



How To Build An E-Course With Your Autoresponder



Carol Lamoreaux
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Carol Lamoreaux



- ✓ Wife & Mom of Twins
- ✓ B.S. in Computer Science
- ✓ Software Engineer for over 22 years
- ✓ eTV Show on the *Women's Information Network*
- ✓ Featured on *Expert On Purpose* on *The Women of Facebook*
- ✓ Top 50 MLM Blogger for 2012

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**You created a fantastic course
and you need to figure out a
way to deliver it.**

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**You could put together an
eBook.**

That's a good format, but...

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What if you need to tweak your content from time to time?

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That would mean editing your Word document, re-saving it as a PDF, and re-uploading it.

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There is another way!

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Use your auto-responder!

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What You'll Learn Tonight





- ✓ Set up a list in AWeber for your eCourse
- ✓ Create the eCourse in AWeber
- ✓ Set up a payment button in PayPal
- ✓ Integrate PayPal with AWeber
- ✓ Add the PayPal button to your sales page

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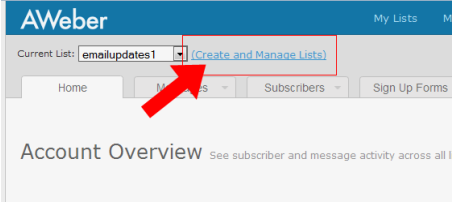


**First you need to set up a list in
AWeber for your eCourse.**

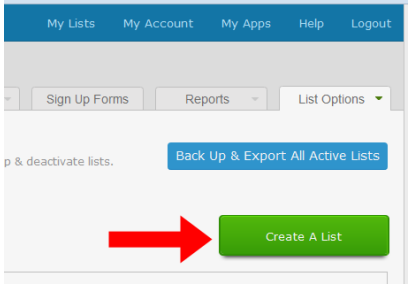
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1.



2.

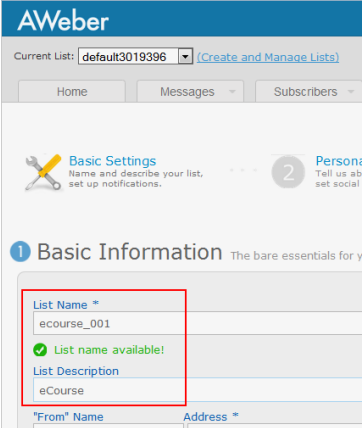


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Fill in the list settings.

1.



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Fill in the list settings.

1.

AWeber

Current List: **default3019396** (Create and Manage Lists)

Home Messages Subscribers

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

1 Basic Information The bare essentials for your list

List Name *
ecourse_001
✓ List name available!

List Description
eCourse

*From Name Address *

2.

2 Notifications Receive an email every time a new subscriber is added

Enter your name and email below

carol carol@promomsolutions.com ADD

Save Settings

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Fill in the list settings.

AWeber

My Lists My Account My Apps Help Logout

Current List: **ecourse_001** (Create and Manage Lists)

Home Messages Subscribers Sign Up Forms Reports List Options

1 Basic Settings Name and describe your list, set up notifications.

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

3 Confirmed Opt-In Personalize your confirmed opt-in message.

1 Company Branding Give your messages and pages a personal touch.

Company Name
ProMomSolutions

Website URL
http://promomsolutions.com

Email Signature
~Carol Lamoreaux

ProMomSolutions
Helping entrepreneurs succeed online
UPLOAD YOUR LOGO

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Modify the confirmation message.

1 Basic Settings Name and describe your list, set up notifications. 2 Personalize Your List Tell us about your company, set social media, etc. Confirmed Opt-In Personalize your confirmed opt-in message.

1 Your Confirmation Message Create your customized confirmation message.

Subject: Confirm your subscription.

We received your request for information from the ecourse_001 group. Before we begin sending you the information you requested, we want to be certain we have your permission.

CONFIRM BY VISITING THE LINK BELOW:

<http://www.aweber.com/z/c/?xxxxxxx>

Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser.

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Fill in the confirmation URL.

