

# Spark Your List

Module 6 –  
Leveraging Technology To  
Serve Your Community

# Leveraging Technology

- To best support and serving your community, let's look at two important elements of technology
  - Your website opt-in functionality
  - An auto-response system that will help you stay in touch with your contacts

# Leveraging Technology

- A **website Opt-In** is the way people “opt-in” to receive your Free Giveaway and become a part of your community
- An **Auto-Responder Series** is a series of emails sent out to a new subscriber over a period of time.
- We are going to discuss **two options** today:
  - **Basic** – Email Opt-In With Self-Managed Auto-Response
  - **Advanced** – Web Form Opt-In with An Automated Auto-Response Service Provider

# Basic Technology Option

- The Basic Technology Option will cost you nothing to set up and requires no advanced tools to implement.
- Pros:
  - This is a great option if you're just getting started out
  - It costs nothing
  - It's technologically very simple
- Cons:
  - It will require a lot more of your time, attention, and organization to manage
  - It will not be perceived as professional as the Advanced Technology Option.

# Basic Technology Option

- What you will need:
  1. A new email account that will be exclusively used for managing your community
  2. A self-created email distribution list
  3. Create an Email Folder structure to support your system
  4. A place to post your Free Giveaway online
  5. Start using your do-it-yourself auto-response management system

# Basic Technology Option:

## (1) New Email Account

- This is an email address you will give to people where they can send a blank email and receive your Free Giveaway along with ongoing access to your community
- Examples:
  - [subscribe@YourWebsite.com](mailto:subscribe@YourWebsite.com)
  - [FreeTips@aol.com](mailto:FreeTips@aol.com)
  - [CoolTool@yahoo.com](mailto:CoolTool@yahoo.com)
- When someone sends the blank email, they will receive an auto-reply that welcomes them to your community and includes a link to your free giveaway

# Basic Technology Option:

## (1) New Email Account

- **First, set up a new email account:**
  - If you already have a domain name, you can purchase a new email account from wherever you purchased your domain
  - Or, you can set up a new account on Yahoo, Gmail, Hotmail, AOL, or wherever you prefer

# Basic Technology Option:

## (1) New Email Account

- **Second, log into your email account and set up an auto-reply** (sometimes referred to as an 'out of the office' or 'on vacation' response)
- If you need help with this, consult your email system for detailed instructions
- The auto-reply is what everyone who sends a blank email will receive back immediately
- Your auto-reply should include a welcome greeting, and a link to your Free Giveaway, along with any other information you would like to immediately pass along to new subscribers.

# Basic Technology Option

## (2) Email Distribution List

- Now that you have an email account set up to only receive emails related to subscribing to your community, you can set up your Distribution List
- Your Distribution List is a list you create in your email account that includes all the people who subscribe to your list

# Basic Technology Option

## (2) Email Distribution List

- **First, set up your Distribution List**, or Email Group. A Distribution List is nothing more than a collection of email addresses for a group of people. Having a Distribution List makes it easy to send out a broadcast to a group of people. Rather than sending out an email and selecting every contact individually, you can simply select the Distribution List and that way everyone on the list will receive your email.
- In most email systems, adding a Distribution List takes place in the Contact screen
- Go ahead and add a new Distribution List and name it (e.g. WorldChangingBusiness Community)
- If you don't know how to set up a distribution list in your email system, contact your email provider for instructions

# Basic Technology Option

## (2) Email Distribution List

- **Second, add contacts one at a time to the distribution list, as they subscribe**

# Basic Technology Option

## (3) Set Up Email Folders

- Now it's time to create a series of folders in your email system
- Include the following folders:
  - Added To List
  - Day 2
  - Day 3
  - Day 4
  - Day 7
  - Week 2
  - Week 3
  - Week 4
  - Week 5
  - Week 6
  - Etc.

# Basic Technology Option

## (3) Set Up Email Folders

- Once you add a new contact to your Distribution List, move their subscribe email from your Inbox to the folder marked "Added to List"
- That way you can easily keep track of who has and has not been added to your Distribution List - all emails in your Inbox haven't yet been added to your Distribution List. Everyone else has.
- We'll address what to do with the other emails in Step 5

# Basic Technology Option

## (4) Free Giveaway Posted Online

- In order for someone to access your Free Giveaway, you need to make it available online
- Options:
  - **Post It On Your Web Server** – This is the best option. If you have a hosted website, you can either move the file to your web server or ask your web administrator to do so for you. Make sure you obtain the link to the file.
  - **Post It On My Web Server** – If you don't have a web server, I will be happy to place your file on my web server. Simply send me your file, and I'll post it and provide a link where your subscribers can access it.

