

Create Your Own Capture Pages Checklist

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Capture Pages Overview

What is a capture page?

- A page on your website to capture names & email addresses
- No other offers or anything else that a viewer can do but provide information.

Why do we use capture pages?

- To build your list
- To market to the people on your list multiple times
- To build relationships and credibility
- To sell additional products & services
- To maximize visitor value
- Traffic from your list is the best traffic to your website

How to create a capture page

Headline

Body copy

Subhead

Benefits as bullet points

Offer/Call to action

Opt-In Form

Privacy Policy

No other links or options

Viewers have to subscribe or leave

Example capture pages

ListBuildingClub.com – with video

<http://www.mlm-list-building.com> with Youtube video

Mlm-list-building.com with picture

Buy Your First Domain Name

1. Go to GoDaddy.com to purchase a domain name
2. Brainstorm some domain names
3. Search for your favorite domain name on GoDaddy and see if it's available. If not, try another domain name on your list.

4. Be sure to purchase a ".com" domain name so that it's easy for people to find.
5. Scroll down page and avoid the other options. Click "Continue" at the bottom of the page.
6. On the next page, scroll down to the bottom of the page and click, "No thanks, continue to checkout."
7. Complete your domain registration information, if this is your first time purchasing a domain name or log-in to your existing account. (If creating a new account, the appropriate button is already checked for you.)
8. On the next screen, verify that the information you entered is correct. Then, click "Continue."
9. Select the number of years you want to buy the domain name for, from 1 to 10 years. (If you purchase 2 years, the search engines feel that you'll be sticking around and aren't a fly-by-night business. This isn't an issue after your site has been around a while.)
10. Decide whether you want GoDaddy to debit your PayPal account or credit card and renew your domain automatically or if you'd like to do it yourself when the time comes. You should probably auto-renew, and the domain name is protected from ever expiring.
11. Click on "Quick Checkout."
12. Review your shopping cart and verify all the information.
13. Select your payment option.
14. Read the Registration Agreement and the Terms of Service. Click those boxes, showing that you have read them, and then, click "Checkout Now."
15. Fill in your payment details (PayPal password or credit card information)
16. Click to go back to GoDaddy.
17. Verify your payment information and then, click on "Continue with Check Out."
18. Fill in your personal information (Name, address, etc.)
19. Fill in box 2 with a new account password, if you've created a new account. Boxes 3 and 4 are self-explanatory. Click "Continue with Checkout."

20. Verify the information and click "Checkout Now."
21. Type in the code at the Secure Checkout page and enter it by clicking "Next."
22. Print your thank you page or copy your customer number, log-in, and password. You'll also receive this information in email.

How To Purchase Your First Hosting Account

1. Go to Host Gator at www.hostgator.com
2. Click on "Web Hosting," just below the company's logo
3. Choose your plan. (We recommend the Baby Plan.)
4. Scroll down to the very bottom of the page and click on "Order Now."
5. Type in the domain name that you already own. Then, click next.
6. Choose how you want to pay.
7. Review the details of your new account.
8. Click on "I am a new customer," and fill in your name, address, etc.
9. Create a username and password, and don't forget to write it down!
10. Click on the button that indicates that you've read the terms of service. (Click the link to the terms, and do that first.)
11. Verify your order.
12. If everything is correct, click on "Process My Order."
13. Congratulations! You have just purchased a hosting account.

Linking Your Domain to Your Web Hosting Account

1. Look for the email you received from Host Gator
2. Write down your name server addresses.

3. Find email from GoDaddy with your customer number and gather the username and password you chose when setting up your domain.
4. Open your browser and go to GoDaddy.com
5. Log in to your account at right-hand side of screen.
6. Click on "My Account" in the same right-hand side panel.
7. Click on "Domains"
8. Scroll down to "My Domains" and click.
9. Click in the box for the domain name you want to set.
10. Click on the icon above that says "Name Servers."
11. Click on button that says "Custom Name Servers."
12. Highlight the old name server addresses, and delete them.
13. Enter the Host Gator name servers that you wrote down from the Host Gator email.
14. Scroll over and click on "OK."
15. Scroll over again and click "OK."
16. Log out of GoDaddy and close window.
17. It takes up to 48 hours for your DNS servers to move over.

