

# eBay Profit Pack Quick Start Guide

**Step 1.** Download and extract the contents of *eBayExposedAffiliateSite\_PR.zip* into a folder.

**Step 2.** Locate the *config.php* file and right-click and open with notepad. You will see the following lines of code..

```
$email="your@emailaddress.com";  
$sitename="eBay For Beginners";  
$siteurl="http://www.yourdomain.com";  
  
$paypalemail="paypal@emailaddress.com";  
$clickbankid="clickbankid";  
  
$template="9";
```

**Step 3.** Edit the highlighted areas with your own details. Be sure that you leave the speed marks intact.

For the template number, enter a number between 1 and 9. You can always experiment and test which look you like the best. Save and exit.

**Step 4.** Locate the *signup.html* file and edit with notepad, DreamWeaver or similar. Copy and paste your web-capture form and save and exit. Please refer to the tutorial below this section on how to set up a new auto-responder series and web-capture form.

**Step 5.** Now you can upload! We recommend you use [SmartFTP](#) or [FileZilla](#) or similar. Ideally you should register a separate domain just for your website. This helps when you come to promote it and makes it look

more established. You can however install it in a sub-directory of one of your existing domains.

**Step 6.** Checking! Once uploaded, navigate to your site and test the two affiliate links.

Click on the 120x600 side banner, scroll down to the bottom of the offer and click the buy button. You will come to ClickBank's order form. At the bottom of the order form you will see 'affiliate=...' which should display your ClickBank affiliate ID. If it displays, you've got it working.

Pay now with Credit or Debit Card

Your Location:

Zip or Postal Code:

Name on Card:

Your Email:

Card Number:

Expiration Date:

Validation Code:  [ [What is this?](#) ]

or Pay with PayPal 

**Terms of sale:**

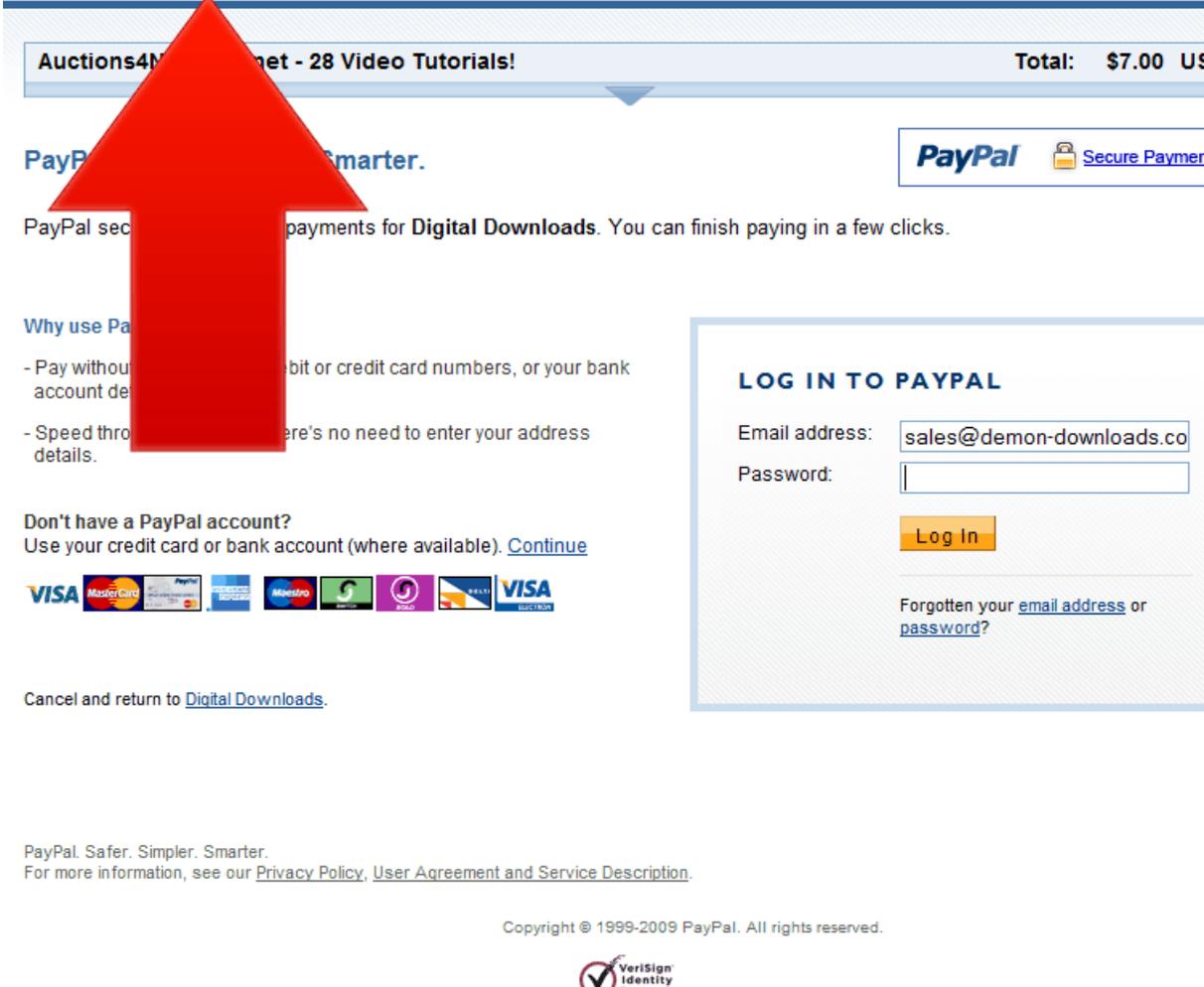
- Your purchase will appear on your bank statement as "CLKBANK\*COM".
- ClickBank will, at its discretion, allow for the return of any defective product within 60 days from the date of purchase. For more detail see our [return policy](#).
- The geographic location of your computer has been recorded. All attempts at fraud will be prosecuted.
- Information submitted in conjunction with this order is subject to the constraints of our [privacy policy](#).
- Your name and email address may be provided to the manufacturer of this product upon completion of this purchase.
- The Clickbank Marketplace is not a chartered bank or depository institution.
- The Clickbank Marketplace is not authorized to accept deposits and is not licensed or regulated by any state or federal banking authority.



