

Aweber - QUICK START 1 - Setting Up Your First List - Step By Step

A QUICK START Tutorial on how to set up your first AutoResponder Email List with Aweber

Login to your Account

The screenshot shows the AWeber website interface. At the top left is the AWeber logo. To the right of the logo is a navigation bar with links: Features, Pricing, Partners, Support, Blog, and Order. A blue arrow labeled '2' points from the 'Sign In' link in the top right corner to the 'Customer Login' section. Below the navigation bar is a yellow banner with 'Live Chat - Online' and a schedule. The main content area has a 'Welcome Back!' heading, followed by a message about managing email campaigns. Below this is a 'Getting Started?' section with links to 'Live Online Training', 'Printable Guide (PDF)', and 'Video Walkthrough'. On the right side, there is a 'Customer Login' section with fields for 'Login Name:' and 'Password:', a 'Remember Me' checkbox, a green 'Login' button (highlighted with a blue rectangle), and links for 'Forgot Your Password?' and 'Affiliates: login here.' A blue arrow labeled '1' points from the 'Customer Login' section to the 'Login' button.

This Aweber QUICK START Tutorial series starts AFTER you have created an account with the Aweber Autoresponder Service

<http://www.aweber.com>

There are a couple of Aweber pages that allow you to Login. Which page you see will be based on your cookie settings...

Here is what I think of as the **Welcome Back Page** ;-)

On this page there are TWO options for signing in to your new Aweber Account.

You can either sign-in with the **Customer Login** shown at Arrow #1 or with the **Sign In Link** at Arrow #2

In either case, you will need your **Login Name** and **Password**. You chose these when you first created your Aweber account. Aweber will have sent you an email containing the information. Be sure that you keep track of this information!

Fill in your **Login Name** and **Password** and click the **Login button** (Blue rectangle) to be taken to your account home page.

The Standard Aweber Login Screen

The screenshot shows the AWeber homepage with the following elements:

- Header:** AWeber COMMUNICATIONS logo, navigation links (Features, Pricing, Partners, Support, Blog, Order), and a Live Chat status bar.
- Callout 1:** Points to the [Sign In](#) link in the top right corner.
- Callout 2:** Points to the **Customer Login** section, which includes:
 - Fields for Login Name and Password.
 - A Remember Me checkbox.
 - A Login button.
 - A link for [Forgot Your Password? Click Here](#).
- Callout 3:** Points to the **Affiliate Login** section, which includes:
 - Fields for ID Number and Password.
 - A Remember Me checkbox.
 - A Login button.
 - A link for [Forgot Your Password? Click Here](#).
- Secure Website:** A graphic of a padlock with the AWeber logo.
- Don't Have An Account Yet?:** A section with the text "Sign up today, risk-free." and a list of benefits:
 - Unlimited Follow Ups, Newsletters, and Campaigns
 - Affordable Pricing
 - Easy Set UpBelow the list is a **Let's Get Started!** button.
- Footer:** Contains sections for Learn Email Marketing (Knowledge Base, Webinars, Videos), Contact Us (address and phone number), Follow Us (social media icons), Email Marketing Tips (a list of recent articles with dates), What Do Users Say (a testimonial from Steven Rothberg), and Partner With AWeber (a call to action to join affiliates).

There are a couple of Aweber pages that allow you to Login. Which page you see will be based on your cookie settings...

Here is the page you will most likely see, if you are working on a computer that is remembering the

Aweber cookies.

Again, you are offered TWO **Login Options** for your **Aweber Account** and one for your **Aweber Affiliate Account**..

Use the **Sign In option** (Arrow #1) or the **Customer Login** (Arrow #2) to access your Aweber Account.

Use the **Affiliate Login option** (Arrow #3) if you are promoting the Aweber service as an Affiliate and you want to view your Affiliate Account information. (NOTE: You will need to setup a separate Affiliate account).

IMPORTANT NOTE: Your **Customer Login Name** and **Password** will be different from your **Affiliate Login ID Number** and **Password**.

