Aweber Quick Set Up & Marketing Guide

I always teach solicitors how to make their life easier when it comes to attracting clients consistently by showing them two main things:

1. How to leverage their marketing - in other words, do something well once but then let it continue to produce new clients for them month after month from that day forwards; and
2. How to automate their marketing to make your life easier.

There is one tool that I could not be without in my business and I know it is the same for most solicitors too. This tool is my email marketing software, which allows me to automate and leverage my marketing to such a level of success that I estimate it is responsible for 80% of my business income.

The tool I use and recommend is Aweber. When you set it up correctly, not just from a technical viewpoint, but much more importantly from a "getting more clients" viewpoint, it can be an incredibly powerful marketing tool for your law firm.

For my business, Aweber and my website rank side by side in importance, and the website wouldn't be of any value to me without Aweber behind it.

First, if you haven't already done so, sign up for your trial with Aweber here: **Click Here To View, Test & Set Up Aweber:>>**

Let me just mention something here. There are some 'free' email marketing software providers out there.

They are 'free' for a reason and in my opinion are worth every penny. In my opinion Aweber is the easiest and most successful email marketing software out there, which is why I use it. And I have tried many others.

This guide is designed to take you through every aspect of the email database set up, from start to finish.

Please don't skip a part. I have put it together in the most logical order possible and all of the parts are required to get you up and running in a way that makes the best use of this automated and leveraged marketing tool.

Shall we begin?

Step 1 – Basic Set Up

This is where you set up the basics of your email marketing database.

1 – Your law firm name. This is how you want people to see it whenever it is displayed, so ensure that you enter it correctly.

2 - Your website URL.

3 - Your contact address will be pulled through from your billing. If you need to use a different address, this is your chance to change it.

4 - This is how you would like your name to be displayed to your email recipients – for me it would be 'Nick Jervis'.

5 - This is the reply address that responses to your emails will come to. It should be yours or your Personal Assistants if you have one and are happy for him or her to manage these emails. Personally, mine come to me as I like to see what my prospects are saying.

Name and describe your list

Step 2/3

A list is a group of subscribers who have given you permission to send them broadcasts (one-time messages and newsletters) or campaigns (automated series of messages) via email. Think of it as a group of people or contacts with common interests who want to hear from you. **Don't worry! You can change and edit all of this information in the future if you need to, inside your account.**

List Name *

1 (Example) Weekly low fat recipes

List Description * (?)   0/400

2 (Example) Healthy low fat recipes for every budget sent weekly!

Go back   Next

1 - Over the years I have developed a system that works for me which I am happy to share with you. The reason that I have done this is that the List Name must be unique across ALL of Awebers' clients. I use my business initials followed by a descriptive name for me to remember so it might be scl-family-law-marketing. I always use lower case (my coding training) but you do not have to.

2 - This can be seen by your recipients, so ensure you add a value of them signing up to this list here rather than simply saying "My Monthly Emails". Instead, for a Nurture List you might put here *"Free Guide To Moving Home"* or for a Now List you might put *"Saving clients time and money with our legal*

advice". Think of the benefit to your client in parting with their email address and you won't go far wrong here.

Approve your confirmation message

Step 3/3

A list is a group of subscribers who have given you permission to send them broadcasts (one-time messages and newsletters) or campaigns (automated series of messages) via email. Think of it as a group of people or contacts with common interests who want to hear from you.

Language
Choose a language for pre-approved subject lines and default message content.

English ▾

Subject line
Choose an approved subject line or request a custom one. This is your current subject line.

Confirm your subscription. ▾ **1**

Request a custom subject line

Message preview
This is the confirmation message your subscribers will receive when they sign up for your list.

2

Please click the button below to confirm that you'd like to receive email from {! listname}.

Confirm my subscription **3**

Thank you!
{!company_name}

Edit message content

Go back

4 **Complete setup**

This section does require some adjusting. If you leave it as Aweber intended, hardly anyone will add themselves to your list in the future.