Setting Up AWeber as Your Autoresponder

1. Go to <http://www.aweber.com>
2. Click on the "Order" tab
3. Choose the plan you want
4. Fill in your information to set up your account.
5. Check your email for username and password
6. Go to the login page at <http://www.aweber.com/login.htm>
7. Log into your account.
8. Click on "add new" button and then, "create list"

9. Name your list
10. Describe it
11. Complete any branding information that you choose
12. Use email address where you want to show emails are coming from
13. If you'd like to be notified when someone subscribes or unsubscribes, you should fill in the notification email address.
14. Save

Creating an Optin Form at Aweber

1. Go to <http://www.aweber.com> and log in to your account.
2. Beside "Change List" at the upper right-hand corner of your homepage, select the list you want to create a form for.
3. Mouse over the "List Settings" tab at the top of the screen
4. Choose "Web Form"
5. Click on "Create New Web Form"
6. Name your form
7. Select "in-line" form
8. Put the link to your blog in the "Thank You Page" section.
9. Set up your form to ask for "first name" and "email address" only because the more information you require, the fewer people are likely to opt in
10. Add the name field by clicking on the green arrow to the right and it will appear on the right side of the table.
11. Drag name box above email box.
12. Change your "submit" button to something like "subscribe now" or "free instant access" or another more exciting call to action.
13. Save at the bottom

How to Add a Welcome Message to Your Autoresponder

1. Log into your AWeber account
2. Select the autoresponder that you want to work with at the top right of your screen

3. Select "Messages" tab at the top of your screen
4. Select "Follow Up" just below that
5. Click "Add Message"
6. Choose Blank Template
7. Write message in Plain Text message area
8. To include first name, click on the drop down menu in "Personalization Fields," and choose {!firstname_fix}
9. Save your message

Nvu

1. Type <http://www.nvu.com> into your web browser.
2. Click on "Downloads."
3. Scroll down page, until you find the "Window" symbol or the "Mac" symbol, depending on your operating system.
4. Click on link that reads "nvu-1.0-win32-installer-full.exe'- Windows full installer"
5. When the download window pops up, click on "Save."
6. Save to your desktop so you can find it easily. (You can move the file to a more appropriate file later.)
7. Go to your desktop and find the Nvu file.
8. Double click.
9. When the installation window pops up, click on "Run." (Depending on your operating system, it could say, "Install" or "set-up.")
10. Welcome screen will come up.
11. Close any other open applications.
12. Click "Next."
13. Read and accept the agreement, and click "Next."
14. Choose the folder that you want to install Nvu into. (Be sure that you have at least 23.1 MB (Mega-Bytes) available for the program to be installed onto your hard drive.)
15. Decide what you want to call the program in your start menu, and click "Next."

16. Click to choose to install an icon on your desktop or in your Quick Launch Toolbar, and click "Next."
17. Verify the information you entered, and click "Install."
18. Click "Finish" and launch the program.
19. Set up your preferences that pop-up.
20. You're done! Congratulations!

Creating Your First Capture Page

1. Open your NVU HTML editor
2. Enter your headline and format it as you would in a word processor
3. Enter 3 – 5 bullet points, describing the benefits of your offer
4. Get in touch with the source code (tab at the bottom of the NVU screen) and just see what it looks like.
5. This is where you'll be installing the autoresponder code, which we'll show you how to do in another video.

Using Aweber with a Capture Page Template

1. Open your template in NVU
2. Place XXXX after the last sentence before the opt-in box.
3. Place XXXX before the first sentence after the opt-in box
4. Go into the source view by clicking the tab at the bottom of your window.
5. Select XXXX to XXXX, not including the X's
6. Press the delete button
7. Return to normal view and see that the sample code has been deleted.
8. Log into Aweber
9. Click on "Add new" near the top left of the member area screen.
10. Create an opt-in box. (If you need to, go back to the Aweber section and review the video on setting up an Aweber account.)

11. Click on “Create Web Form”
12. Name the form
13. Make it an “in-line” form.
14. Decide what you want the thank you page to be. Redirect to an affiliate web site or to your own sales page.
15. Make your already subscribed page the same URL as the thank you page.
16. Move the name box to the top of the form.
17. Change the Submit button to “Free Instant Access” or another call to action.
18. Click on “Get HTML”
19. Click on the code.
20. Right click and copy
21. Go back to your capture page in NVU
22. Go to source code.
23. Paste in code between the XXXX’s.
24. Go back to normal view and delete the X’s and make sure your autoresponder form looks as you want it to. Make any adjustments you want to the style.
25. Congratulations! You’ve made your first capture page.

How to Upload Your Capture Page with an FTP Program

1. Create a new folder on your desktop or wherever you want to save your website, with the website name that your Domain is hosted on.
2. Create a new folder inside with your new domain.
3. Save your capture page to that folder, and title it index.html
4. Go to <http://filezilla-project.org/> and download it free.
5. Install Filezilla on your computer.

6. Open the program.
7. Go to file, then new remote browser
8. In "host" type <ftp.yourdomain.com>
9. Choose username & password from the dropdown menu
10. Enter your username (which you chose when setting up your web hosting account. It will be the same username you use to log into cPanel)
11. Enter your password (also chosen when setting up your web hosting account. It will be the same password you use to log into cPanel.)
12. Click OK to create the new connection.
13. Log into your website
14. Find the folder for your add-on domain, which you created in cPanel.
15. Navigate to the folder you created on your computer for your website and the folder that you saved your capture page into.
16. Click on that file and click the arrow pointing right to your website, and upload the file into the file folder for your add-on domain.
17. Check to see that your capture page comes up with your new domain name