Your AWeber Account Home Page

The screenshot shows the AWeber account home page. At the top, the AWeber logo is on the left, and links for 'My Account', 'Help', and 'Logout' are on the right. Below the logo, a navigation bar contains tabs: 'Home' (highlighted), 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. An arrow labeled '1' points to this navigation bar. Below the tabs, the 'Current List' is set to 'default836676' with a dropdown arrow and a link '(Create and Manage Lists)'. An arrow labeled '3' points to this dropdown. Below this, the 'List Stats' section displays a table with columns: Listname, Today, Yesterday, Subscribed, Unsubscribed, Grand Total, and List Completion. The row for 'default836676' shows 0 for Today, Yesterday, Subscribed, and Unsubscribed, and 0 for Grand Total. The List Completion is 9%. An arrow labeled '2' points to the 'Totals' row, which shows 0 for all metrics. On the right side, there are several sections: 'Search Subscribers' with a magnifying glass icon and a plus sign; 'Quick Help' with a red cross icon and a plus sign; 'Email Marketing Tips' with a lightbulb icon and a minus sign, including a link to 'Test Results: How Long Should Your "From" Line Be?'; 'Free Live Webinars' with a 'LIVE' icon and a minus sign, listing two webinars with 'Register Now' buttons. At the bottom, there is a footer section with AWeber Communications contact information, a 'Get Started' button, a 'Help' button, a 'My Account' button, and a 'Logout' button. On the right of the footer, there is a 'Need Quick Help?' section with links to 'How Do I Create and Edit Messages?', 'How Do I Add a Form To My Website?', 'How Do I See My Subscribers?', and 'More Help Articles'. At the very bottom, there is a 'Setup Wizard' section with a progress bar at 9% and a 'Next' button.

1 → Home | My Lists | Messages | Subscribers | Web Forms | Reports

Current List: default836676 (Create and Manage Lists)

3 → default836676

List Stats:

Listname	Today	Yesterday	Subscribed	Unsubscribed	Grand Total	List Completion
default836676	0	0	0	0	0	9%
Totals:	0	0	0	0	0	

2 → Totals

Search Subscribers (+)

Quick Help (+)

Email Marketing Tips (-)

Test Results: How Long Should Your "From" Line Be?

We tested "from" lines in various email programs to determine the optimal maximum length.

See The Results.

11/10/09
Why You'll Love AWeber's New Web Form Builder

11/5/09
Is It Ever OK To Break Best Practices?

See More

LIVE Free Live Webinars (-)

How to Get Started
Thurs, November 12th (12 - 1 PM ET)
Convert to Your Time
Register Now

How to Get Started
Tues, November 17th (7 - 8 PM ET)
Convert to Your Time
Register Now

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Get Started

Help

My Account

Logout

Need Quick Help?

How Do I Create and Edit Messages?

How Do I Add a Form To My Website?

How Do I See My Subscribers?

More Help Articles

Enter a List Name:
Let's set up your new list! First, name your new list (so you can tell it apart from any other lists you create later).
Do This Step

Setup Wizard
9%
List: default836676
Next

Here is the full version of your AWeber Account page.

The **Tabs** along the top (Arrow #1) are drop down menus giving access to the different functions and options of your AWeber account.

The Tab options are:

Home | My Lists | Messages | Subscribers | Web Forms | Reports

The **List Stats** (Arrow #2) give basic information about each of your Aweber Email Lists.

When your Aweber Account is first created, you are automatically given a **Default List** which is named *defaultXXXXXX* (Arrow #3)

I usually delete the **Default List** after I create my own first List. I also always name my lists rather than using the DefaultNUMBER convention that each List is automatically given when it is first created.

Your Aweber Account page and the Setup Wizard

AWeber COMMUNICATIONS [My Account](#) | [Help](#) | [Logout](#)

[Home](#) | [My Lists](#) | [Messages](#) | [Subscribers](#) | [Web Forms](#) | [Reports](#)

Current List: default836676 (Create and Manage Lists) **1**

List Stats:

Listname	Today	Yesterday	Subscribed	Unsubscribed	Grand Total	List Completion
default836676	0	0	0	0	0	9%
Totals:	0	0	0	0	0	

Enter a List Name:
Let's set up your new list! First, name your new list (so you can tell it apart from any other lists you create later). **2**

Do This Step

Setup Wizard
9%
List: default836676 [Next](#)

You have the option to create your new email list manually or with the **Setup Wizard**.