[affiliate = clickbank]

Now go back to your site and click on the membership card at the bottom of your page. Click the link and you will get taken to the Auction4Newbies website. Click on the 'buy now' link at the bottom of the page and you should be redirected to PayPal order form. If it states your email address in the header then everything is working correctly.

## Digital Downloads



The screenshot shows a PayPal checkout page. At the top, a blue header bar contains the text "Auctions4Newbies.com - 28 Video Tutorials!" on the left and "Total: \$7.00 US" on the right. Below the header, the text "PayPal Safer. Simpler. Smarter." is displayed. A large red arrow points upwards from the bottom of the page towards the "Log In" button in the login form. The login form is titled "LOG IN TO PAYPAL" and includes fields for "Email address:" (containing "sales@demon-downloads.co") and "Password:". Below these fields is a yellow "Log In" button. To the left of the login form, there is a list of payment methods including VISA, MasterCard, American Express, Discover, and others. At the bottom of the page, there is a copyright notice: "Copyright © 1999-2009 PayPal. All rights reserved." and a VeriSign Identity Protection logo.

**Step 7.** Promoting! The more methods you adopt to promote your site, the more success you will have. Please refer to the Web Traffic Blueprint video series to help you get started.

# 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, using the accompanying newsletters that come with this website and promote products to them as an affiliate 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'.



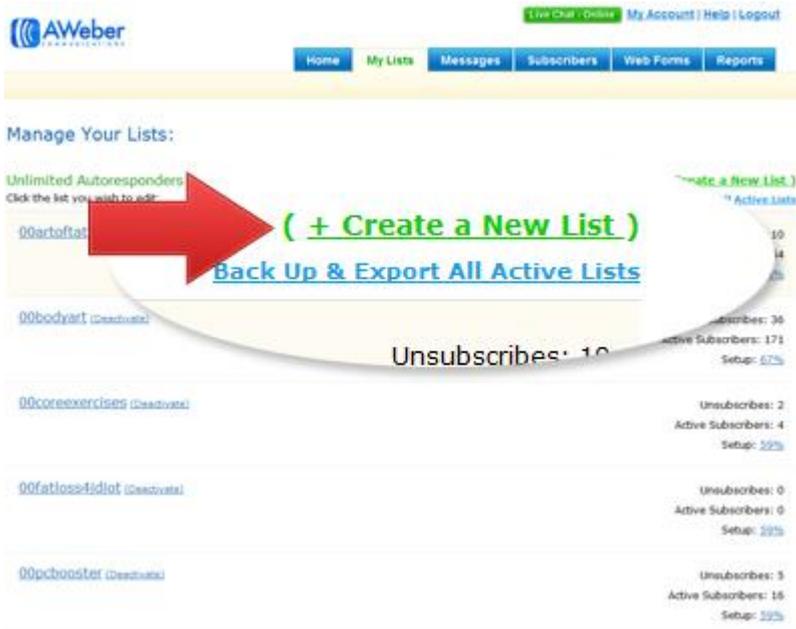
Home

Current List: 99im4n  [\(Create and Manage Lists\)](#)

## List Stats:

Listname	Today	Yesterday	Subscribed	Unsub
00actofat	0	1	34	
00bodyart	1	0	171	
00coreexercises	0	0	4	
00fatlossidiot	0	0	0	
00pbooster	0	0	16	

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



Manage Your Lists:

Unlimited Autoresponders  
Click the list you wish to edit

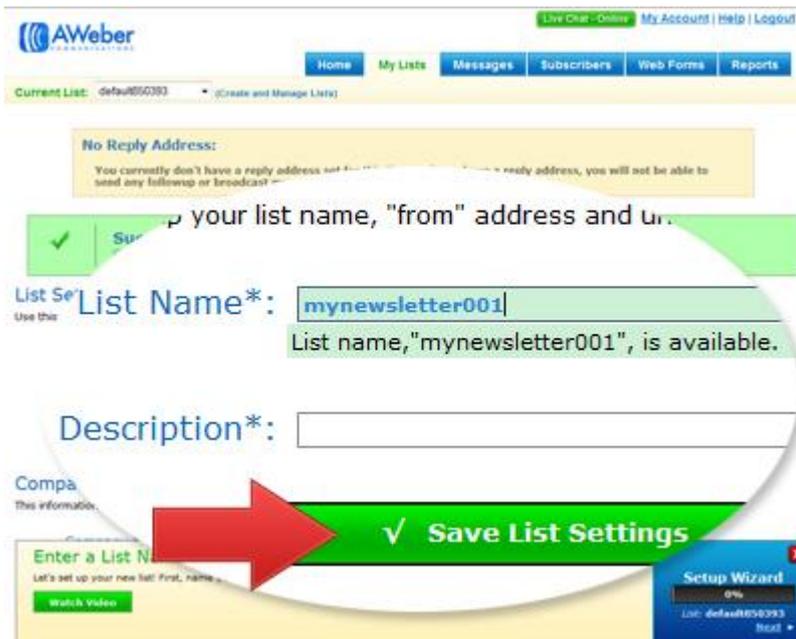
[\(+ Create a New List\)](#)