What you are preparing here is the very first email that your clients receive from you when you add them to your database. It is even more important than that in that Aweber has always been double opt in – which is great from a GDPR perspective – in that users have to do the following to go onto your email marketing list:
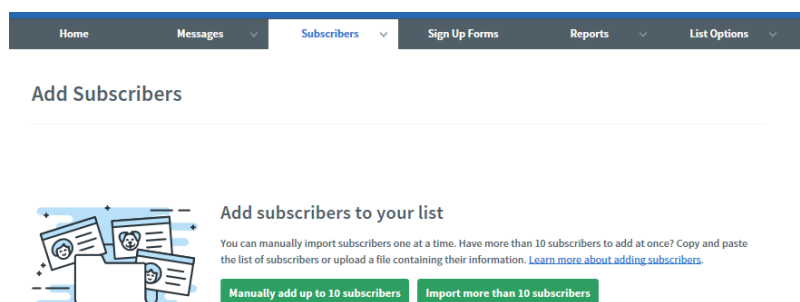
1. Ask to go onto your list (either on the telephone or on a form on your website); and
2. Click the link in this email to get onto your list.

Hopefully that explains why this needs a little bit of attention. So, onto each numbered point.

1 - "Subscription" is a dreadful word in marketing terms. It screams *"money"* and *"they're going to sell to me"*. This is not what you want your clients to be thinking. I have used the same wording for years. Click on **Request a custom subject line** and enter this: *"Response required. Please confirm your email address."*

2 - To encourage as many people as possible to click this link, change the wording to *"Please click the button below to confirm your email address:"*

3 - Change from *"Confirm my subscription"* to *"Confirm my email"*.

4 - Click *"Complete set up"* and step one is now finished.

The net box that you will be presented with is this one:

I want you to ignore this one for now, and instead follow the steps below.

First, let me outline the entire process before taking you through each step, so that it makes sense in the bigger scheme of things.

Remember the two different ways that you are going to use your email marketing software will depend on whether you are a **Marketing Now** or **Marketing Nurture** legal service provider (more details on this can be found in Marketing4Solicitors Newsletter 82 in the members area).

Below is the entire process summary for each legal service type.

Marketing Now Aweber Email Process

The Complete Aweber "Marketing Now" New Prospect Journey

1. **You Speak With A New Prospect**

Whilst speaking with every potential new client, you add them to your email marketing database, simmply saying "I have just sent you an email to confirm that I have the correct email address for you. Please click the link in that email to confirm that I do."

2. **The first email is sent asking them to opt in.**

They receive the email with the button "Confirm your email" which they must click to be added to your database.

3. **They are redirected to a 'thank you' page on your website.**

This page thanks them for confirming their email address adn explains that the free guide will now be emailed to them.

4. **You've done it!**

You now have a new email subscriber!

It is an easier process for **Marketing Now** leads because you don't necessarily need a free guide in exchange for their email address: remember that your primary objective is to get prospects calling you when they are ready to buy your services, so your use of email marketing here is to ensure that you have more than one method of following up (your email marketing) and for the future that they remain on your email list so that you can cross sell to them effortlessly and encourage referrals from them.

Therefore, you will be adding clients to your email marketing list when you have your first conversation with them using the wording in the graphic above:

"I have just sent you an email to confirm that I have the correct email address for you. Please click the link in that email to confirm that I do."

There are two ways that you can then add your prospect to your email address:

1. Inside Aweber when you are logged in by heading to Subscriber/Add New (the harder option) or
2. By adding a form to a page on your website so that you can add someone effortlessly without logging into Aweber. I recommend the second option, so follow the advice below for creating a form and then add it to a new page which is easy for you to remember, such as www.yourdomainname.co.uk/email

Marketing Nurture Aweber Email Process

You can see that steps 1 (the form on your website), 2 (the page on your website asking them to click the link in the email from step 3 to ensure that they receive the free guide) and step 5 (the sending of the guide)

are currently missing, so let's put them in place in the order that it happens above.