I actually find it faster and more accurate to use the **Setup Wizard**, but you can use either option. For the purpose of these QUICK START Tutorials, I'll use the **Setup Wizard**.

To Create a List:

Manually, you can start this process by clicking on the **(Create and Manage Lists)** Link (see Arrow #1)
Using the **(Create and Manage Lists)** Link adds an additional step, because it sends you to the **My Lists page** (See next step) with the List Management options.

If you are using the **Setup Wizard**, click on the green **Do This Step button** (see Arrow #2)

What you see if you use Create and Manage Lists link

AWeber COMMUNICATIONS [My Account](#) | [Help](#) | [Logout](#)

[Home](#) [My Lists](#) [Messages](#) [Subscribers](#) [Web Forms](#) [Reports](#)

Manage Your Lists:

Email Marketing & Analytics
Click the list you wish to edit:


[\(+ Create a New List\)](#)
[Back Up & Export All Active Lists](#)

default1085055 (Deactivate)	Unsubscribes: 0 Active Subscribers: 0 Setup: 17%
[Redacted] (Deactivate)	Unsubscribes: 0 Active Subscribers: 0 Setup: 75%
tutorialsample (Deactivate) Sample List for Aweber Tutorial	Unsubscribes: 0 Active Subscribers: 0 Setup: 100%

If you aren't using the **Setup Wizard**, you will end up here. Click on the **Create a New List** link (Arrow #1) to get started...


One thing to note, this page shows your Lists along with the List description (Arrow #2) which can be a useful way to reference your Lists.

The List Setting Page

[My Account](#) | [Help](#) | [Logout](#)

[Home](#) | [My Lists](#) | [Messages](#) | [Subscribers](#) | [Web Forms](#) | [Reports](#)

Current List: default1085057 [\(Create and Manage Lists\)](#)

 **Success:**
Created new autoresponder, please fill out the details for your new list.

List Settings:
Set your list name, "from" address and unsubscribe page formatting.

List Name*: 1

Description*:

From Address*: 2

Subscriber Alerts: [+](#)

Company Branding:
Information used to brand your unsubscribe page and email archive.


Company Name:


Website URL:


Logo URL:


[Preview unsubscribe page formatting.](#)


[✓ Save List Settings](#)


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+1 215-825-2196


 [Get Started](#)

 [Help](#)

 [My Account](#)

 [Logout](#)

 [Go](#)

 **Need Quick Help?**
[How Do I Create a New List?](#)
[How Many Lists Can I Run From One Account?](#)
[How Do I Know When Subscribers Sign Up To My List?](#)
[More Help Articles](#)

Enter a List Name:
Let's set up your new list! First, name your new list (so you can tell it apart from any other lists you create later).
[Watch Video](#)

Setup Wizard

17%

List: default1085057 [Next](#)

Here is your first view of the **List Setting** page, as it appears after you create a new list.

NOTE: The List name is the Aweber default name (Arrow #1)

The List's **From Address** is set to the email you used to create your Aweber Account. (Arrow #2)

Filling Out the List Settings

The screenshot shows the AWeber 'List Settings' page. At the top, there's a navigation bar with 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. Below this, a 'Current List' dropdown is set to 'default1085057'. A green success message states: 'Created new autoresponder, please fill out the details for your new list.'

