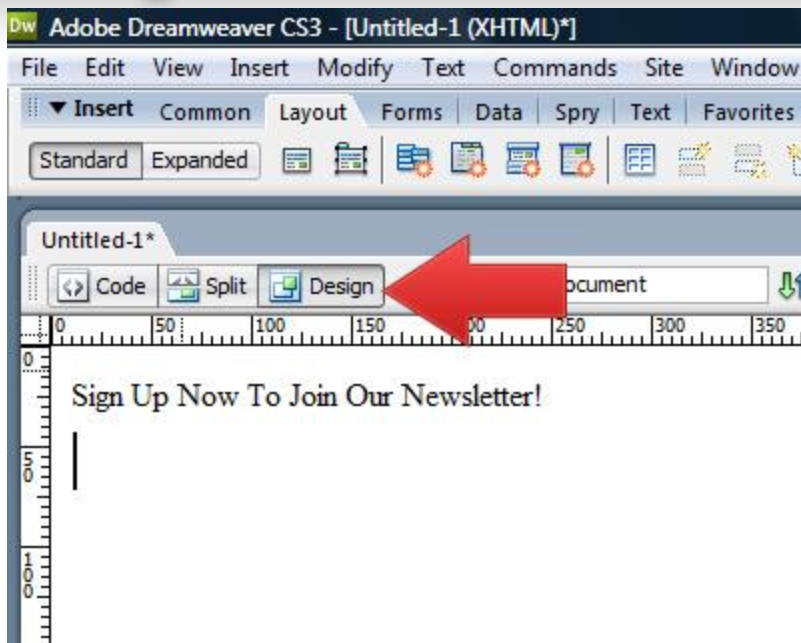




Now click create.

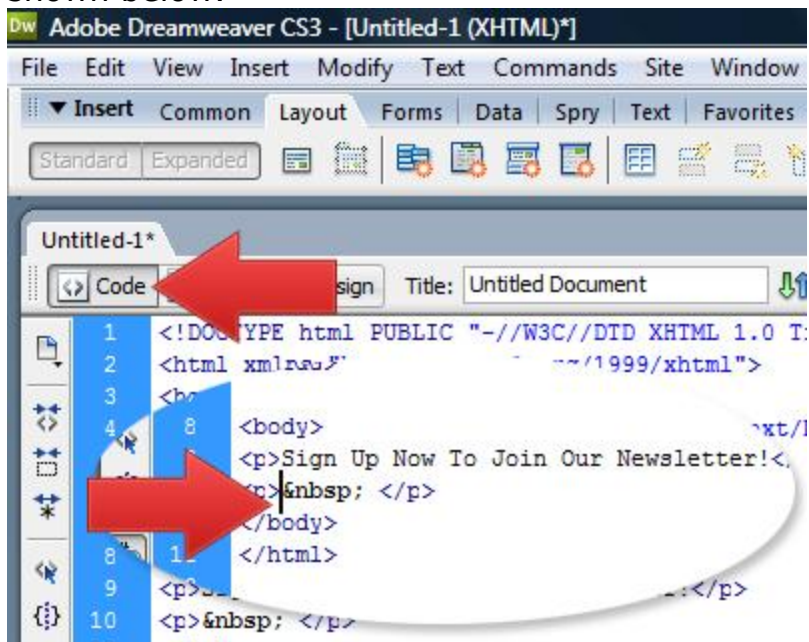


In the design mode, you can design your sign up page. Typically you'd start off with a large compelling headline, display your eBook/video/software state how much it's worth and then ask for the sign up. Here's a basis example.



