

"How to Create Opt-In Pages with Weebly™"

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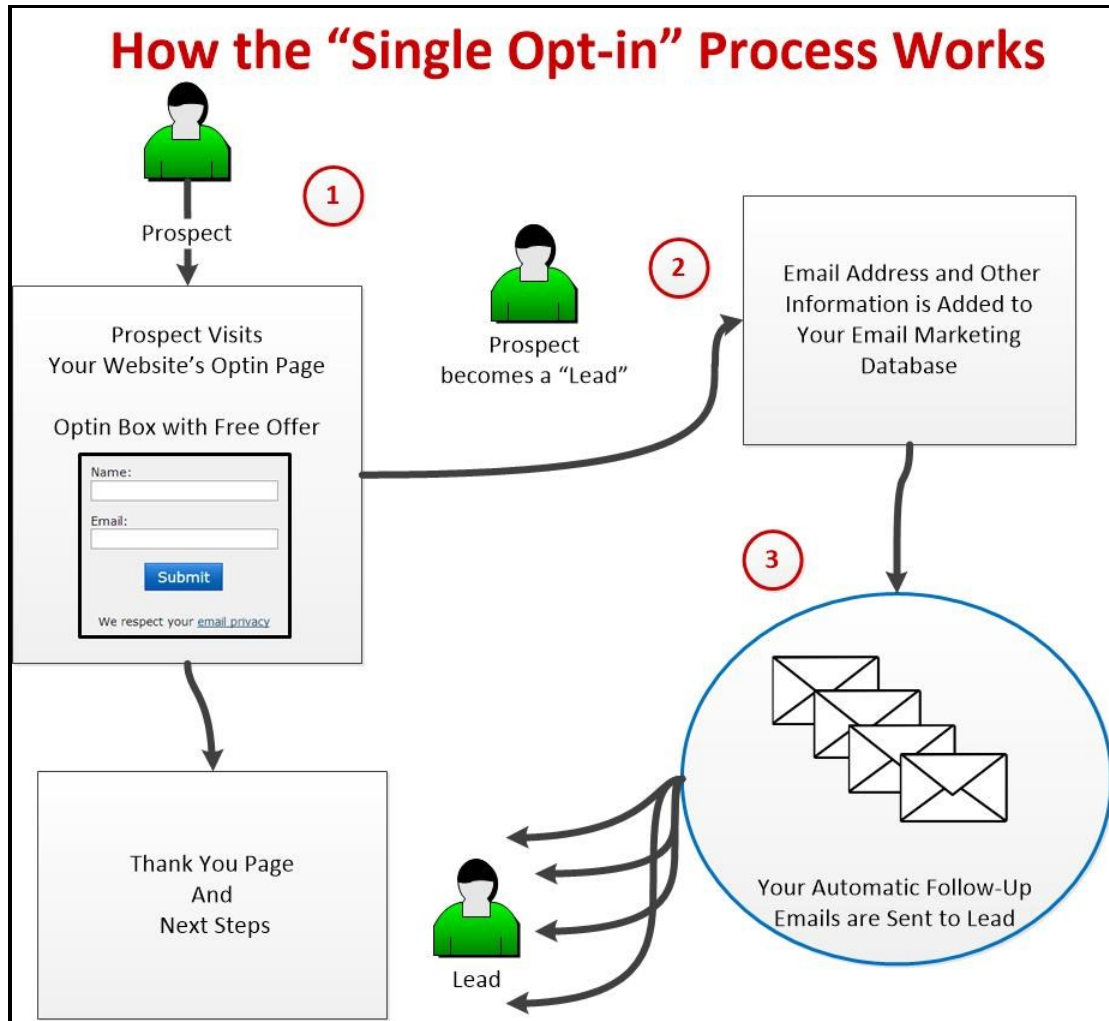


Figure 1: The “Single Opt-In” Process

- 1) The prospect visits your site and "Opts-In" by entering her name and email address and then is immediately taken to a "Thank You" page on your website.
- 2) At the same time, the prospect's information (i.e. her name and email address) is added to your list which is located your email marketing service (e.g. Aweber™, MailChimp™, Constant Contact™, InfusionSoft™) account.
- 3) Once added to your email database, the system sends the person an automated email message (which you wrote and uploaded) – this is called an “autoresponder” and can be a single message or a series of messages sent with delays between messages.