The 'List Settings' section includes a sub-header 'Set your list name, "from" address and unsubscribe page formatting.' The form fields are as follows:

- 1** List Name*: TutorialSample (A green message below says 'List name, "TutorialSample", is available.')
- 2** Description*: Sample List for Aweber Tutorial
- 3** From Address*: Tink Boord-Dill | tink@surviveandconqueron
- 4** Subscriber Alerts: Tink Boord-Dill | tink@surviveandconqueron (+)

The 'Company Branding' section includes:

- 5** Company Name: SurviveAndConquerOnline
- 6** Website URL: http://surviveandconqueronline.com/
- 7** Logo URL: http://surviveandconqueronline.com/images/Ge
- 8** Preview unsubscribe page formatting.
- 9** Save List Settings (green button)

The footer contains contact information for AWeber Communications, a 'Get Started' link, a search bar, and a 'Need Quick Help?' section with links to various help articles. At the bottom, there's a 'Enter a List Name' prompt with a 'Watch Video' button (labeled **10**) and a 'Setup Wizard' progress bar showing 17% completion for the list 'default1085057'.

Filling out the List Setting page for your new List

Overview of List Setting Options

- 1) **List Name** - Required
- 2) **Description** - Required
- 3) **From Address** - Required
- 4) **Subscriber Alerts** - Helpful but not required

Company Branding

- 5) **Company name** - A good idea but not required
- 6) **Website URL** - A good idea but not required
- 7) **Logo URL** - A good idea but not required
- 8) **Preview unsubscribe page formatting**
- 9) **Save List Setting button**
- 10) **Watch Video** - A Video Tutorial provided by Aweber

List Setting - Detailed View

List Settings:

Set your list name, "from" address and unsubscribe page formatting.

The screenshot shows the 'List Settings' form in Aweber. It includes fields for 'List Name*', 'Description*', 'From Address*', and 'Subscriber Alerts'. Callout 1 points to the 'List Name*' field, which contains 'TutorialSample'. Callout 2 points to the 'Description*' field, which contains 'Sample List for Aweber Tutorial'. Callout 3 points to the 'From Address*' field, which contains 'Tink Boord-Dill' and 'tink@surviveandconqueron'. Callout 4 points to the 'Subscriber Alerts' field, which contains 'Tink Boord-Dill' and 'tink@surviveandconqueron' with a green plus icon next to it. A green message box below the 'List Name*' field states 'List name, "TutorialSample", is available.'

1 → List Name*: TutorialSample
List name, "TutorialSample", is available.

2 → Description*: Sample List for Aweber Tutorial

3 → From Address*: Tink Boord-Dill tink@surviveandconqueron

Subscriber Alerts: Tink Boord-Dill tink@surviveandconqueron + 4

List Setting - Important Information

List Name - This has several issues to keep in mind:

- 1) It is for your reference, but it WILL be seen by the Subscriber in some circumstances

- 2) it is limited to 15 characters
- 3) It is limited to Letters, Numbers, and Hyphens, but can contain no spaces
- 4) List Names are not case sensitive: TutorialSample is the same as tutorialsample
- 5) Aweber will check to see that no one else is using this List Name
- 6) If you need to provide the specific email address for this Aweber List, it will be ListName@aweber.com OR in this example, tutorialsample@aweber.com

Description - Quote from Aweber: In a few words, tell your subscribers what the list/campaign is all about

From Address - The original default (seen when you create your FIRST list) is the email that you used to sign up for your Aweber Account

Suggestion: Use an email address associated with the website related to this List to help build your brand

Subscriber Alerts - You will receive an automatic email whenever someone joins this List

You can use any email address you wish

You can use more than one email address

Company Branding Options for your List

Company Branding:
Information used to brand your unsubscribe page and email archive.

Company Name: ← 1

Website URL: ← 2

Logo URL: ← 3

[Preview unsubscribe page formatting.](#) ← 4

← 5

Company Branding Options

If you are using your Aweber List for business, you would be foolish to not take advantage of these Company Branding opportunities

Company Name - This will appear several places, including on the Unsubscribe page as a Text Link to the Website URL (Arrow #2)

Website URL - There will be several places that Aweber uses this automatically, including the example given above

Give careful thought to where you want the URL to point to. In many cases you'll send folks to your website HOME page, but there maybe other instances when you will want to send folks to a specific landing page.