[Back Up & Export All Active Lists](#)

Unsubscribes: 10

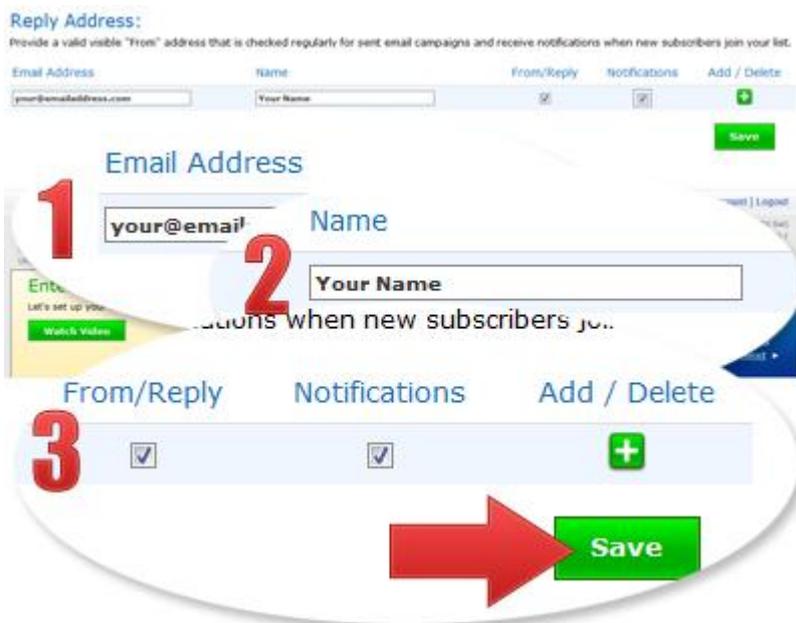
Listname	Unsubscribes	Active Subscribers	Setup
00actofat	10	34	67%
00bodyart	36	171	67%
00coreexercises	2	4	92%
00fatlossidiot	0	0	100%
00pbooster	5	16	95%

Create a name for your new list and click save.



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.



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'.



Now click on the 'Create Web Form' button.



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:  Appears only to you.

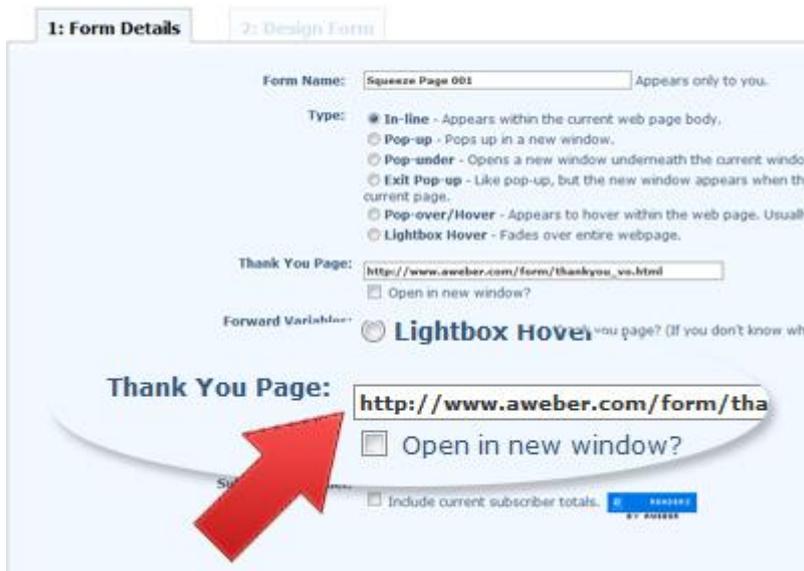
Type:  **In-line** - Appears within the current web page body.  
 **Pop-up** - Pops up in a new window.  
 **Pop-under** - Opens a new window underneath the current window.  
 **Exit Pop-up** - Like pop-up, but the new window appears when the user leaves the web page. Usually used for newsletters.

Form Name:  wh

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 user leaves the web page. Usually used for newsletters.

Further 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 user leaves the current page.  
 **Pop-over/Hover** - Appears to hover within the web page. Usually used for newsletters.  
 **Lightbox Hover** - Fades over entire webpage.

Thank You Page:   
 Open in new window?

Forward Variables:  **Lightbox Hover** - Fades over entire webpage? (If you don't know what this is, you page? (If you don't know what this is, you page?)

Thank You Page:   
 Open in new window?  
 Include current subscriber totals. **SEND**

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..

The screenshot shows the '2: Design Form' configuration page. The form name is 'Squeeze Page 001'. The type is set to 'In-line'. The thank you page is 'http://www.aweber.com/form/thankyou\_vo.html'. The forward variables section has a checkbox for 'Post CGI variables to the thank you page?' which is unchecked. The already subscribed page is blank. The ad tracking field is blank. The start on message is set to '(Default) 1 autoreponse'. The subscriber checklist has a checkbox for 'Include current subscriber totals' which is unchecked. A large red arrow points to a green 'Next' button.

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

The screenshot shows the 'Web Form Edit' interface with two tabs: '1: Form Details' and '2: Design Form'. The 'Design Form' tab is active. On the left, the 'Name' field is set to 'Required: No', 'Label: FirstName', and 'Default Value:'. A red '1' is placed over the 'Name' field, and a callout box points to it. Below, the 'Fields' section shows 'Add New Field'. A red '2' is placed over the 'Label' field, and a callout box points to it. The 'Submit' button is visible. The footer contains AWeber Communications, Inc. information.