Figure 2: Example of an Opt-In Box Landing Page



Figure 3: “Thank You” Page with PDF Download

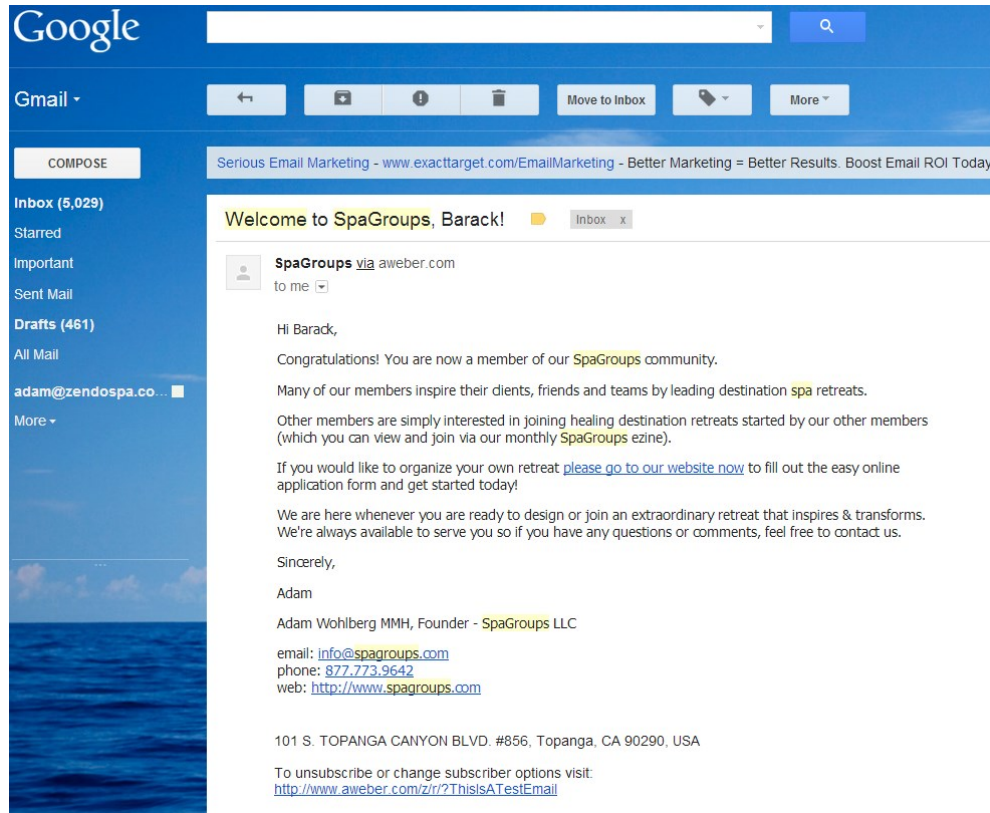


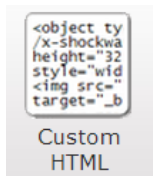
Figure 4: Sample “Follow Up” Email Message That Goes to the Visitor

Single Opt in Process for the Prospect:

- 1) Prospect visits the website and sees the opt-in box then enters her name and email
- 2) Prospect then lands on the “Thank You” webpage.
- 3) The prospect then gets the Autoresponder message in her email inbox.

Single Opt-In Process Setup for the Entrepreneur (That’s YOU!):

- 1) Create your autoresponders in your email marketing account (e.g. AWeber). If you have trouble, call their customer service contact number.
- 2) Create your Opt-In “Thank You” webpage. You create this on your Weebly® site and hide this page so it is not visible.
- 3) If you are using AWeber then turn OFF the double-optin option; however update the outgoing message since sometime AWeber sends this email off in error (if they think the person is a robot).
- 4) Connect the “Thank You” Page to your email autoresponder inside your email system (e.g. AWeber).
- 5) Get the Opt-In box form code from your email marketing system. This will be a bunch of html code. If you have trouble, call their customer service contact number.
- 6) Paste your Opt-In box form code into your Weebly® – you will need to drag down the html icon.



- 7) Publish your Weebly® site and test your autoresponder by supplying your email. HINT, if you have set up an alias-email with Gmail® or a catch-all email with GoDaddy® you can test your autoresponder without it giving you the already subscribed message by using, name2@yourdomain.com, name3@yourdomain.com etc. etc.

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