

# NACWIB Member Exclusive Report

*“Put GOD in charge of your work,  
then what you’ve planned will take  
place.” Proverbs 16:3*

For NACWIB Members ONLY. May not be shared

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# Tools to Build Your Blog or Website Mailing List

This report provides four ways to help you build your mailing list on your blog. The topics include:

- **Signature Plugin**
- **Thank Me Later Plugin**
- **Free Wordpress Autoresponder**
- **Aweber & GetResponse SlideUp Plugin**



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## A Word About Updates and Plug-in's

Hopefully you are already in the habit of staying current on all the security updates for whatever web platform your website is based upon. For example, WordPress users who stay up to date on all of the underlying security updates are generally quite safe.

But the current trend in web business and web commerce (a trend that is continuing to accelerate) is using custom functionalities and custom applications along with the standard web platform. For WordPress users, one common type of custom web application is a "plug-in" that is used to provide a new function on the website. These plug-ins can take many different forms, and are currently being used by many websites.

### WordPress Plug-In Safety

Many WordPress websites use plug-ins that are available either on WordPress' own plug-in directory or through the plug-in author's own website. One advantage of sticking with plug-ins that are available through the WordPress plug-in directory is that you'll be able to read feedback from other users who have already tried the plug-in.

For this reason, you might want to avoid using any new plug-ins until there is enough feedback for you to feel comfortable that any security risks are minimal. Positive feedback is certainly no guarantee of a secure plug-in, but that feedback should be helpful to your decision-making process.

If your custom application is truly custom (in the sense that you retain a programmer to build the application to your specifications), then the best way to protect your business is to be confident that the programmer or company that's making the application for you is highly qualified and has created other secure applications in the past.

### Test and Verify

In addition, if your business is large then you may have the budget available to hire a computer security consulting firm to review and verify the security of the code that makes up your custom applications. If you're unable to hire a security firm to test the security of your custom applications, then you can gain some level of comfort by using the various open source tools that are available, including those at <http://w3af.sourceforge.net> and <http://www.websecurify.com>.

Because your web presence is so valuable, it's ultimately up to you to be confident that whatever custom applications you include on your website don't compromise your overall site security.



## Add Signature Plugin

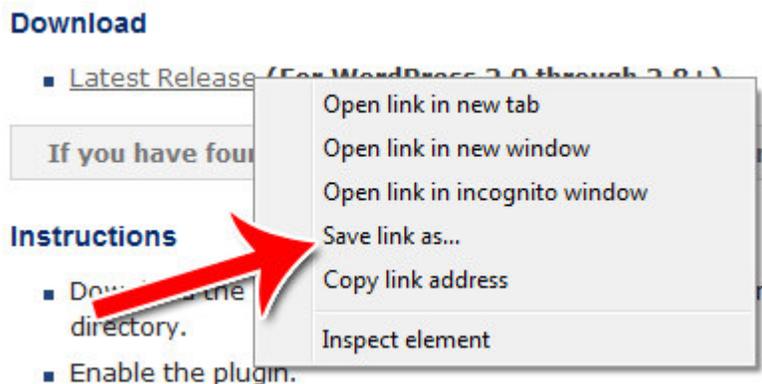
The Add Signature Plugin allows you to easily add different signatures to your posts, pages and archives. You can choose to automatically include them on all posts and/or pages, or manually insert the signature in each post.

Here's how to setup and use the Add Signature Plugin.

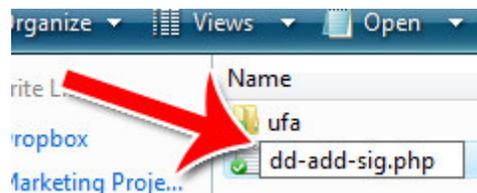
### Step 1: Download and Install

To download the Add Signature Plugin, go to: <http://www.dagondesign.com/articles/add-signature-plugin-for-wordpress/>

The file is a text file, so to prevent your browser from automatically opening your file in the browser, right click and select "Save File As."



Next rename the .txt file to a .php file.



Upload the php file using your FTP client. Go into your Plugins tab and click Activate.