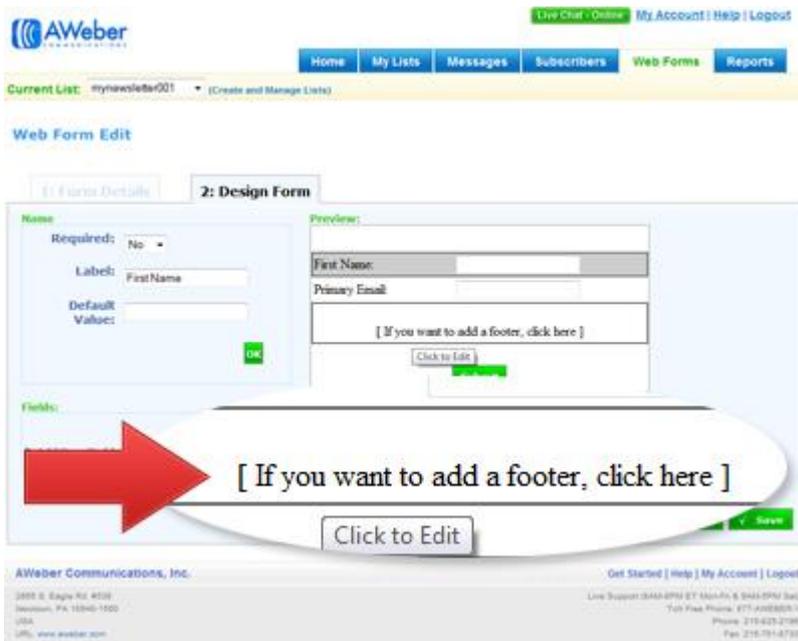
To build your subscriber list fast it's always a good idea to give something away for free. For that reason, I like to have the words 'Download Now' instead of 'Submit' on the button as it is more action oriented.

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

The screenshot shows the 'Web Form Edit' interface with two tabs: '1: Form Details' and '2: Design Form'. The 'Design Form' tab is active. The 'Download Now' button is highlighted with a red arrow and a callout box. The 'Edit Button Label' field is visible. The footer contains AWeber Communications, Inc. information.

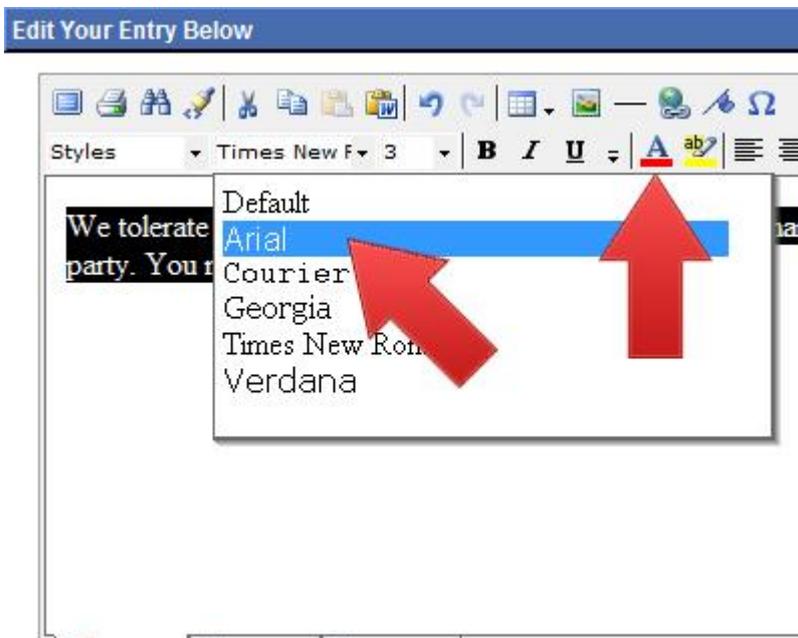
It is always a good idea to have some fine print next to your opt-in form stating that their privacy will be kept safe. It gives the confidence and will increase your subscriber rate.

Click the footer table and edit as shown below.



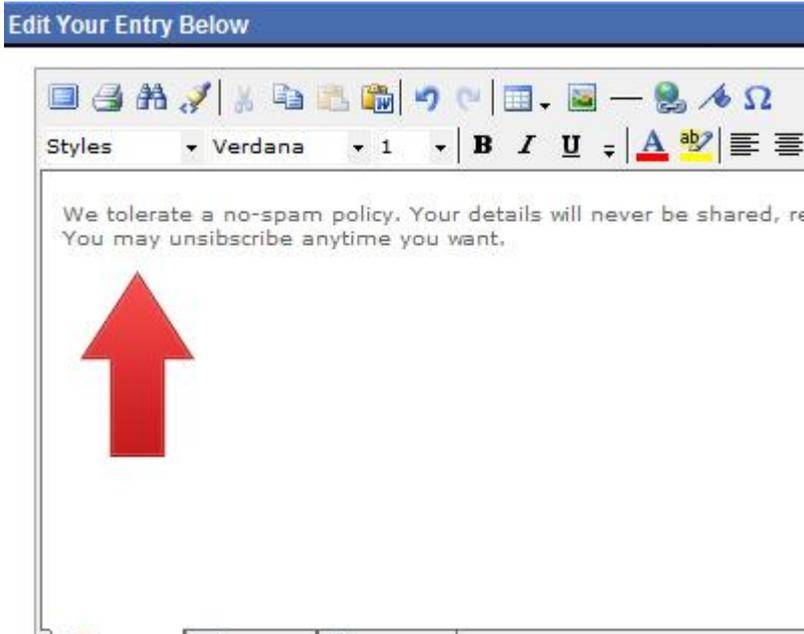
Now you want to add a quick statement and format it to look professional. I usually enter something like this;

"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."