2 Require Opt-In on Web Forms We strongly recommend leaving confirmed opt-in ON.

☒ ON ☐ OFF

Confirmed Opt-In is a process used to ensure that only people who want to receive your emails are subscribed to your list. It works by sending new subscribers an initial message asking them to confirm that they want to receive your email. Subscribers confirm by clicking on a link in the email. If you prefer, you can disable Confirmed Opt-In for people who sign up using a [web form](#) that you create and place on your site. However, we strongly encourage you to use Confirmed Opt-In for your web forms. [Why You Should Use Confirmed Opt-In](#)

3 Success Page What page on your website do you want to send people when they confirm?

Confirmation Success Page URL

☐ Pass subscriber info for [personalizing](#) this page. (Not recommended for WordPress users)

[Save Settings](#)

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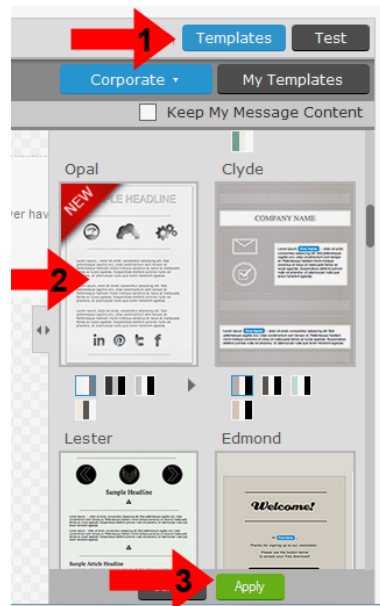
Create your eCourse as follow up messages



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Use a template to format your messages.



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Add your course content.






Insert Your Subject Here [Publish](#)

Templates **Test**

[H](#) [Paragraph](#) [Article](#) [Image](#) [Button](#) [Follow Me](#) [Product](#) [Coupon](#) [MY LOGO](#) [Signature](#) [Divider](#) [Share](#)

Message
No Properties

SAMPLE HEADLINE

Lorem ipsum, - dolor sit amet, consectetur adipiscing elit. Sed pellentesque sagittis orci, vitae condimentum sem tempor et. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Suspendisse eleifend pulvinar nulla vel pharetra. Ut ullamcorper nulla quis lorem hendrerit egestas.

Lorem ipsum, dolor sit amet, consectetur adipiscing elit. Sed pellentesque sagittis orci, vitae condimentum sem tempor et. Pellentesque habitant morbi tristique senectus et netus et.

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Create the messages in your eCourse.



AWeber [My Lists](#) [My Account](#) [My Apps](#) [Help](#) [Logout](#)

Current List: **ecourse_001** [\(Create and Manage Lists\)](#)

[Home](#) [Messages](#) [Subscribers](#) [Sign Up Forms](#) [Reports](#) [List Options](#)

Follow Up Series An automated series of emails sent to new subscribers. [Create A Follow Up](#)

Drag and drop messages to change their order.

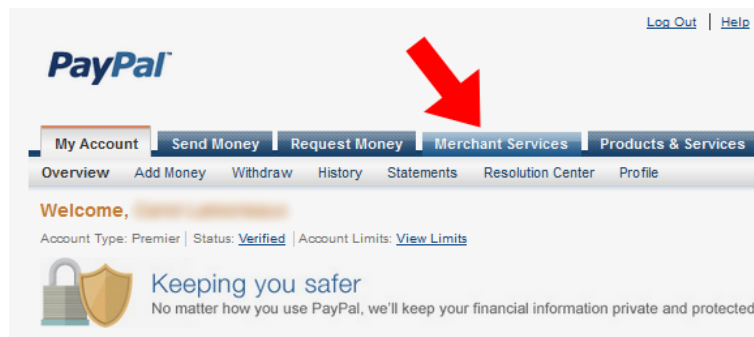
#1	Lesson #1 Edit Send a test Delete Copy	Send immediately	0.4 spam score	0 opened
#2	Lesson #2 Edit Send a test Delete Copy	Send 3 days after the previous message	0.2 spam score	0 opened
#3	Lesson #3 Edit Send a test Delete Copy	Send 3 days after the previous message	0.2 spam score	0 opened

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**Now you need a PayPal button
so people can buy your course.**

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Log Out | Help | Security and Protection

PayPal

My Account | Send Money | Request Money | **Merchant Services** | Products

Solutions | Industries | Partners | Resource Center

Merchant Services

However you do business, PayPal gets you paid. Explore all you can do with your business.

Features you can use right now

Create payment buttons for your website

Buy Now
Add to Cart
Subscribe

Send invoices online for fast payment

Invoice

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Log Out | Help | Security and Protection

PayPal

My Account | Send Money | Request Money | Merchant Services | **Products**

Overview | Add Money | Withdraw | History | Statements | Resolution Center | Profile

PayPal Payments Standard: Setup

- What is it? PayPal Payments Standard includes everything you need to accept payments from your website.
- How do I use it? Simply create a payment button from Option 1 and start accepting payments in 15 minutes. If you have a shopping cart or a developer, check out Options 2 or 3.

Choose the option that's right for you:

Option 1 Create payment button	Option 2 Use existing shopping cart	Option 3 Set up custom integration (developers)
--	---	---

SETTING IT UP
HOW TO CREATE A BUTTON
AND ADD IT TO YOUR SITE

[Watch how it works](#)

Add a PayPal payment button to your site

No matter how you do business, we have a button that fits your business needs. Your customers can pay securely and easily, using PayPal or a credit card.

