

Setting up PLR Autoresponder Packages and Listbuilding Sets

by: Ron Killian

<http://www.theplrstore.com>

This report will cover how to set up a couple different products from theplrstore.com, which are:

[PLR Autoresponder Messages](#)

and

[PLR Listbuilding Sets](#)

Disclaimer: I put this together kind of quickly and it will probably be a work in progress, you've been warned :)

From time to time I have customers needing assistance setting up certain products, so I thought I'd write something up for those in need. This only covers the before mentioned products. Also, an important point the before mentioned products vary as to what comes with them and what doesn't. So if I talk about something that does not come with what you purchased, it does **NOT** mean anything is missing, you just have a different product. I am trying to cover a few different products at once, the best I can.

Make sense?

I'll probably forget something, somewhere. If you've purchased a related product from my site and this does not answer all your questions, don't hesitate to let me know and I'll do my very best to assist you.

Before we get started, I want to make sure you have the tools and services you'll need to set these products up. You probably already have them, but just to make sure, I'll cover them real quick.

You'll need the following:

Autoresponder Service - You need a services to collect email subscribers and a way to send emails to those subscribers. You CAN'T use your regular email service, or a free email service like Gmail or Hotmail to do email marketing correctly. Best Autoresponder Service I know of: [Aweber](#).

Webpage editor - To build a email list, you need a way to capture email addresses from your site visitors, to do that you need a squeeze page which is just a web page. You'll need a tool to create or edit that page. Couple good programs are: [Komposer](#) and [NVU](#). Front page is another option.

FTP program (Optional, more on that later). Best FTP program by far is: [FileZilla](#).

Okay... let's get to the set up...

As mentioned, you need a squeeze page to collect email addresses, to build a list. A squeeze page is just a web page with a opt-in form and compelling copy to get your visitor to give up their email address.

The products I offer come with a squeeze page that is almost ready to go. You only need to add your opt-in code. Here's a random sample squeeze page:

Understanding YouTube
5 Day Crash Course For Absolute Beginners

Inside This Easy To Follow 5 Day Crash Course You Will Be Introduced To The Basics Of Using YouTube!

Inside Each Lesson you will learn basic information that will help you understand exactly what YouTube is and how you can use it to watch, share, discuss and even upload your own videos!

You'll have access to easy to understand information that will show you how to get started and how you can take full advantage of everything this massive video sharing site has to offer!

✓ The best part is... it is absolutely free!

Just Fill In This Short Form!

[Add in your Subscription Form Here]

Don't Worry It's Completely Free! Your information will never be sold or shared!

You'll start receiving your lessons right away!

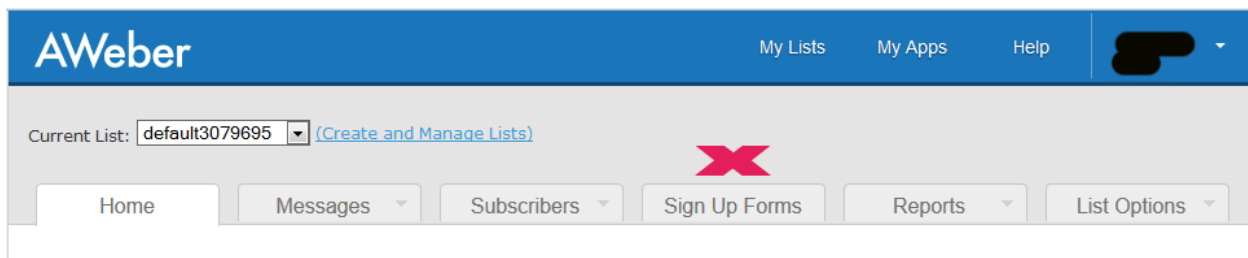
"The Understanding YouTube Course was designed with beginners in mind & will quickly introduce you to the power of YouTube!"

As you can see there is a placeholder for your opt-in form. That is the place you'll add your form.

First step is to open the squeeze page (usually named "index.html") in your web page editor.