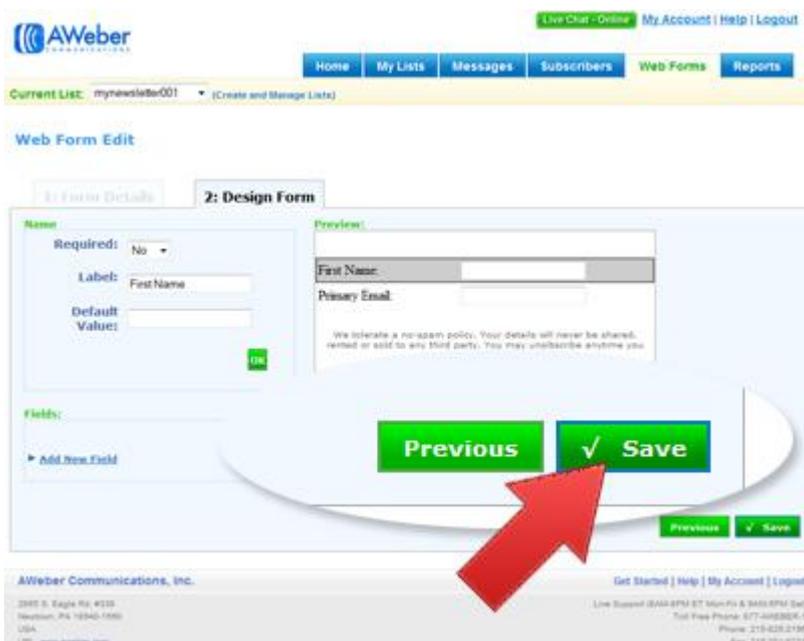
Now format the text with either an Arial or Verdana font face, set the size to 1, and the colour to #666666.

Much better!



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.

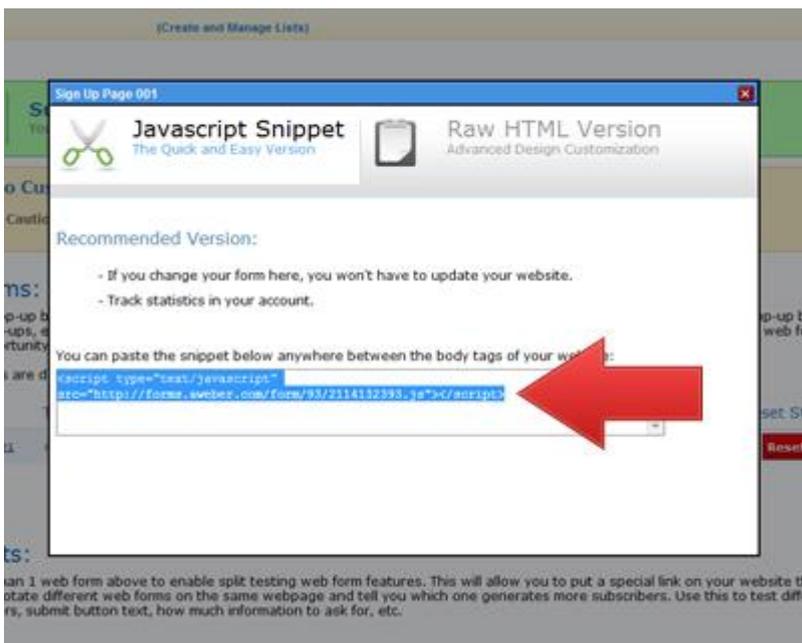
We're done editing the web form. We can now save our form and get our HTML code for our web page.



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



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.

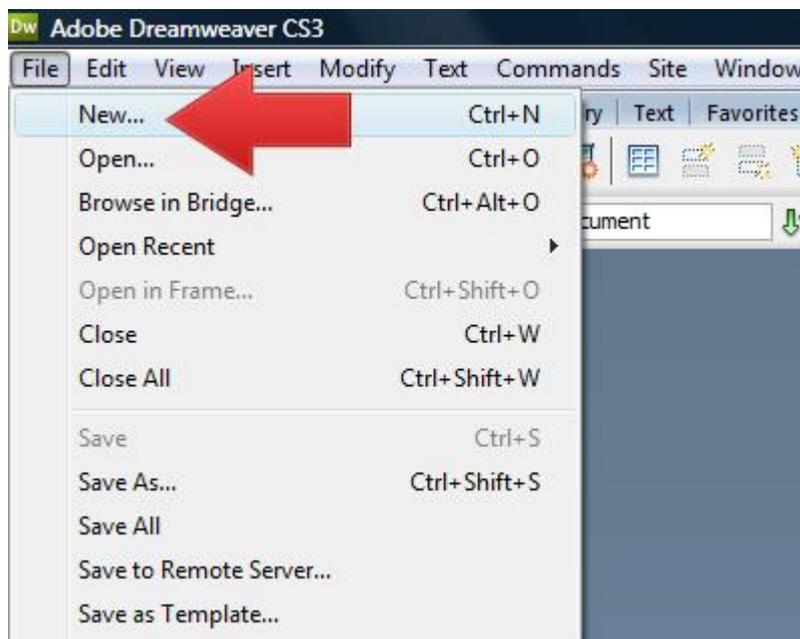
Bluesmart001	0	0	67
Bluesmart002	0	0	0
Bluesmart003	0	0	7
Bluesmart004	0	0	0
Bluesmart005	0	0	30
Bluesmart006	0	0	0
mynewsletter001	0	0	0
test-collectors	1	1	337
test-collectors	0	0	72
<b>Totals:</b>	<b>9</b>	<b>48</b>	<b>6,050</b>

