MasterClass #3 CheatSheet

Deliver Your Free offer

Website instructions

1. Add your free offer / Lead Magnet to your website Media Page
2. Create a new page on your website > add your free offer > note the URL
3. Create a new page on your website > Add an Almost Done Message > note the URL (**see swipe copy below**)

AWeber instructions

LIST

1. Create a new list or choose an existing list you want associated with your free offer
2. List > Select your list
3. If it's a new list List Settings > Fill in Basic settings > Fill in Personalize Your List > Fill in Confirmation message (**see swipe copy below**)
4. Under Confirmation message add your website URL to your free offer download page

NOTE: You can only have ONE Lead Magnet per List in AWeber, so you may want to create a new list OR just use your new lead magnet

FORM

1. In the List of your choice Go to Sign Up Forms
2. *click* Create A Sign Up Form button

STEP 1

1. Choose a simple signup form with Name & Email fields or just Email field
2. change the color if desired
3. change the font if desired

STEP 2
1. Fill in Form Name
2. Thank You Page > choose Custom Page > add your website's Almost Done Message URL

STEP 3
1. grab the code > add to website

Swipe Copy
Almost Done Message (*on your website - create as a landing page*)

Almost done! Please check your email.
Thanks for requesting my [name of freebie].

But before I can send that…
1. Check your email box now
2. Look for an email from me, [your name]
3. Click on the link to the email so that I can send your downloadable PDF.

Thank you for taking this extra step. It helps confirm that everyone I email wants to hear from me, and allows me to use the industry's highest standards for email marketing!
All the best,

[Your Signature]

Swipe Copy
Confirmation Message (AWeber Confirmation under List Settings > Confirmation)

Subject Line: (request a custom message)
You're almost there! Response Required: Please confirm your request for [name of freebie]

Message preview > Edit message content
Thanks for signing up for [insert what they signed up for].

You're almost done!

But before I can send [insert list of content they can expect to receive], you need to confirm your subscription.

Click below to confirm.

It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser. If you do not want to confirm, simply ignore this message.