# Basic Technology Option

## (4) Free Giveaway Posted Online

- Be sure to include the link in the auto-reply that goes out to new subscribers

# Basic Technology Option

## (5) Do-It-Yourself Auto-Response System

- The Do-It-Yourself Auto-Response Process leverages the Email Folders You created
- Every day, you will log into the special email account you set up for managing subscriptions
- First you look for emails in the "Added To List" Folder the day before. These are subscribers who need to be sent the "Day 2" auto-response series. Go ahead and do this. And then advance these emails into the "Day 2" Folder
- Next, send the "Day 2" Autoresponder message to subscribers sitting from yesterday in the "Day 2" folder. Once you are finished with them, advance them to the "Day 3" Folder. And so on.
- If this seems like a lot of work, it is. Which is which I highly recommend the Advanced Option which leverages a service provider to make it easy

# Advanced Technology Option

## What Is Automation?

“The automatic operation or control of equipment, a process, or a system.”

- *The American Heritage® Dictionary of the English Language, Fourth Edition*

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# Advanced Technology Option

- Why Automate?
  - Lowers costs
  - Makes it easy for you, the business owner
  - Works when your sleeping
  - Set up once, and reap the benefits forever

# Advanced Technology Option

- You Can Either...
  - Set up a complicated, labor-intensive, manually operated system where you send out each of the emails yourself
  - Or you can implement a simple Autoresponder System for as little as \$19.95

# Advanced Technology Option

- Autoresponders
  - A system that automatically sends out pre-written messages to your clients or prospects at a pre-determined interval. 0 days, 3 days, 6 days, 100 days, 235 days,...
  - They are super easy. Set them up once, and you're done.
  - Want to experience an autoresponder?
    - Go to [www.CreateAudioNow.com](http://www.CreateAudioNow.com), and sign up for the 12-Step eCourse to Launching an Audio Product on the Web
    - The emails you receive were set up using an autoresponder system

# Advanced Technology Option

- According to Peggy Murrah of [One Page Web Design](#), here's what you should look for when selecting an autoresponder system:
  - Reliability
  - Unlimited messages
  - Easy set-up and management
  - Personalization of messages (includes prospects name, etc.)
  - Choice of HTML or text broadcasts
  - Database access
  - Easy subscription (opt-in forms and email subscribes)
  - Built-in SPAM checkers
  - Easy unsubscribe feature

If you need help or support automating your Mini eCourse, Peggy is an excellent resource who can help you or do it for you.  
[peggy@onepagewebdesign.com](mailto:peggy@onepagewebdesign.com)

# Advanced Technology Option

- Autoresponder Systems
  - 1Shopping Cart (aka Cartville.com and EasyWebAutomation.com, KickStartCart.com) -- \$29 per month -- but there's a 30-Day trail
  - Aweber - \$19.95 per month
  - GetResponse - \$17.95 per month
  - ThirdSphere - \$24.95

# Advanced Technology Option

- I'll show you how to automate with 1Shopping Cart (aka Cartville), but the overall process is the same for any of systems

# Advanced Technology Option

- Step One - Access [Cartville.com](http://Cartville.com), and then sign up for your free trial



# Advanced Technology Option

## Step Two – Register

**FREE!** Revenue tracking system to measure my advertising results quickly and easily. **(\$50 Value)**  
 **FREE!** Automated UPS/USPS/DHL/Canada Post/FedEx shipping and pricing integration in "real-time". **(\$200 Value)**  
 **FREE!** 31 custom fields for ultra-personalized email messages to convert more prospects into customers. **(\$25 Value)**

**Unadvertised Special Offer!**

**Sign up now for any non-trial package and you will receive an additional 30 days of service for FREE!**

Select Your Package:	Monthly	Or- Annual Pre-Pay
<input type="radio"/> Pro Package	\$79.00	(SAVE 15%)
<input type="radio"/> Basic Package	\$49.00	(SAVE 15%)
<input type="radio"/> Starter Package	\$29.00	(SAVE 15%)
<input type="radio"/> AR Package	\$29.00	(SAVE 15%)
<input checked="" type="radio"/> Trial Package	<b>FREE</b>	<b>Note:</b> Trial Accounts are limited to 50 Product & Client Records.