Logo URL - This Logo will appear several places, including the Unsubscribe page (See an image of the Unsubscribe page with Logo in the next Step of this Tutorial)

I like to use a version of my website header graphic. if you make it 850 pixels wide, it will be the same size as the Subscriber Information box on the Unsubscribe Page

Preview unsubscribe page formatting

See two examples in the next two steps; one WITH the Company Logo and one WITHOUT the Company Logo

Save List Settings

If you don't click this button (Arrow #5) the List Settings won't be saved. The List will still exist, but it will be identified by the default name and number

Unsubscribe Page with Logo

SurviveAndConquerOnline.com



**Put YOUR Offline Business Online
... and Succeed!**

Find the Tools

Learn the Skills

Develop the Strategies

Subscriber Information:

Email: test@example.com
Name: Bobby Tester
[\(edit contact information\)](#)

Signup Date: DD/MM/YYYY 1:00 EST
Signup Website: <http://www.example.com>

You are subscribed to the following lists:

Subscribed	Unsubscribed	List Name	Description	Signup Date
<input type="radio"/>	<input checked="" type="radio"/>	TutorialSample	Sample List for Aweber Tutorial	01/01/2004 01:00:00 EST

✓ Save Subscriber Settings

Return to [SurviveAndConquerOnline](#)

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[No Spam Policy](#) & [Privacy Policy](#)

Unsubscribe Page without Logo

Subscriber Information :

Email: test@example.com
Name: Bobby Tester
[\(edit contact information\)](#)

Signup Date: DD/MM/YYYY 1:00 EST
Signup Website: <http://www.example.com>

You are subscribed to the following lists:

Subscribed	Unsubscribed	List Name	Description	Signup Date
<input type="radio"/>	<input checked="" type="radio"/>	TutorialSample	Sample List for Aweber Tutorial	01/01/2004 01:00:00 EST

✓ [Save Subscriber Settings](#)

Return to [SurviveAndConquerOnline](#)

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Success! Your New List has been Created

AWeber COMMUNICATIONS [My Account](#) | [Help](#) | [Logout](#)

[Home](#) [My Lists](#) [Messages](#) [Subscribers](#) [Web Forms](#) [Reports](#)

Current List: tutorialsample (Create and Manage Lists)

1 →

Success:

- Updated list information
- Updated From Address
- Your new Subscriber Alert email has been added.

2 ←

List Settings:
Set your list name, "from" address and unsubscribe page formatting.

List Name*: tutorialsample **3** ←

Set Up Your Confirm Email: Subject Line

When subscribers join your list, they'll get an email asking them to activate their subscription. For best results, customize the subject line of this email so your subscribers will recognize it.

Do This Step **4** ←

Setup Wizard

50%

List: default1085057

[Next](#)

Arrow #1 - The **List Name** is showing as the **Current List** in your **Drop Down Menu of Lists**

Arrow #2 - Success - Your **List Setting** changes are listed

Arrow #3 - The **List Name** is showing in the **List Name box**

Arrow #4 - You are ready to move to the next Task, setting up your **Confirm Email: Subject Line** by clicking on the green **Do This Step** button

If you need to do this without the **Setup Wizard**, see the next Step.

Next Step Without the Setup Wizard

The screenshot shows the AWeber user interface. At the top, there's a navigation bar with links for 'My Account', 'Help', and 'Logout'. Below this is a main navigation bar with tabs: 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. The 'My Lists' tab is selected, and a dropdown menu is open, showing options: 'List Settings', 'Confirmed Opt-In', 'Custom Fields', 'Global Fields', 'Automation', and 'Email Parser'. A green arrow labeled '1' points to the 'My Lists' tab, and another green arrow labeled '2' points to the 'Confirmed Opt-In' option. Below the navigation bar, there's a section for 'Current List: tutorialsample' with a '(Create and Manage Lists)' link. A green success message box states 'Success: Updated list information'. Below this, the 'List Settings' section is visible, with fields for 'List Name*' (tutorialsample), 'Description*' (Sample List for Aweber Tutorial), and 'From Address*' (Tink Boord-Dill, tink@surviveandconqueron).

If using the **Setup Wizard** is not an option and you need to move to the next step - setting up your **Confirm Email: Subject Line**

Click on **My Lists / Confirmed Opt-In** (Arrow #1 and Arrow #2)