Create a button

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Two options for your button: *Buy Now* or *Subscription*

Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. Use this page to customize your button and create the button.

[Having trouble viewing this page?](#)

Step 1: Choose a button type and enter your details

Choose a button type

- Buy Now
- Shopping cart
- Buy Now**
- Donations
- Gift certificates
- Subscriptions
- Automatic Billing
- Installment Plan

Price: USD ☐ Need multiple prices

Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. Use this page to customize your button and create the button.

[Having trouble viewing this page?](#)

Step 1: Choose a button type and enter your details

Choose a button type

- Buy Now
- Shopping cart
- Buy Now
- Donations
- Gift certificates
- Subscriptions**
- Automatic Billing
- Installment Plan

Price: USD ☐ Need multiple prices

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Use the *Buy Now* button for
a one-time charge.

Use the *Subscription* button
for a recurring charge.

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**Fill in
the
button
settings.**

Step 1: Choose a button type and enter your payment details

Choose a button type
Buy Now [Which button?](#)

1 [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name
eCourse

Item ID (optional) [What's this?](#)

Price
9.00 [Need multiple prices?](#)

2 [Currency](#)

3 [Customize text or appearance \(optional\)](#)

Customize button

- ☐ Add drop-down menu with price/option [Example](#)
- ☐ Add drop-down menu [Example](#)
- ☐ Add text field [Example](#)

☒ PayPal button

- ☐ Use smaller button
- ☐ Display credit card logos

Country and language for button
United States - English

Select button text
Buy Now

☐ Use your own button image [What's this?](#)

Your customer's view

Buy Now

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**Fill in the
button
settings
and
Click the
Create
Button.**

Step 2: Customize advanced features (optional)

Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you want to let your customer change order quantities?

☐ Yes
☒ No

Can your customer add special instructions in a message to you?

☐ Yes
☒ No

Do you need your customer's shipping address?

☐ Yes
☒ No

☒ Take customers to this URL when they cancel their checkout
http://promomsolutions.com/
Example: https://www.mystore.com/cancel

☒ Take customers to this URL when they finish checkout
http://promomsolutions.com/thank-you/
Example: https://www.mystore.com/success

Advanced variables [What's this?](#)

Use a line break between each variable. The variables will appear in your button's HTML code. [Learn more](#)

☒ Add advanced variables

Click to Complete Order

Example
address_override=1
notify_url=https://www.mywebsite.com/PayPal_IPN

Create Button

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Your button is ready!

Save this code. You will use it to add the button to your sales page.

Paste the button code in your website editor:

The code must be pasted in the "code" view, where you can view and edit HTML.

1. In your website editor or admin page, open the page where you want to add your button.
2. Look for an option to view or edit HTML.
3. Find the section of the page where you want your button to appear.
4. Right-click and paste your button code into the HTML.
5. Save and publish the page. (The preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.

Need more help? [Click here](#) for additional information.

Website Email

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="...">
<input type="image" src="https://www.paypalobjects.com/en_US/btn/btn_buynow_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay online!">