Next step is to create your web form. For that you'll need to go to your autoresponder service. For this report I'll only be covering [AWeber](#) because it's the only service I use. Although other services should be similar and I'm sure your plenty smart enough to figure it out.

Now we need to get the opt-in for code:



At your autoresponder service, make sure you have the correct list selected in the "Current List:" section. Next click on the "Sign Up Forms" tab, marked by the red X in the picture.

From there it's up to you to create the form you want. I can't tell you exactly because I don't know how you want to build your list. Personally, I choose to only take the email address, it's been shown to increase opt-in conversions because the more information you ask for, the lower your conversions go.

Since you already have a squeeze page, you'll only need the raw opt-in form, like this one:

Form Type ▾ Type: In-Line ▾ Width: 225 px

Email:

Submit

RESIZE

Save Your Form

Go To Step 2

You can of course add the first name if you want, totally your choice. Also, style the opt-in form all you want. When it's done, click save form and click the Go to Step 2 button.

One to the next step. Darn images won't fit all on one page :)

Basic Settings Customize your forms properties.


Form Name*:

Facebook Integration:
 Enable Facebook registration form.
Form must be at least 300px wide.

Thank You Page:
 

Open this in a new window

Already Subscribed Page:


 [Show Advanced Settings](#)

[Save Your Form](#)


[Go To Step 3](#)

With this step you need to choose the options you'd like here, along with any advanced settings you might need. Save the form and click the Go to Step 3 button.


Who Will Publish This Form To Your Website?



I Will Install My Form
You are comfortable with HTML and have access to edit your pages




My Web Designer Will Install My Form
Send an email to your designer containing the HTML and the instructions they need




Have AWeber Host My Form
Link to a page that has my form

On this set, choose "I Will Install My form".

Which will give you this:



I Will Install My Form
You are comfortable with HTML and have access to edit your pages



Javascript Snippet
The Quick and Easy Version



Raw HTML Version
Advanced Design Customization

Recommended

- If you change your form here, you won't have to update your website.
- Track statistics in your account.

You can paste the snippet below anywhere between the body tags of your website:

```
<script type="text/javascript" src="http://forms.aweber.com/form/49/1331859349.js"></script>
```

I personally prefer to use the Javascript Snippet code myself. The main reason is that you will have all kinds of stats available to you about your form, and if you ever want to change the form in the future, you just do it in your autoresponder, you won't need to change the code on your squeeze page.

Using the JS version, just copy the code in the gray box with your mouse.

Now you have your opt-in form code, time to add it to your squeeze page. Since you have the squeeze page open in your web page editor, just make sure to be in code or source mode, so you'll see something like this:

```

76         <td width="100%">
77             <p align="center"><b><font face="Arial" size="6">Just
78                 Fill In This Short Form!</font></b></td>
79         </tr>
80     </table>
81 </div>
82 <div align="center">
83     <table border="1" width="70%" bgcolor="#FFFFFF" bordercolor="#C0C0C0" cellspacing="0" cellpadding="0">
84     <tr>
85         <td width="100%" bgcolor="#FFFFFF">
86             <p align="center"><font color="#FF0000"><br>
87             <br>
88             [ Add in your
89             Subscription<br>
90             Form Here]</font></p>
91             <p align="center">&nbsp;</p>
92             <p align="center"><font size="2"><i><b><br>
93             </b>
94             Don't Worry It's </i><em><u>Completely Free!</u>
95             Your information will never be sold or shared!</em></font></p>
96             <b><br>
97             </b>
98             <p>&nbsp;</p>
99         </td>
100     </tr>
101 </table>
102 </div>
103 <p align="center"><b><font size="5">You'll start&nbsp;<br>receiving your&nbsp;<br>lessons
104 right away!&nbsp;<br></font></b>
105 </p>

```

I also highlighted the code you need to change. You might need to scroll down with your web page editor to get to this section.