[GET STARTED NOW](#)

My Account Details

\* Required Fields (Must be filled-in)

\* Name: Joe Fossiland

Company:

\* Day Phone: 212-703-3211

\* Address: 123 11th Street

\* City: New York

\* State / Province: NY

\* Zip / Postal: 10011

\* Country: United States

\* URL:

\* E-mail: joe@cofofossiland.com

\* E-mail Again: joe@cofofossiland.com

Because your Username and Password will be emailed to you within minutes after completing this secure Application form, please double-check that your email address is correct. Thanks!

**I would also like information emailed to me about:**

**Becoming an Affiliate**

I would like to earn **30% commission FOR LIFE** for referring other people to you.

Please check the Terms of Service box to continue.

**I have read the TERMS OF SERVICE before completing this form.**

[CONTINUE](#)

# Advanced Technology Option

- Step Three - Login and click on Autoresponders

The screenshot shows a web application interface. On the left is a vertical navigation menu with the following items: Orders, Products, Manage Clients, **Autoresponders** (highlighted with an orange oval), Direct Marketing, Affiliates, Ad Tracker, Custom Forms, Pop-Ups, Cart Setup, Your Account, and Earn Cash! Below the menu is a red 'Tutorials' button.

The main content area features a red heading: **Welcome Joe Fossland!**

Below the heading are four columns of links:

- ORDERS:** Click here to see new orders.
- AUTO RESPONDERS:** Click here to see your auto responders.
- TUTORIALS:** Click here to get started with our new Online Tutorials.
- HELP:** Need help? Click here to go to our Online Help Center.

At the bottom of the main content area is a table titled "Current Account Status Summary":

MerchantID	Package	Autorenew	Status	Expires
76943	Trial	Disabled	Active	2/18/2006
Client Count	Client Limit	Product Count	Autoresponders	Affiliates
0	50	0	0	0

# Advanced Technology Option

- Step Four – Click on “Create Autoresponder”

Home > Autoresponders > Manage Autoresponders

## Manage AutoResponders [USER GUIDE](#)

[CREATE NEW AUTORESPONDER](#) | [INHERIT AUTORESPONDER](#) | [TRACK AUTORESPONDER REPORTS](#)

**Allow Multi-Subscribe** Yes

**i** **Autoresponders are at the heart of many successful companies' marketing strategies.** Each autoresponder consists of a timed sequence of messages sent as automatic followups. You just enter the messages and specify how long to wait before sending each one. Autoresponders can have general info, or they can be highly specific and personalized. Cartville.com gives you **unlimited** autoresponders for no extra charge!

**i** If you are new to Autoresponders, you may wish to read our [User Guide](#) articles.

Autoresponder Name	Msgs in Series	Unique Clients	Removes	Total Subscribes	Sharable	Update Autoresponder
No Autoresponders created!						

[CREATE NEW AUTORESPONDER](#) | [INHERIT AUTORESPONDER](#) | [TRACK AUTORESPONDER REPORTS](#)

# Advanced Technology Option

## ■ Step Five – Set Up Autoresponder

Home > [Autoresponders](#) > [Create Autoresponders](#) -- Select The Help

### Create New Autoresponder

[CREATE NEW AUTORESPONDER](#) | [INHERIT AUTORESPONDER](#) | [TRACK AUTORESPONDER REPORTS](#)

**General Settings**

Autoresponder Name	The Incredible Create Audio Now Mini eCourse
Autoresponder ID	<new>
Unsubscribe Autoresponder	No
From Email Address	coco@cocofossiland.com
From Name	Coco Fossiland and Michael Ehlerd
Sharable	No

[Save](#) [Back](#)

[CREATE NEW AUTORESPONDER](#) | [INHERIT AUTORESPONDER](#) | [TRACK AUTORESPONDER REPORTS](#)

**Fill in information and press "Save"**

# Advanced Technology Option

## ■ Step Six – Add the first message in the series

Home > Autoresponders > Manage Autoresponders > Add Message

**Go To Message** Please select a message

**Days Delay** 0

**Message Type**  Text  HTML

**Alternate Destination** joe@cocofossiland.com

**Subject Line** .cademy, Twelve Steps to Landing Your First Audio Product Sale!!

**Message Body**

By Coco Fossiland and Michael Ehler  
Co-Creators of The Incredible Create Audio Now Program  
www.createadudionow.com

Welcome Package!!

Dear <{\$firstname}> ,

Congratulations on your decision to create an audio product!! There is no better way to get your message out, AND create a healthy stream of passive revenue right into your bank account.

You will receive the first of twelve lessons shortly. It may already be in your inbox now.