## Recent Broadcasts:

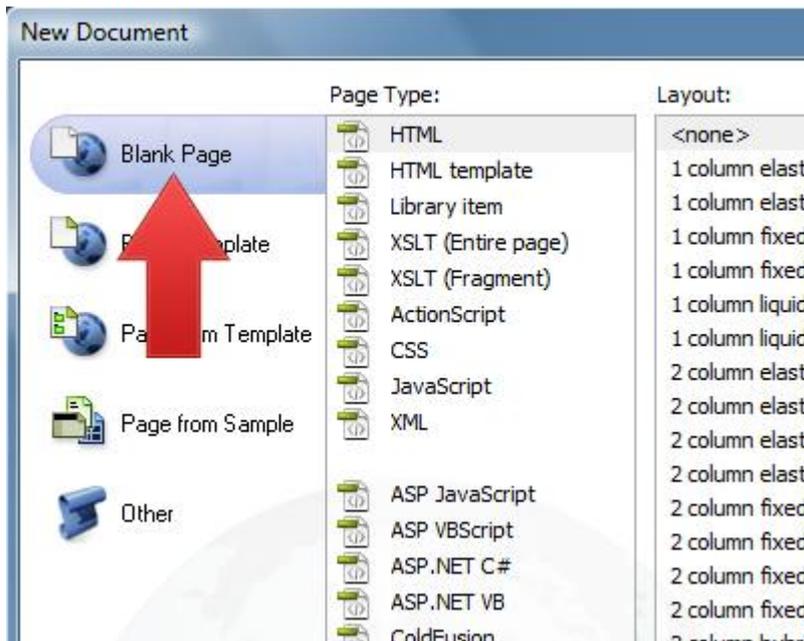
Listname    Sent Date    Subject

Now open up the signup.html file with 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.

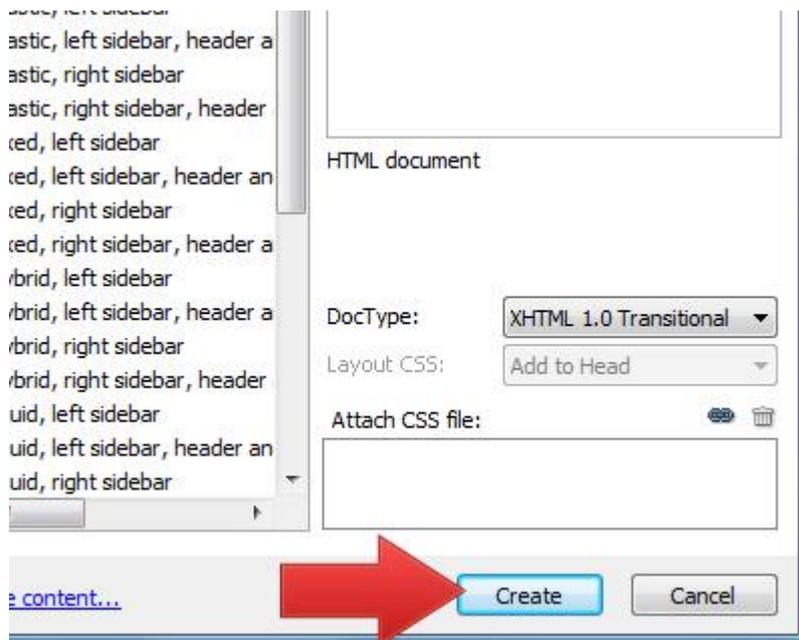
Go to File > New.



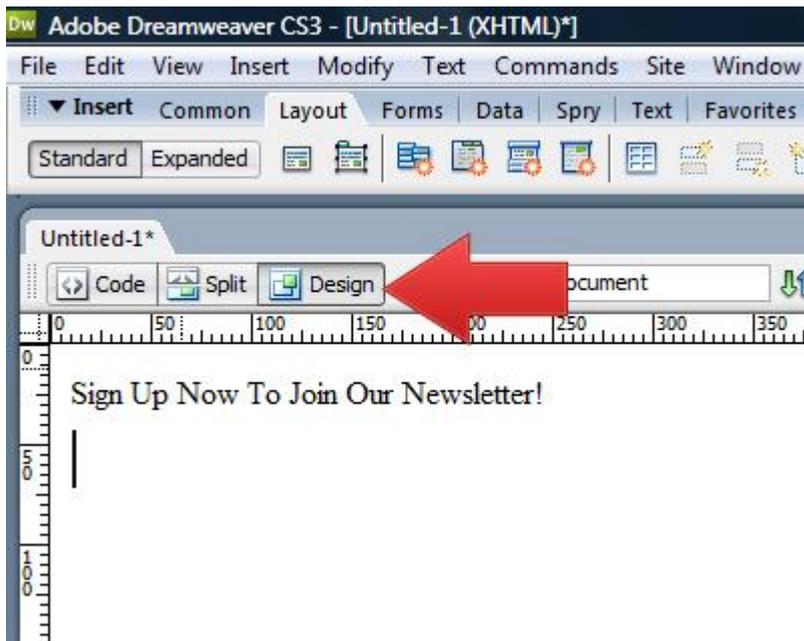
Select 'Blank Page' and the page type as 'HTML'.