Setting Up Your Website Form

Even if you don't think that you are going to offer a free guide on your website at this point (because you offer a **Marketing Now** legal service), you need a form on your website so that you can add prospects to your email list while you are on the telephone with them or when you meet them at shows or networking events.

This is how you create that form.
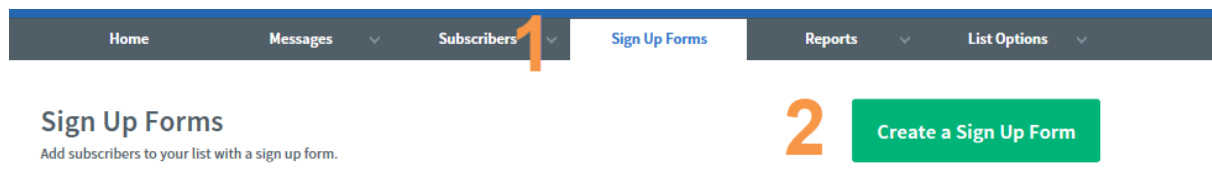
1 -   Select "Sign Up Forms"

2 -   Select "Create a Sign Up Form".

You will now be presented with this page:

1 - I recommend starting with a "Simple" form as it will work on most websites, whatever your brand colours. You can always change this later.

2 - The Aweber default is to simply have one Name line for the forename and surname. I recommend changing this. Click on the name box and this pop up appears:

Select *"First & Last Name"* then *"Save Field"*.

3 -   Submit is a dreadful word to put on a button. I know this because I have tested it and it consistently performs terribly. Change this to any of these which I know work much better *"Send"* or *"Send My Free Guide"*.

4 -   You may choose to keep this for those worried about GDPR, but you really do not need to as Aweber is a double opt in email service.

5 -   You definitely do not want to do Aweber's marketing for them, so delete this line. Hover over *"Powered by Aweber Email Marketing"* and the word *"Delete"* will appear, allowing you to remove it.

6 -   Save your form then once save, select *"Go to step 2"*.

You will then be presented with this page:

1 -   Name your form, for example, *"Free Moving House Guide"* or *"Client Email List"* if the form is only for you to use to add clients whilst on the phone with you.

2 -   Select *"Custom Page"* from the *"Thank You Page"* drop
down. Create a page on your website like the one I use below and
enter the URL of that page in this box:

Please confirm your email address

You will shortly receive an email asking you to confirm your email address. You
must do this to receive your free guide.

3 -   *"Save Your Form"*

4 -   Click *"Go To Step 3"*.

You will now be presented with these options:

Publish
Place your form on your site.

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

Use My Form as a Landing Page
Link to a page that has my form

If you have Wordpress or a similar website system, it is incredibly easy to add the form to your page.

Simply select *"I Will Install My Form"*, copy the javascript code as shown below :

Then simply paste this code wherever you want it to appear on your website. If using Wordpress, ensure that you are viewing the *'Text'* page before you paste the code in, not the *"Visual"* page.

Update your page and your form will be live, as shown below:

If you are going to ask your website developer to do this for you, simply choose *"My Web Designer Will Install The Form"* and email the code to him or her.

Now that you have created your website form, we need to do the following.

Select List Options as shown below:

The basic information you have already completed earlier in this process (*List Name and Description*), so let's move onto the new part:

1 -   This is the fun part. Add here your name and email address, then every time someone is added to your email list by downloading a guide from your website (I will show you how to do that bit shortly) you will receive an email telling you that you that someone has been added to your database. It is a lovely email to receive as it shows that your **Marketing Nurture** objective of growing your email list is working!

2 -   Save your settings.

Next, select **"Confirmation Message"** from the page that you are still on (once you have saved your changes as described above).

List Options

Basic Settings
Name & describe your list, set up notifications.

Personalize Your List
Tell us about your company, set social media, etc.

Confirmation Message
Update the message and settings.