**Check this Message against the SpamAssassin™ Database**

Copy this message to another Autoresponder

Just select an autoresponder below and your saved message will get copied to the selected AR.

**Merge Insert Menu 1**  
(click or just type them)

- <{\$email}>
- <{\$firstname}>
- <{\$lastname}>
- <{\$name}>
- <{\$company}>
- <{\$homephone}>
- <{\$workphone}>
- <{\$address1}>
- <{\$address2}>
- <{\$city}>
- <{\$state}> (province)
- <{\$zip}> (postal code)
- <{\$country}>
- <{\$fax}>
- <{\$today}>
- <{\$tomorrow}>
- <{\$today + X}>
- <{\$Merchantname}>
- <{\$Merchanturl}>
- <{\$Merchantemail}>
- <{\$Merchantworkphone}>
- <{\$merchantaddress}>

**1**

**2**

Orders

Products

Manage Clients

**Autoresponders**

- Manage Autoresponders
- Create Autoresponder
- Autoresponder Reports
- Job Status

Broadcasting

Affiliates

Ad Tracker

Custom Forms

Pop-Ups

Cart Setup

Your Account

Earn Cash!

**Tutorials**

worldchangingbusiness™

# Advanced Technology Option

- Step Seven - Add other messages in the series

The screenshot shows a web interface for managing autoresponders. On the left is a navigation menu with categories like Orders, Products, Manage Clients, and Autoresponders. The main content area is titled 'General Settings' and contains several form fields for configuring an auto-responder, such as 'Autoresponder Name', 'Autoresponder ID', 'Subscribe-by-Email Address', 'Unsubscribe Address', 'From Email Address', 'From Name', and 'Sharable'. Below these fields are buttons for 'Save', 'New Message', 'Test', and 'Back'. At the bottom, there is a table of auto-responder messages with columns for 'Days Delay', 'Message Type', and 'Update Message'.

Days Delay	Message Type	Update Message
0	Text	EDIT   DELETE
0	Text	EDIT   DELETE
3	Text	EDIT   DELETE
6	Text	EDIT   DELETE
9	Text	EDIT   DELETE

# Advanced Technology Option

- Step Eight – Add messages until you have them all entered

Marketing >> Manage Autoresponder

Unsubscribe Autoreponder: --None--  
From Email Address: coco@cocofoiland.com  
From Name: Coco Fossiland and Michael Ehler  
Sharable: No

Save New Message Test Back

CREATE NEW AUTORESPONDER | INHERIT AUTORESPONDER | TRACK AUTORESPONDER REPORTS | BACK

Autoreponder Message	Days Delay	Message Type	Update Message
The Incredible. Create Audio Now Academy..... 0 days delay	0	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #1 – Make a clear... 0 days delay	0	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #2 – Define your P... 3 days delay	3	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #3 – Leap into the... 6 days delay	6	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #4 – Map Our Your ... 9 days delay	9	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #5 – Prepare For S... 12 days delay	12	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #6 – Outline Your ... 15 days delay	15	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #7 – Fill In The G... 18 days delay	18	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #8 – Prepare for H... 21 days delay	21	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #9 – Create Your O... 24 days delay	24	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #10 – Create Effec... 27 days delay	27	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #11 – Marketing Fo... 30 days delay	30	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>
[Create Audio Now] Step #12 – Celebrate Yo... 33 days delay	33	Text	<a href="#">EDIT</a>   <a href="#">DELETE</a>

# Advanced Technology Option

## ■ Step Nine – Test It Out

The screenshot shows a web application interface for editing an autoresponder. The main form contains the following fields:

Autoresponder Name	ICAN - Incredible Create Audio
Autoresponder ID	117931
Subscribe-by-Email Address	coquelicotf-117931@autocon
Unsubscribe Autoresponder	--None--
From Email Address	coco@cocofossiland.com
From Name	Coco Fossiland and Michael E
Sharable	No

Below the form are buttons for 'Save', 'New Message', 'Test', and 'Back'. The 'Test' and 'Back' buttons are circled in orange and labeled with a '1'. A 'Test This Sequence' dialog box is open, showing a 'Test' button circled in orange and labeled with a '2'. The dialog box also contains a 'SEND TEST' link and a 'CLOSE' button.

# Advanced Technology Option

- Step 10 – Check Your Email And Take a Look at Them
- Step 11 – Make Any Adjustments To The eCourse

# Advanced Technology Option

## ■ Step 12 – Publish – Email Opt In

Here is the “Subscribe-By-Email Address” opt in option.