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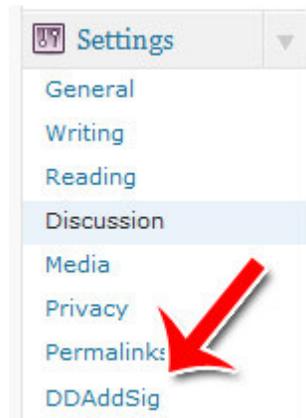


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<input type="checkbox"/> Plugin	Description
<input type="checkbox"/> <b>Add Sig</b> <a href="#">Activate</a>   <a href="#">Delete</a>	Add a custom signature to the bottom of posts with Version 1.32   By Dagon Design   <a href="#">Visit plugin site</a>

### Step 2: Access the Settings

Click on DDAAddSig in your Settings tab to setup your signatures.



### Step 3: Write Your Signatures

Write your primary signature, along with up to 6 additional signatures.



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### Signatures

**Primary Signature** - Trigger with `<!-- ddsig -->` or choose an option below

Written by %FIRST% %LAST% - [Visit Website](%URL%)

**Signature 2** - Trigger with `<!-- ddsig2 -->`

Written by %FIRST% %LAST% - [Visit Website](%URL%)

You can use HTML in your signatures, along with content insertion codes:

#### Notes:

- HTML is allowed
- **All** newlines will be turned into line breaks
- CSS can be added to customize the look

#### You can use the following variables to display author information:

- %LOGIN% - Login name
- %FIRST% - First name
- %LAST% - Last name
- %NICK% - Nickname
- %EMAIL% - Email address
- %URL% - Website
- %DESC% - Description/Bio

Once you've written your signatures, all you need to do is save the options and insert `<!-- ddsig -->` in any of your posts or pages to quickly insert the signature.

### Step 4: Set Default Display

If you want Add Signature Plugin to automatically add your signatures to all your pages or posts for you, just check the corresponding boxes on the bottom of the setup page.

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### Usage

You can add a signature to your post or page by inserting the trigger text given above.

If you would like to automatically add a signature to selected parts of your site, check the boxes below. These automatic settings only apply to the primary signature.

- Display on index page**
- Display on posts**
- Display on static pages**
- Display on archive pages (includes cat archives)**
- Display on search pages**

[Load Default Options »](#)

[Update options »](#)

That's all there is to it! You've now setup your own signature to be easily added to any page or post.



# Thank Me Later Plug-In

Thank me later is a plug-in that allows you to automatically email people who comment on your posts. You can set the plugin to send the email out after a delay giving the reader the sense that you read their comment and personally sent them an email.

Here's how to setup and use Thank Me Later.

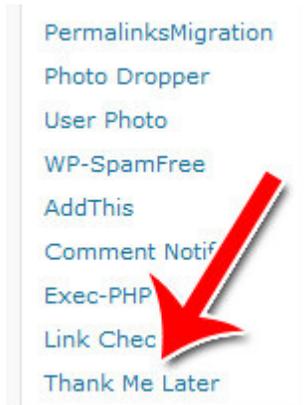
## Step 1: Installation

Go to your Plugins section, click Add New and click Install on Thank Me Later.

Name	Version	Rating	Description
<b>Thank Me Later</b> <a href="#">Details</a>   <a href="#">Install Now</a>	2.0.0.2	★★★★★	Thank Me Later (TML) will automatically send say 'Thanks' to your visitors, and prompt the TML is highly configurable. It allows you to cr amount of time, making messages appear m

## Step 2: Go to Thank Me Later's Settings

Thank Me Later's settings is located at the bottom of the Settings menu. Click the link.





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### Step 3: Create Your Message

When you land in the settings screen, you'll immediately be prompted to create your first message. Click the link.



Tell Thank Me Later who the email should be from, the subject and the actual message. You can customize the message with tags to insert your name, their comments, their name, etc.