Confirmation message
If turned on, a confirmation message (aka double opt-in or confirmed opt-in) is sent to your subscribers immediately after signing up to your list. This allows them to confirm they want to receive your emails. Some of this content is customizable, which you can update below.
Learn more

Language
Choose a language for pre-approved subject lines and default message content.

At the bottom of this page you will now see this section:

1 - Ensure that the first box is set to *"on"* so that your new subscribers receive your double opt in email asking them to confirm their email address before being added to your database. This will keep you GDPR compliant.

2 - The next part is important. If you leave it blank, when your new subscriber clicks the link in your email which says *"Confirm my email"* this is the page that they will be redirected:

This page is on the Aweber website at http://www.aweber.com/thankyou.htm. Take a moment to think about your prospects' journey at this stage, so that this process makes sense to you.

First, they have found your website and have reached the point that they want to download your brilliant free guide in exchange for their email address (or you have added them whilst on the telephone with them). They enter their name and email address and are immediately sent your first email message, asking them to confirm their email address.

They click the *"Confirm my email"* button and are now sent to that page on the Aweber website.

That isn't a very nice experience, is it?

It is much better if you can send them to a page on your website, so that the process feels much smoother.

This is the page people are sent to on my website (notice how once I have stated that they have confirmed their email address I take the time to mention my book – you can mention all of your legal services on this page):

You should create your page and add it to a URL such as www.yourwebsite.co.uk/thank-you.

Now you are nearly there. What is missing? The email sending your free guide, so let's do that now.

Setting Up Automated Emails

This is the fun part. This is where you can add emails which once added to your follow up series will go to everyone who downloads the guide in the future (write once, send 1,000 times – leveraged marketing at its best).

To do this, from the *"Messages"* tab, select *"Follow Up Series"* as shown below:
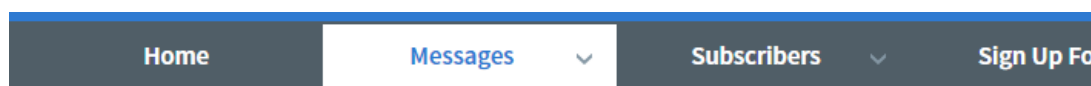
Now, one of the most important marketing messages that I can share with you is that every email you send should look like it is sent by you personally, just as if you were emailing your partner about grabbing a bottle of wine on the way home. If you did that, you would be unlikely to add a huge logo to the top of the email, is that fair to say?

It should be the same with all of your Aweber emails. The second that you put a logo at the top of your emails or that you use any of the Aweber templates is the moment that you completely ruin any chance of generating clients from your email database.

Please remember the purpose of your email database is to allow you to build trust with your audience and to be seen as the expert in your field.

You need your emails to be opened and read for this to happen. A logo or a designed email dramatically reduces the prospects of your email getting through the spam filters of your prospects, and even if it does

the moment they open your email (if the images haven't already been stripped out as they often are by Outlook or the other email software providers), they know that you are selling to them. Your chance of building a relationship have now disappeared.

With this in mind, let me show you how to set up a plain looking email.

First, press HTML editor as shown by the number 1 in the image above.

