

# Selling & Automating Digitally Delivered Items Via Aweber

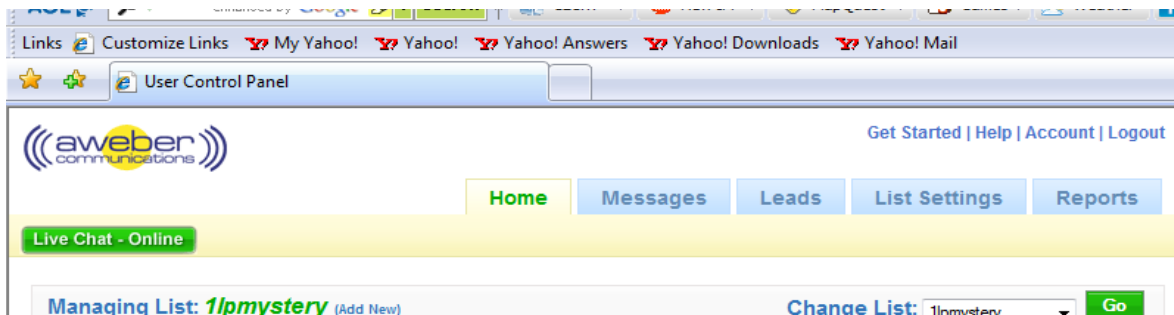
Utilizing PayPal, ClickBank, And eBay To Build A List

It is a good idea to collect all of your customers email addresses following purchases. You can do this and more with Aweber. Aweber can be used to:

- Send email to customers after their purchase
- Send out information products and other digitally downloaded items automatically
- Up-sell additional products to your customers using email
- Send customer updates to customers, newsletters, courses, etc.
- Create a fan list, etc.

If you do not have an Aweber account, get one now by clicking [here](#).

Next log in to your Aweber account and create a new Aweber list by clicking on the “Add New” link next to where it says : Managing List. There will automatically be one list set up by default.



Next click on “Create List” - see below:

The screenshot shows the AWeber List Settings interface. At the top, there are navigation tabs: Home, Messages, Leads, List Settings (highlighted), and Reports. Below these are sub-tabs: Live Chat - Online, Settings, Web Form, Verified Opt-in, Custom Fields, Global Fields, Automation, and Email Parser. The main heading is "Managing List: autotechnique" with an "Add New" link. A "Change List:" dropdown menu is set to "autotechnique" with a "Go" button. Below this is a "Manage Lists:" section with a note: "Add new lists and deactivate lists that are no longer being used. If you do not see a 'Create List' button please contact support to upgrade your account. Note: A deactivated list will be completely deleted after 30 days. It can be reactivated any time within that 30 day period." A table below shows the list details:

Pkg #	Package Name or List Name	Actions	Included Lists	Used Lists
331841	Unlimited Autoresponders	Create List	1	17

From there you will see your newly created list and where you need to fill in the specifics.

The screenshot shows the AWeber List Settings interface for a newly created list. The navigation tabs are the same as in the previous screenshot. The main heading is "Managing List: default601332" with an "Add New" link. A "Change List:" dropdown menu is set to "default601332" with a "Go" button. Below this is a yellow warning box: "No Reply Address: You currently don't have a reply address set for this list. Until you have a reply address, you will not be able to send any followup or broadcast messages." Below the warning is a "List Settings:" section with the sub-heading "Basic options and customization settings for this list." A green success message box says: "Success: Created new autoresponder, please fill out the details for your new list." Below the success message is a form with the following fields:

- List Name:** default601332 @aweber.com. Note: Up to 15 characters with letters, numbers, or hyphen. Example: send-info
- Short List Description:** (empty field). Note: The description will be viewable on your unsubscribe page.
- Multiple Unsubscribe:**  Allow leads to unsubscribe from more than one list at a time. This option affects the remove page for all of the lists in your account. Disabling this potentially violates

Make sure you fill in the following:

1. **List name** – this will be your aweber email that your subscribers opt-in to.

2. **Short List Description** – No one but you will see this. This is so that you can differentiate between your lists.
3. **Company Name** – Your company name
4. **Reply address** – This is where your subscribers will email you. AWeber will not hold your emails for you, they simply set it up so that the subscriber can hit reply and email you at your email address.

Make sure you save everything once you are done.

Now, assuming you already have a Paypal account and an AWeber account, here is an automated way to add customers to your AWeber account after they purchase using PayPal:

1. Add your AWeber autoresponder email address that you want to automate deliveries for to your Paypal account. Here's how:
  1. Login to your Paypal account: [www.paypal.com](http://www.paypal.com)
  2. Click on "Profile"
  3. Under "Account Information" click on "Email"
  4. Click on the "Add" button
  5. Insert your AWeber email address and click Save. This will send the confirmation email to your AWeber email autoresponder

When you add an email address to your PayPal account, PayPal makes you confirm it's a real address that you can receive messages from. But the confirmation link sent is messed up – special characters are added somehow. So correct this by copying and pasting the link into notepad or another text editor. So, go back to AWeber and:

1. Login to your AWeber account
2. Click on the Leads tab at the top of the page
3. Click on "Display View" in the middle of the page to display current subscribers. They will appear at the bottom of the page. Find the email address from Paypal. Click the link that says [service@paypal.com](mailto:service@paypal.com).



40aweber%2ecom

the correct link is:

<https://www.paypal.com/us/ece/cn=15102124422463880063&em=youraweber@aweber.com>

Now that the link has been fixed, paste the corrected link into your browser. You will be asked to enter your PayPal password for security reasons. Do so and click confirm.

That's it! You have now added your autoresponder address to your PayPal account.