If you have not already, highlight the code above (or similar code, your page might be different), and copy the opt-in snippet over that text, so you have this:

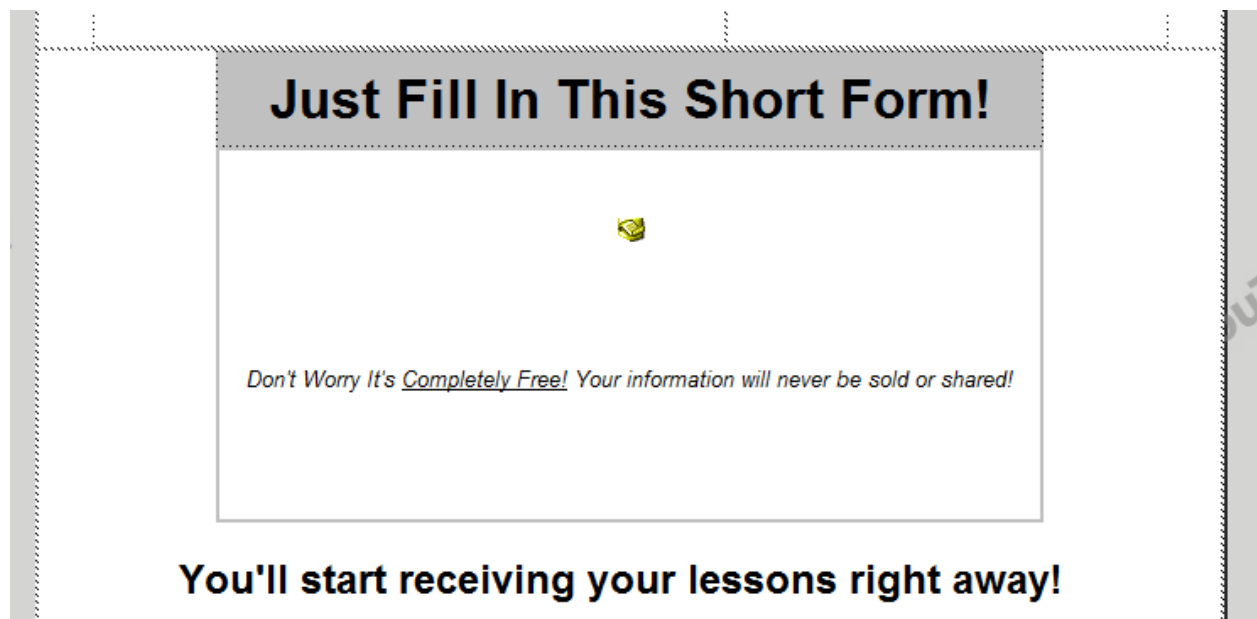
```

<p align="center"><font color="#FF0000"><br>
<br>
<script type="text/javascript" src="http://forms.aweber.com/form/49/1331859349.js"></script></font></p>
<p align="center">&nbsp;</p>
<p align="center"><font size="2"><i><b><br>
</b>
Don't Worry It's </i><em><u>Completely Free!</u>
Your information will never be sold or shared!</em></font></p>

```

Important thing here is to make sure you only highlight the place to add the form and NOT any other code. Delete some code and your squeeze page might not work, or display properly. If you do mess up, your web page editor program should have a UNDO option. Believe me, I use that feature all the time :)

Now switch your web page editor back to design or WYSIWYG mode and you should see something like this:



The little yellow symbol is your form code. Don't worry that your form is not showing, web page editors are not capable of showing that code. Once you upload it, you'll see the form.

Check over the page to make sure nothing was messed up during the editing process. Remember, you can click the UNDO link as often as you need to go back.

Other web pages...

If your product does not come with other web pages, you can skip this page.

For packages that come with a confirm page, you shouldn't need to do much to those. Of course your welcome to edit them as you want, add your name, related ads, bonus items, it's up to you.

For packages that come with a download page and a actually give-away report, such as the [PLR Listbuilding Packages](#), you'll need to do a few more things.

First off you need to get your give-away report ready. For PLR reports, edit the Word DOC to your liking and turn it into a PDF. The PDF version is what your subscribers will get.