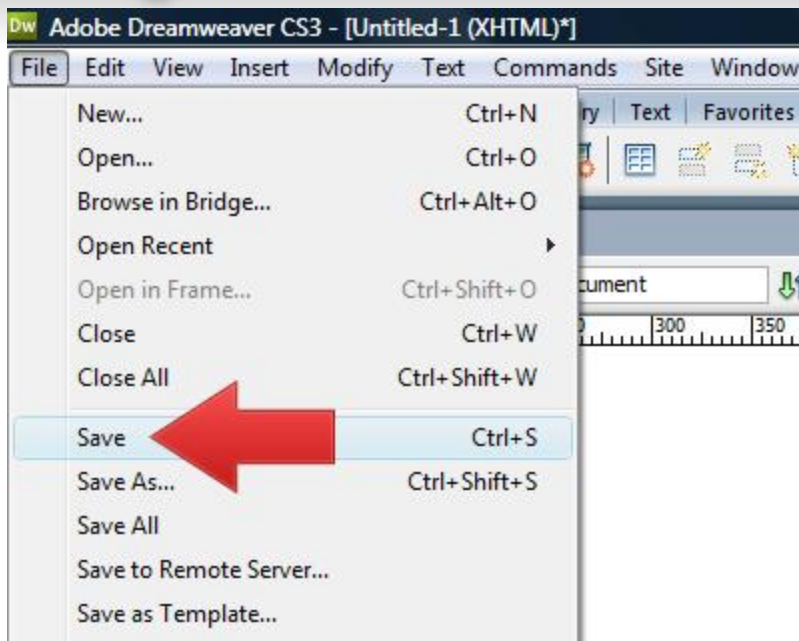
Press enter to go to the next line, then click on the code view.

You will see the HTML similar like below. Simply paste (Ctrl+P) your copied javascript as shown below.

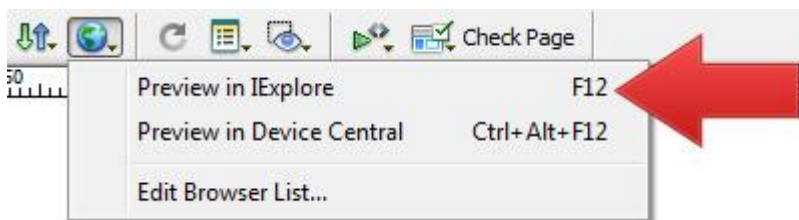


Make sure you save your file. For now you can save it to your desktop.





Now press F12 to preview your sign up page.



And voila! You have a basic sign up page! Not too shabby for a first attempt don't you think?

You can test it out for yourself to see how the sign up system works. When you do sign up, notice it will be reflected your Aweber account.

Sign Up Now To Join Our Newsletter!

First Name:

Primary Email:

We tolerate a no-spam policy. Your details will never be shared, rented or sold to any third party.  
You may unsubscribe anytime you want.

[Download Now](#)



We're still not done yet! Let's move on and I'll show you how to follow-up with your subscribers automatically..





# How To Add A Follow-Up Message To Your Auto Responder

Once you've got your sign up page set up and uploaded to your server, you're ready to collect new subscribers.

The next step is to add a follow-up message to welcome your subscriber so they remember who you are. I'll show you how to add a follow-up message and a promotional message as an example.

Open up Aweber and login.



Go to Messages > Follow Up.

***Accelerate Your Opt-In Rates & Sales Conversions With 1 Squeeze System!***

The screenshot displays the AWeber 'Follow Up Messages' management page. At the top, there are navigation links: Home, My Lists, Messages, Subscribers, Web Forms, and Reports. Below this, the 'Current List' is set to 'mynewsle001'. The main heading is 'Follow Up Messages:', followed by a description of the feature. A table of messages is partially visible, with columns for Message, Interval, Type, Attachments, Modified, Click Tracking, and Subject. A large green button with a white plus sign and the text '+ Add New Follow Up Message' is prominently displayed, with a red arrow pointing to it from the left. The bottom of the page includes the AWeber logo, contact information, and a footer with links like 'Get Started', 'Help', 'My Account', and 'Logout'.

Your first follow-up message will be delivered to your subscriber as soon as they confirm their opt-in. You do not want to promote to them this early, rather thank them, welcome them and give the download link to your free gift.

Here's a sample subject..



## Follow Up #1 Edit:

Enter your plain text or HTML/text message below. To finish click

### Drafts:

Saved from Today 2 minutes ago - [Restore](#)

Saved from Today 4 minutes ago - [Restore](#)

### Subject:

[Thank You For Joining The Newsletter!](#)

### HTML Message:

A toolbar for an HTML editor with various icons for text formatting, alignment, and insertion. Below the icons are dropdown menus for 'Styles', 'Font', and 'Size', followed by buttons for bold, italic, underline, and text color. There are also buttons for background color, link, and unlink.

Here's a sample message you can send..