Now, to automatically collect a customer's email address and send them their download, you need to turn on AWeber's PayPal email parser. Here's how:

1. From your AWeber account, click the "List Settings" tab
2. Next, click on the "Email Parser" link
3. Find the option that is titled "Payment Processor: PayPal Orders"
4. Click on the checkbox under the "Active?" column and it will automatically be activated

Now the PayPal parser is enabled, so that when an email is sent from PayPal to your autoresponder, your customer's information is placed into your list. This causes a confirmation email to be sent to the buyer. The buyer must confirm by clicking a confirmation link in the email to receive their purchase or information.

If you have a website with "Buy Now" buttons, or are selling products on eBay, you can use this feature to add the customer's information to your list. Here's how to do each:

Create PayPal "Buy Now" Button and Automatically Deliver Download

Now, to create a “Buy Now” button in your PayPal account, and set it to send the payment notification email to your AWeber autoresponder.

1. Fill out your product information and scroll to the end of the page
2. Click the “Add More Options” button
3. Where it says “Choose an email address to receive payment”
4. Select your AWeber autoresponder address from the dropdown menu and click “Create Button Now”
5. Now, copy the HTML provided for your “Buy Now” button, edit your website and paste the button code onto your website.

*Now, when your customer purchases your product, they will be added to your AWeber list! Set your first message in Aweber to deliver customers to your product, or the product download page. You can also set the confirmation thank you page to be the download page.*

To do this on eBay, follow the steps above and just change your payment email address when setting up your eBay auction to the Aweber email address, and they will be added to your list and your first message will be automatically sent. Set your first message in Aweber to thank them for their purchase, give them your shipping information, deliver customers your product (digital downloads not allowed on eBay but you could still send it as a bonus thank you allowing them to read immediately), or the product download page. They still will have to opt in by confirming their email address though.

That's it! Other ways to get subscribers to opt in is by having them email you at your aweber email to ask a question or for frequently asked questions. There are many ways you can make money alone with your autoresponder automatically. For different ways to make money with just your autoresponder, send a blank email to: [autotechnique@aweber.com](mailto:autotechnique@aweber.com) – of course you will be required to confirm your email address.

I suggest you create different autoresponders for different topics if you will be selling different products or ebooks. That way you will be delivering TARGETED information (information the reader is interested in) to your

subscribers, making it less likely for them to unsubscribe. Plus a happy customer is more likely to buy from you again versus someone that has never bought a thing from you before. They are even more likely to purchase products from you if you send them promotions that are related to the first product they bought from you.

Don't feel like you are spamming or harassing them. Think about it, how many businesses online outside of eNay DONT send you newsletters, special offers, and updates after you purchase from them the first time? They simply put a small disclaimer and a link to unsubscribe at the bottom of each email - which AWeber does automatically for you. So even if your customer subscribed to your list just for their free or paid product you offered, they could unsubscribe as soon as they received the product.

## **How To Automate Deliveries Using Clickbank & AWeber**

There are 2 ways to integrate Clickbank with AWeber:

1. Have Clickbank send a payment notification to your autoresponder and the email parser will automatically add the buyer
2. Set up an opt-in form on your order success page and have the buyer enter the email address that they want to sign up with.

### *Method #1: Add Clickbank Customers Using the Email Parser*

This method will automatically add the buyer's email address (as entered in Clickbank's order form) to your list and send an opt-in confirmation message to the customer. Once they confirm, they become active on your list.

### How To Activate AWeber's Clickbank Email Parser

1. Sign into Aweber & go to your Email Parser page.  
From the list of parsers at left, find the one that says "Payment Processor: Clickbank Orders." Activate it by clicking the checkbox.
2. Send Clickbank Orders To Your Autoresponder

To add your Clickbank buyers to your list, you need to have Clickbank send a copy of your payment notifications to your AWeber autoresponder address. So...

1. Login to your Clickbank account.
2. Click on the "Account Settings" tab. On this page, change your email address to your autoresponder address.

The downside to this method is that Clickbank only permits one email address to be specified in each account. This means that to use this method use this method you'd need to use your autoresponder address as the only one in your account. But doing this can result in you not receiving other important emails via Clickbank, and everyone would receive the same emails so if you had multiple clickbank products this would not work for you. If that is the case, the next method may be best.

### *Method #2: Integrate With Clickbank Using an Opt-In Form*

Instead of using the method above, redirect your Clickbank buyers to an opt-in form after they complete a purchase.

This method requires the customer to type their email address into the opt-in form, but this method also lets you direct buyers of different products to different lists. Since Clickbank does not let you send payment notifications to different addresses based on what product is purchased, but using this method will allow you to. If you want to use the parser method (Method #1) everyone will be added to the same list.

#### 1. Create AWeber Opt-In Form

Go to the web form page of your AWeber account and create a web form.

#### 2. Place Opt-In Form On Your Website

You now need to place the form onto a page of your site so that your customers can fill it out after purchase.

### 3. Create Clickbank Product

Follow the steps to create your clickbank product. When you get to the field labeled Delivery "Thank You Page" URL, this is where you need to enter the address of the web page where you have placed your AWeber opt-in form.

I'm no expert, so if you need help setting up your product on Clickbank, go to: [https://www.clickbank.com/getting\\_started.html](https://www.clickbank.com/getting_started.html) for help.

Now, when someone purchases your product, they will be sent to your opt-in form, where they will need to provide an email address to sign up to your list and receive their download.

I hope this tutorial was helpful. If you do not have an Aweber account, get one now by clicking [here](#).

Like I said above, there are many ways you can make money alone with your autoresponder automatically. For different ways to make money with just your autoresponder, send a blank email to: [autotechnique@aweber.com](mailto:autotechnique@aweber.com)