I won't go into that too much as, I have another report that covers that in more detail here: [Working with Private Label Rights Products](#).

you should also name the PDF with a somewhat odd name, so people can't find it without opt-ing in. Kinda defeats the purpose no?

Maybe something like report3245.pdf

Well, that's up to you.

Along the same lines, you should rename a download.html page to something odd, like thaku4332.html maybe? Sure your creative enough to figure that out.

Last step on this one is to add the download link to the report on your download web page.

With your web page editor, and the download page open, highlight the "Click to Download Report" link (or similar text) and insert the download link with your web page editor. Your download link might look something like this:

<http://www.yoursite.com/report3245.pdf>

Remember to save all web pages after you edit them.

Okay, next step is to upload your web pages.

I won't go into detail on this either because I have a video that shows you how to upload web pages. It will explain it better than my two fingers can type it here.

The video is here: <http://www.theplrstore.com/videos>

Just remember to upload all the pages for your package.

If all was done correctly, you should be able to go to your squeeze page and it will load properly. If not, go back through the previous steps to see if you missed anything. Also make sure everything uploaded to the right place. Believe me, I've uploaded to the wrong place many times and sat scratching my head wondering why it wasn't showing or working right for me.

One big Tip: When naming or renaming webpages or naming PDF's, ALWAYS use lower case, it can and does make a difference. No sense frustrating yourself only to find out it was because of a files name.

After everything is uploaded and your web pages are working properly, be sure to test your new system. Opt-in your own squeeze page to make sure everything is working properly and so you can see the process your subscribers will go, in case you need or want to make adjustments.

This is probably a learning process for you, so don't get hung up if things get messed up, everything can be fixed and you can't break anything to much. It's not a big deal if you run into trouble.

Big Tip Number Two: Always keep an extra copy of your web pages, and actually everything else for that matter, just in case something get's messed up beyond repair, in case you need to start over.

Once you've done this a few times, it will be like second nature before you know it. Just saying :)

Setting up the Autoresponder Messages

If your product does not come with autoresponder messages, you can skip this page.

Again, I won't go into too much detail on this step because it should be covered in the document containing the autoresponder messages and it's a pretty simple process. But let's cover it a little just be sure.

The messages are made to be follow up messages, meaning they go out on a timed interval to your subscribers. Such as message 1 goes out on day 1, message 2 on day 2 and so on. Of course you can do them as broadcasts, it's up to you. How you set the interval is also up to you. Just don't spread them out too much.

I prefer follow up because it's "set it and forget it". Once you add the messages, it runs on its own. Gotta love automation.

The process is as follows:

Edit the messages to your liking. Change what you want or need. They can be used as-is, but it's better to change them to your personality, so you might stand out from other marketers. Add your name, website, affiliate links or anything else you'd like to the messages.

Copy and paste the messages into your autoresponder service.

That's it. See I said it was simple :)

If you've made it this far you should have a squeeze page up and running and your messages ready to go out to your subscribers. Only thing left is to push traffic to your squeeze page. If you need help on generating traffic, check this out:

[Upgraded Traffic Tactics](#).

Also, if you're new to email marketing and want to get off to a profitable start, you really should check this out as well: [Email Marketing for the Squeamish](#).

I hope this has helped. I'd love hear your thoughts, if it's helped, if I missed something, or any feedback you might have. Good or bad, I want to hear it, so I can improve this report.

Wish you great success...



Ron Killian

<http://www.theplrstore.com>

Resources:

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[Profit Tweaks](#) - If you're struggling to make money online, or it's been tough to build a profitable online business, this is the site for you. We cover many ways you can easily earn a full time income online, from the comfort of your home. Best of all, **it's FREE to join!**

[Upgraded Traffic Tactics](#) – Never again struggle generating traffic to your website. We have the videos that will SHOW you how to bring cash in hand buyers to your web properties. Today is the day you'll know how it's done. We'll tell you how to get ranked in the Search Engines, use social marketing and so much more. Plus, **it's FREE to join!**

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