### Plain Text Message:

```
Hi {!firstname},

Let me take this opportunity to
thank you for joining our newsletter!

As promised, here is your free gift
for signing up;

http://www..

Regards,
YOUR NAME|
```

Now save your message. If you see a message saying 'Invalid Links' it means the link you're sending your subscribers to doesn't exist or isn't uploaded yet. It's always good practice to have your pages uploaded beforehand.





### Invalid Links:

The following link(s) in your message were unable to be loaded. The misspelling, or the server on which the pages reside may have taken no response to the request.

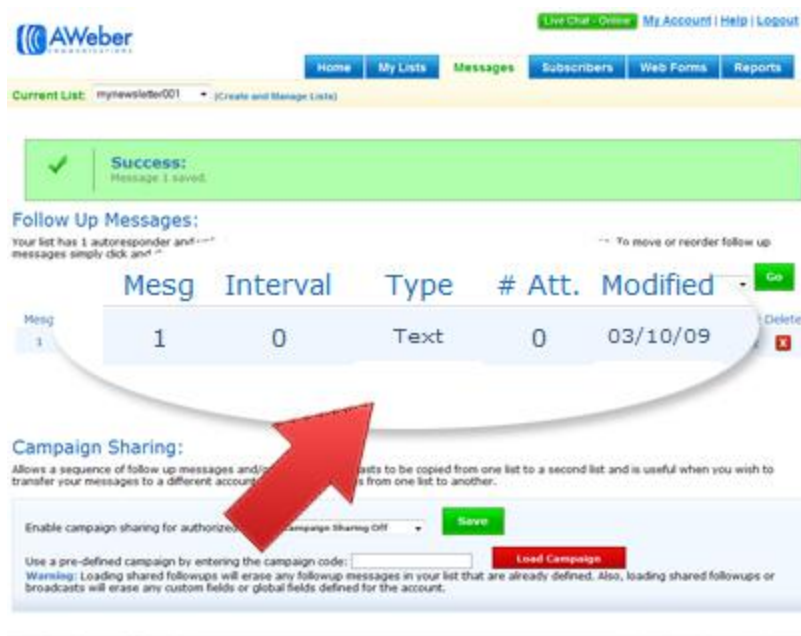
- <http://www>

☐ Ignore invalid links and save message.



AWeber Communications, Inc.

Now you will see your new follow-up message in your autoresponder.



Now let's add another autoresponder but this time we'll be promoting one of our products. Notice the use of personalization tags such as '{!firstname}'. This will be replaced with your subscriber's name in the actual message. A great way to personalize a message!



Here's a sample subject line..

## Follow Up #2 Edit:

Enter your plain text or HTML/text message below. To finish clic






### Drafts:

Saved from Today 3 minutes ago - [Restore](#)  
Saved from Today 5 minutes ago - [Restore](#)  
Saved from Today 9 minutes ago - [Restore](#)  
Saved from Today 11 minutes ago - [Restore](#)

### Subject:

{!firstname}, my first ever commission came through!

### HTML Message:

  
Styles    Font    Size    **B**   *I*   U            

Here's a sample promotional email..

### Plain Text Message:

```
{!firstname},

I managed to make my first ever commission
on ClickBank today!..

I logged into my account expecting to see
nothing but empty bars on my graphs but
to my suprise I saw a nice $47 commission!

Go to my site now to see exactly how
I did it..

http://www...

Regards,
YOUR NAME
```

Scroll down the page and now you can choose when you want to send out your promotion. By default your messages are set 4 days after the previous. A good time



frame would be 4-11 days apart as it reduces unsubscribe rates and increases the chances of making a sale on anything you're promoting!

[Attach A File](#)

Interval:

#2 sent  day(s) after previous.

Track Clicks?

☒ Track clicks on website links in this message.

**Invalid Links:**

The following link(s) in your message were unable to be loaded. This may be due to a misspelling, or the server on which the pages reside may have taken too long to respond to the request.

- <http://www>

Save and exit.





# Full Email Automation!



Once you get the hang of things you may want to consider adding more Email messages to your auto responder drip-feed system. This will allow you to promote hands-free without you having to send out Emails manually. Not only that but it can save you a lot of time writing them yourself and finding the right products to promote!

Follow the link below and you can replace all the out-going links with your affiliate links and copy and paste them into your auto responder. I recommend you do this now to get it out of the way!

A good source of pre-written Emails can be found at

**[AutomateMyEmails.com/members](http://AutomateMyEmails.com/members)**