Now click create.

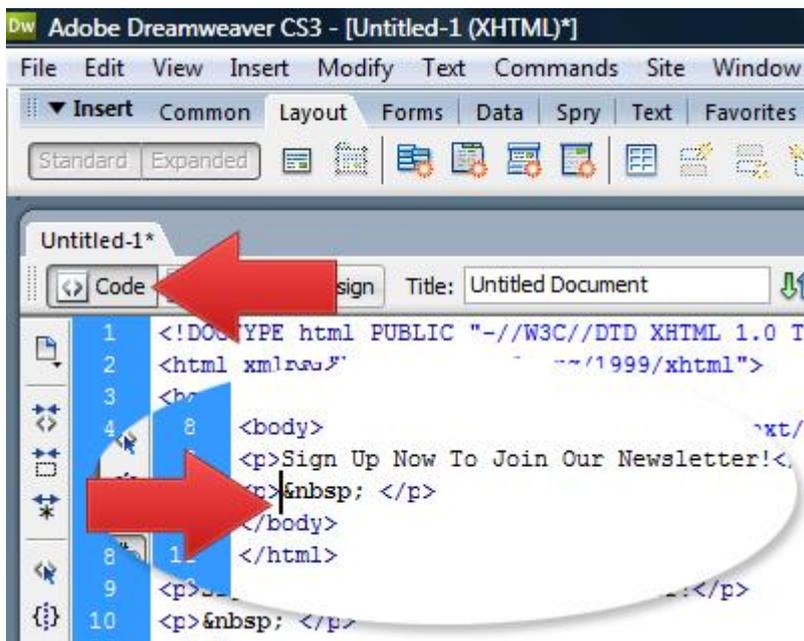


In the design mode, you can design your sign up page. Typically you'd start off with a large compelling headline, display your eBook/video/software state how much it's worth and then ask for the sign up. Here's a basis example.

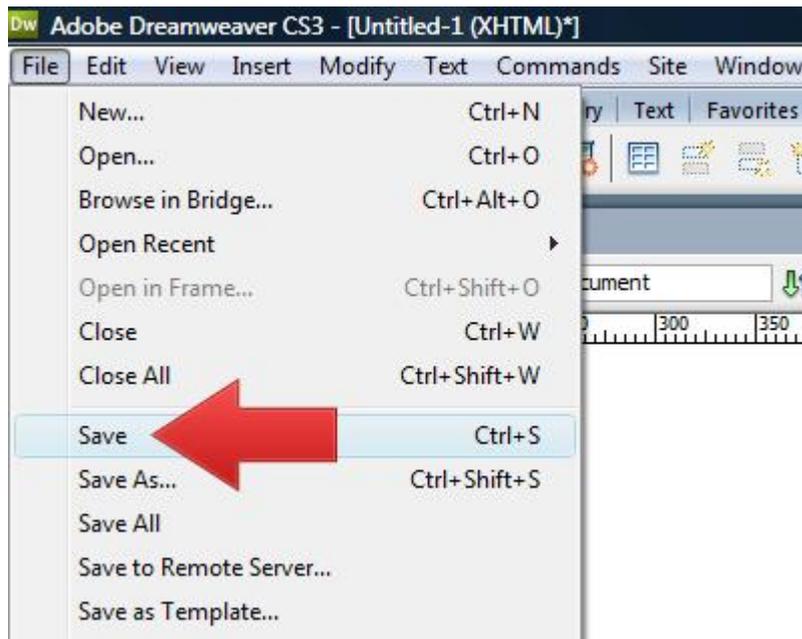


Press enter to go to the next line, then click on the code view.

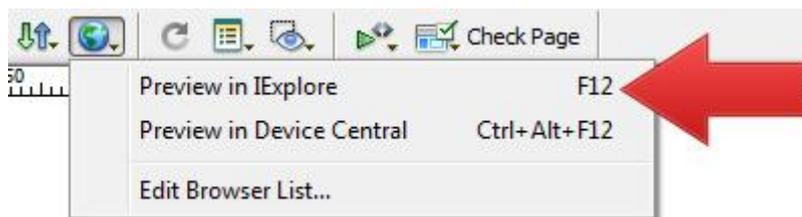
You will see the HTML similar like below. Simply paste (Ctrl+P) your copied javascript as shown below.



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.

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.

Live Chat | Online My Account | Help | Logout

Home My Lists Messages Subscribers Web Forms Reports

Current List: mynewsletter001 (Create and Manage Lists)

List Stats:

Listname	Today	Yesterday	Grand Total	List Complete
Q0atofatmo	0	0	0	0%
Q0atofat	0	0	0	0%
Q0atofat2	0	0	0	0%
Q0atofat3	0	0	0	0%
Q0atofat4	0	0	0	0%
Q0atofat5	0	0	0	0%
Q0atofat6	0	0	0	0%
Q0atofat7	0	0	0	0%
Q0atofat8	0	0	0	0%
Q0atofat9	0	0	0	0%
Q0atofat10	0	0	0	0%
Q0atofat11	0	0	0	0%
Q0atofat12	0	0	0	0%
Q0atofat13	0	0	0	0%
Q0atofat14	0	0	0	0%
Q0atofat15	0	0	0	0%
Q0atofat16	0	0	0	0%
Q0atofat17	0	0	0	0%
Q0atofat18	0	0	0	0%
Q0atofat19	0	0	0	0%
Q0atofat20	0	0	0	0%
Q0atofat21	0	0	0	0%
Q0atofat22	0	0	0	0%
Q0atofat23	0	0	0	0%
Q0atofat24	0	0	0	0%
Q0atofat25	0	0	0	0%
Q0atofat26	0	0	0	0%
Q0atofat27	0	0	0	0%
Q0atofat28	0	0	0	0%
Q0atofat29	0	0	0	0%
Q0atofat30	0	0	0	0%
Q0atofat31	0	0	0	0%
Q0atofat32	0	0	0	0%
Q0atofat33	0	0	0	0%
Q0atofat34	0	0	0	0%
Q0atofat35	0	0	0	0%
Q0atofat36	0	0	0	0%
Q0atofat37	0	0	0	0%
Q0atofat38	0	0	0	0%
Q0atofat39	0	0	0	0%
Q0atofat40	0	0	0	0%
Q0atofat41	0	0	0	0%
Q0atofat42	0	0	0	0%
Q0atofat43	0	0	0	0%
Q0atofat44	0	0	0	0%
Q0atofat45	0	0	0	0%
Q0atofat46	0	0	0	0%
Q0atofat47	0	0	0	0%
Q0atofat48	0	0	0	0%
Q0atofat49	0	0	0	0%
Q0atofat50	0	0	0	0%
Q0atofat51	0	0	0	0%
Q0atofat52	0	0	0	0%
Q0atofat53	0	0	0	0%
Q0atofat54	0	0	0	0%
Q0atofat55	0	0	0	0%
Q0atofat56	0	0	0	0%
Q0atofat57	0	0	0	0%
Q0atofat58	0	0	0	0%
Q0atofat59	0	0	0	0%
Q0atofat60	0	0	0	0%
Q0atofat61	0	0	0	0%
Q0atofat62	0	0	0	0%
Q0atofat63	0	0	0	0%
Q0atofat64	0	0	0	0%
Q0atofat65	0	0	0	0%
Q0atofat66	0	0	0	0%
Q0atofat67	0	0	0	0%
Q0atofat68	0	0	0	0%
Q0atofat69	0	0	0	0%
Q0atofat70	0	0	0	0%
Q0atofat71	0	0	0	0%
Q0atofat72	0	0	0	0%
Q0atofat73	0	0	0	0%
Q0atofat74	0	0	0	0%
Q0atofat75	0	0	0	0%
Q0atofat76	0	0	0	0%
Q0atofat77	0	0	0	0%
Q0atofat78	0	0	0	0%
Q0atofat79	0	0	0	0%
Q0atofat80	0	0	0	0%
Q0atofat81	0	0	0	0%
Q0atofat82	0	0	0	0%
Q0atofat83	0	0	0	0%
Q0atofat84	0	0	0	0%
Q0atofat85	0	0	0	0%
Q0atofat86	0	0	0	0%
Q0atofat87	0	0	0	0%
Q0atofat88	0	0	0	0%
Q0atofat89	0	0	0	0%
Q0atofat90	0	0	0	0%
Q0atofat91	0	0	0	0%
Q0atofat92	0	0	0	0%
Q0atofat93	0	0	0	0%
Q0atofat94	0	0	0	0%
Q0atofat95	0	0	0	0%
Q0atofat96	0	0	0	0%
Q0atofat97	0	0	0	0%
Q0atofat98	0	0	0	0%
Q0atofat99	0	0	0	0%
Q0atofat100	0	0	0	0%

Follow Up  
Broadcast  
Blog Broadcast

Click on the 'Add New Follow Up Message' button.

Live Chat | Online My Account | Help | Logout

Home My Lists Messages Subscribers Web Forms Reports

Current List: mynewsletter001 (Create and Manage Lists)

Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 0 messages. To move or reorder follow up messages simply click and drag it to the new location.

Actions: Select Action... Go

Msg	Interval	Type	# Att.	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
+ Add New Follow Up Message										

Campaign Sharing:

Allows a sequence of follow up messages to be transferred to another list.

+ Add New Follow Up Message

AWeber Communications, Inc. 2007 E. Eagle Rd. #210 Hershey, PA 17033-1999 USA URL: www.aweber.com

Get Started | Help | My Account | Logout  
Live Support (24/7) 877-846-8464 & 800-874-8464  
Toll Free Phone: 877-846-8464  
Phone: 717-633-2199  
Fax: 717-701-8733  
Email: Support@AWeber.com

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:

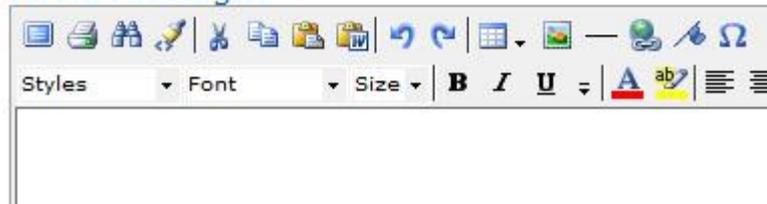
Saved from Today 2 minutes ago - [Restore](#)

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

### Subject:

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

### HTML Message:



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.

The screenshot shows the AWeber interface with a green success message: "Success: Message 1 saved." Below this is a table titled "Follow Up Messages:" with the following data:

Mesg	Interval	Type	# Att.	Modified	
1	0	Text	0	03/10/09	Delete

Below the table is a "Campaign Sharing:" section with a "Save" button and a "Load Campaign" button. A red arrow points from the "Save" button in the Campaign Sharing section up to the "Save Message" button in the previous image.

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:



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.