</form>
```

Select Code [Click to edit this button](#)

Buyer's View

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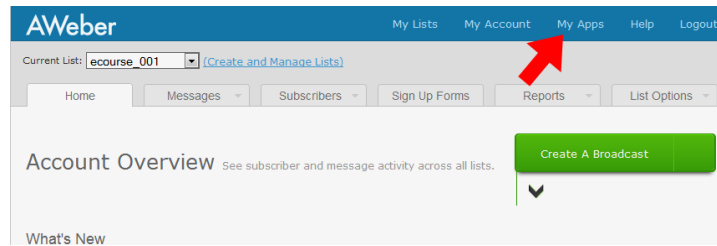
Now you need to integrate PayPal with AWeber.

<https://help.aweber.com/entries/21697302-how-do-i-integrate-paypal-with-aweber>

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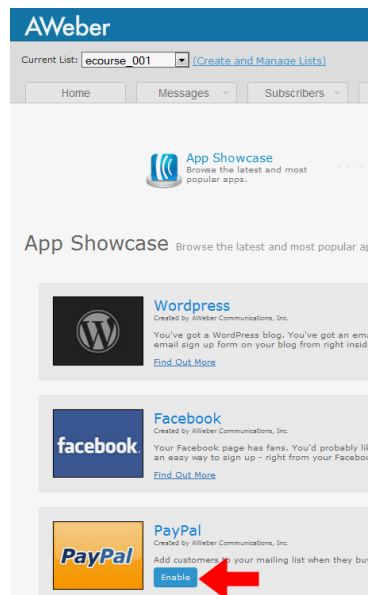
In AWeber, click on *My Apps*



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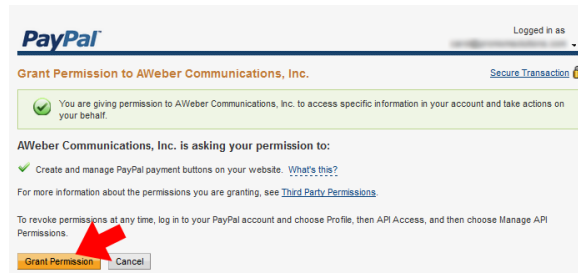
Enable the PayPal App.



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Grant permission for AWeber to talk to PayPal



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Set up notifications:

1. In AWeber:

1. Go to the [Instant Payment Notifications page](#) in your PayPal account.
2. Click the "Choose IPN Settings" button.
(hint - it looks like [Choose IPN Settings](#).)
3. Copy this Notification URL: https://webhooks.aweber.com/paypal_ipn/
4. Paste the Notification URL into the text input called "Notification URL"
(hint - it looks like below)

2. In PayPal:

Notification URL

IPN messages
☒ Receive IPN messages (Enabled)
☐ Do not receive IPN messages (Disabled)

[Save](#) [Cancel](#)

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Select the list to add contacts to when they purchase your eCourse.

When someone makes a purchase, add them to:

ecourse_001

☐ I want to add people to different lists based on the product they buy.

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And now we need to create a sales page for our eCourse!

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Create a new page on your WordPress site and add your sales copy.

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Edit Page
Add New

Enter title here

Permalink: <http://promomsolutions.com/2196-2/> Edit

Add Media

Visual Text

B I ABB U

Font size Styles

Format

Font family

Let me teach you how to

Create a fantastic eCourse with your Auto-responder

Integrate PayPal with your Auto-responder

Add a PayPal button to a page on your website

All This For Only

\$9!

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Now add your PayPal button.

Remember the page we saw after we created our button:

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Click the *Select Code* button to copy the code.

Paste the button code in your website editor:

The code must be pasted in the "code" view, where you can view and edit HTML.

1. In your website editor or admin page, open the page where you want to add your button.
2. Look for an option to view or edit HTML.
3. Find the section of the page where you want your button to appear.
4. Right-click and paste your button code into the HTML.
5. Save and publish the page. (The preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.


Need more help? [Click here](#) for additional information.

Website Email

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post"
target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id"
value="XXXXXXXXXXXX">
<input type="image" src="https://www.paypalobjects.com/en_US/btn
/btn_buynow_LG.gif" border="0" name="submit" alt="PayPal - The safer,
easier way to pay online!">

</form>
```

Buyer's View



Select Code [Click here to edit this button](#)

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Click the *Text* tab and paste the copied code at the bottom.

Add New Page

Buy My eCourse

Permalink: <http://promomsolutions.com/buy-my-e-course/> [Edit](#)

Add Media

Visual **Text**

b *i* [link](#) [b-quote](#) [del](#) [ins](#) [img](#) [ul](#) [ol](#) [li](#) [code](#) [more](#) [lookup](#) [close tags](#) [fullscreen](#)

```
<h1 style="text-align: center;">Let me teach you how to ....</h1>
<h2 style="text-align: center;">Only $9!</h2>
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="H3W7T7ZYU3YG4">
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_buynow_LG.gif" border="0"
name="submit" alt="PayPal - The safer, easier way to pay online!">

</form>
```

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Delete this line of code.

b *i* [link](#) [b-quote](#) [del](#) [ins](#) [img](#) [ul](#) [ol](#) [li](#) [code](#) [more](#) [lookup](#) [close tags](#) [fullscreen](#)

```
<h1 style="text-align: center;">Let me teach you how to ....</h1>
<h2 style="text-align: center;">Only $9!</h2>
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="H3W7T7ZYU3YG4">
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_buynow_LG.gif" border="0"
name="submit" alt="PayPal - The safer, easier way to pay online!">

</form>
```

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Add these two pieces of code to center your button on the page.

```

<div align="center"><form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="H3W7T7ZYU3YG4">
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_buynow_LG.gif" border="0"
name="submit" alt="PayPal - The safer, easier way to pay online!">
</form></div>

```

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Let me teach you how to

- Create a fantastic eCourse with your Auto-responder
- Integrate PayPal with your Auto-responder
- Add a PayPal button to a page on your website

All This For Only

\$9!

[Buy Now](#)

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**Now you have a great eCourse
that is delivered on autopilot!**

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**All you need to do is let
everyone know about it!**

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If You Vote For Me & I Win...

Here's What You'll Learn Next Time

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24 Tips You Can Use *Today* To Improve Your WordPress Website

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