You will now be presented with this page:
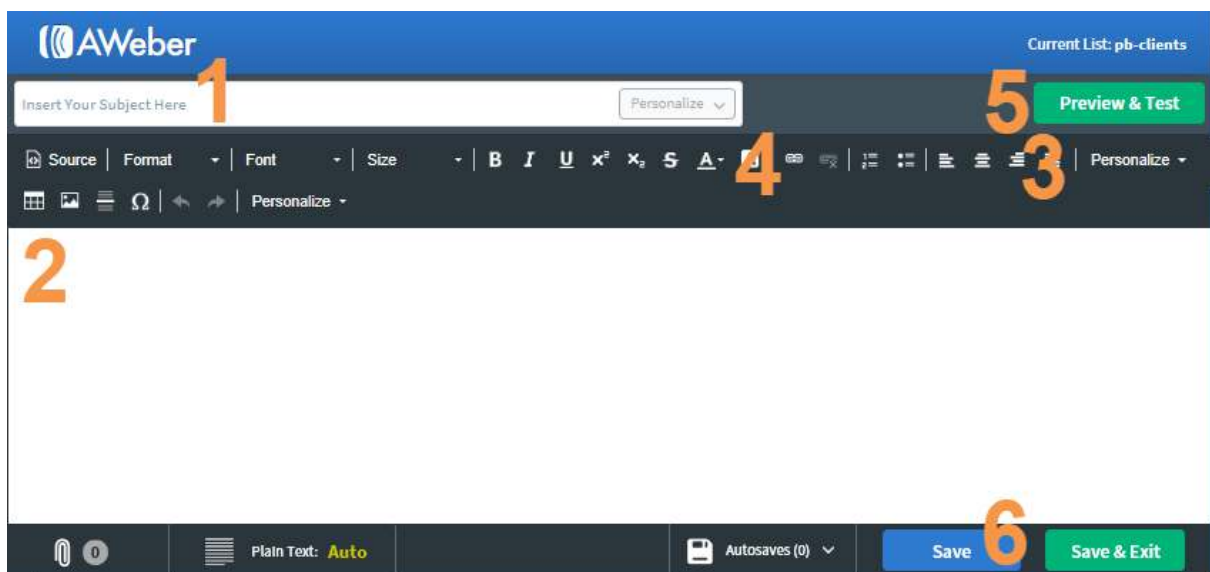
1 -   Enter your subject line. Remember this must always give a reason for me to open your email. As this is the first email that they will receive, this can be as simple as *"Your Free Guide Is Here"* if you are a **Nurture** service, or if you are a **Now** service and simply want to add them to your email database, all it needs to say is *"Thank you for confirming your email address"*.

2 -   This is where you enter your email content and where your life becomes easier if you are a **Marketing4Solicitors** subscriber, because I have a template for you to cut and paste straight into the source code of Aweber. Select *"Source"* above the number 2 in the image below, then login to the **PrivateZone** and you will see the instructions for you to obtain the template that you can simply copy and paste into this box. My advice is that if you are sending a

free guide, rather than attaching it to the email, include a link to the free guide at a page on your website. This will further reduce the chances of your guide going into the spam folder. See 4 below. If you are simply adding a prospect to your email list as a **Marketing Now** service, you will find instructions to obtain the template from me in the same place.

3 -   I have added this for you in the template, but if you want to further personalise your emails, number 3 is where you can add further personal information. Select "Personalise" and "Subscriber Info" then "First Name" and this code will now appear: "Dear {!firstname_fix}"

4 -   To enter the link where people can download your guide, highlight the words from inside the email that you want to link to the guide, for example **"Click here to download the guide"**, then press the *hyperlink button* as sown by 4 above and add the URL where your guide is located.

5 -   You can now send a test email to yourself to check that it is working.

6 -   Once you are happy, save your email before completing the final step below.

You will now be redirected to your email drafts tab as shown below:

You will see the email that you have created. Now you have to ensure that it is sent out as soon as people are added to your website form.

1 -   This shows the email that you have just created.

2 -   Select *"Send Options"* then *"Add to Follow Up Series"*.

You will then see this pop up:

Select *"Add to Follow Up Series"* and you are all done!

If you are a **Marketing Nurture** business, repeat this process to create a series of emails expanding on the guide that you are sending out to provide you with repeat chances to win the instructions.

I will go into this in more detail in future issues, but ideally you want a series of around six emails which can go out over the course of the next few weeks which simply provide a little more information around the

topic of the legal service in question, ending each one with an invitation to have a call to discuss it in more detail.

The final thing to do is to take yourself through the process that your prospects are going to go through. Go to the page on your website where you have added the form and add your details to it so that you can see what happens.

Well done! You now have an email marketing database and a way to add people to it from your website!

Resources:

- **Click Here To View, Test & Set Up Aweber:>>**
- **Marketing4Solicitors – Everything a solicitor needs to grow their law firm quickly:>>**