People can subscribe to your eCourse by sending a blank email to this auto-generated email address.

The screenshot shows the 'Edit Autoresponders' interface for 'ICAN - Incredible Create Audio Now eNewsletter'. The 'Subscribe-by-Email Address' field is circled in orange and contains the value 'coquelicotf-117931@autocontactor.com'. A bracket highlights the 'Subscribe-by-Email Address' and 'Unsubscribe Autoresponder' fields.

Field	Value
Autoresponder Name	ICAN - Incredible Create Audio Now eCourse
Autoresponder ID	117931
Subscribe-by-Email Address	coquelicotf-117931@autocontactor.com
Unsubscribe Autoresponder	-- None --
From Email Address	coco@cocofossiland.com
From Name	Coco Fossiland and Michael Ehler
Sharable	No

# Advanced Technology Option

## ■ Step 12 – Publish – Opt In Using a Form

Marketing >> Create

favorite web editor such as Dreamweaver, FrontPage or GoLive. The options you choose in this wizard only affect your form HTML. Your account setup preferences will remain unchanged.

**1**

Custom Forms  
Create Form

Custom Fields  
Tell-a-Friend  
Opt-In Forms  
Easy Opt-In  
Script  
Opt-In  
Preferences  
View Codes

Pop-Ups  
Cart Setup  
Your Account  
Earn Cash!

Tutorials

General Design Options

Generate Full HTML Page or Form HTML only? **2** Form HTML Only

Basic Fields		
Name	<input type="radio"/> Not Visible <input checked="" type="radio"/> Optional	<input type="radio"/> Required
<b>(always visible and required)</b>		
Email	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required
Company	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required
HomePhone	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required
WorkPhone	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required
Address	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required
Address line 2	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required
City /Town	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required
State / Province /Country	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required
Postal / Zip	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required
Country	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required
Fax	<input checked="" type="radio"/> Not Visible <input type="radio"/> Optional	<input type="radio"/> Required

**3**

Next Step

Or, also select custom fields using the table below.

**2**

Select Fields You Want Included on the Form (like Name and Email)

# Advanced Technology Option

- Step 12 – Publish – Opt In Using Form

Home > [Custom Forms](#) > [Generate Form HTML Step 2: Specific Options](#)

The following options determine what will happen after your client clicks the submit button

Your selections on this page **only** affect the form code you are about to create; your general settings affect all forms.

**Post-Submit Options**

Thank You URL	?	<input type="text" value="http://www.createaudionow.com/"/>
Subscribe to Autoresponder	?	ICAN - Incredible Create Audio Now eNewsletter --
Send Form Values by Email	?	Yes
Allow Multi-Subscribe?	?	Yes

**Create Form**

# Advanced Technology Option

- Step 12 – Publish – Opt In Using Form

The screenshot shows a web application interface. On the left, a vertical menu lists various options: Orders, Products, Manage Clients, Autoresponders, Broadcasting, Affiliates, Ad Tracker, and Custom Forms (which is highlighted). Below the menu, there are several sub-options: Create Form, Custom Fields, Tell-a-Friend, Opt-In Forms, Easy Opt-In Script, Opt-In Preferences, View Codes, and Pop-Ups.

The main content area is titled 'Your Toolset >> Create Cust...'. It contains the following text: 'Here is your form code. Copy the text in the window below and paste it into a simple text editor such as Notepad, SimpleTextPad; then save the file as a .html file in the same directory as your website.'

Below this text is a window titled 'Form HTML' with a 'select all' button. The window contains the following HTML code:

```
<form name="form1" method="post" action="http://www.mcsll.com/app/contactsave.asp">  
<input name="merchantid" type="hidden" id="merchantid" value="42703">  
<input name="ARThankyouURL" type="hidden" id="ARThankyouURL" value="http://www.createaudio.com,">  
<input name="copyarresponse" type="hidden" id="copyarresponse" value="1" >  
<input name="custom" type="hidden" id="custom" value="0" >  
<input name="defaultar" type="hidden" id="defaultar" value="117931">  
<input name="allowmulti" type="hidden" id="allowmulti" value="1">  
<input name="visiblefields" type="hidden" id="visiblefields" value="Name,Email" >  
<input name="requiredfields" type="hidden" id="requiredfields" value="Email1" >  
<table >  
<tr >  
<td >Name </td >  
</tr >  
</table >
```

An orange bracket highlights the code in the 'Form HTML' window.

You or your web designer can paste the code into your website

# Advanced Technology Option

- Step #13 - Test and retest!