From Name	<input type="text" value="Jason"/>	Who is the e-mail from?
From E-mail	<input type="text" value="me@mysite.com"/>	
Message Subject	<input type="text" value="Glad to Hear From You!"/>	
Message Settings	<input type="checkbox"/> Use HTML <input checked="" type="checkbox"/> Turn line breaks into  's (when using HTML)	
Message Body	<pre>Hi &lt;\$AUTHOR&gt;  Thank you for your comment at my site!  Thank you, - Jason  You posted the following comment: ----- &lt;\$CONTENT&gt;</pre>	

You can turn on syntax highlighting from [Additional Options](#).

Once you're finished, hit save.

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### Step 4: Add More Messages (Optional)

If you want Thank Me Later to randomly select from a few different messages, you can. You can also set it to send someone a different message every time they comment.

To do this, first create several different messages by clicking the Add New Message link.

Messages Overview | [Add New Message](#)

Subject	Message	Send Probability, p	Options
Thank you for your comment at Contentrix - Content Marketing	Hi <\$AUTHOR> Thank you for your comment at Contentrix - Content Marketing (http://contentrix.com). Be sure to come back soon. Thank you, Contentrix - Content Marketing You posted the following comment: -----...	<input type="text" value="0.5"/>	<a href="#">Edit</a>   <a href="#">Delete</a>
Thank you for your comment at Contentrix - Content Marketing	Hi <\$AUTHOR> Thank you for your comment at Contentrix - Content Marketing (http://contentrix.com). Be sure to come back soon. Thank you, Contentrix - Content Marketing You posted the following comment: -----...	<input type="text" value="0.5"/>	<a href="#">Edit</a>   <a href="#">Delete</a>

Σp = 1

Set the probability to determine how likely a message is to be sent. .5 is 50%, 1 is 100% and so on.

### Step 6: Message Settings

Your message settings will determine exactly how Thank Me Later interacts with your readers. For this plugin in particular, it's best if you don't just leave it on its default and instead customized it to behave exactly as you want.

To access the options, click on Additional Options along the top.

[Messages](#) | [Additional Options](#) | [Installation and Information](#)

[Messages Overview](#) | [Add New Message](#)

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This is what the message options screen looks like:

**Global Options** | Message Defaults | Miscellaneous

Maximum number of messages  After this amount of messages are sent to an e-mail address, no more will be sent. Use '0' for no limit.

Send unique messages only  Do not send the same message twice to the same address  unless all messages have been sent.

Comment Gap   The amount of time for Thank Me Later to ignore comments after the last comment made by the user.

Send Gap   The amount of time to wait before sending another message. For example, '2 weeks' will mean the user gets at most one email in any 2 week period. Enter '0' to remove this constraint. (Be aware that '0' may cause e-mails to arrive in a different order. It may be sensible to choose a non-zero value). This option is similar to 'Comment Gap', but is probably more useful.

Opt out  Allow visitors to opt-out at <http://contentrix.com/?tmloptout>  
 Show the opt-out link under the comment form.

Here you can choose exactly how your users receive your messages. Here's what each of these options means:

**Maximum Number of Messages:** How many emails from you any particular user can receive over their lifetime.

**Send Unique Messages Only:** Never send the same user the same email.

**Comment Gap:** If comments are posted in close succession, you can set Thank Me Later to only email users once.

**Send Gap:** To prevent users from getting too many emails, you can put a waiting time requirement between emails.

**Opt Out:** Allow users to opt out.

### Step 7: Set Your Message Restrictions

In addition to your Global Options, you should also set your Message Defaults. Click on Message Defaults to access this panel.

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[Global Options](#) | **Message Defaults** | [Miscellaneous](#)

These options can be overridden on a per-message basis.

Message Delay	1 days	2 hours
Restrict by Tags	Include all excluding: no-tml	Comma separated list of tag <b>slugs</b> to restrict.
Restrict by Categories	Include all excluding: no-tml	Comma separated list of category <b>slugs</b> to restrict.
Restrict by Users	<input type="checkbox"/> Only send e-mails to logged in users	

Here are the options available in this tab:

**Message Delay:** How long do you want Thank Me Later to wait before sending a message?

**Restrict by Tags:** If you don't want Thank Me Later to email posts on a certain topic, you can block them out.

**Restrict by Categories:** Same as above, but sorted by categories.

**Restrict by Users:** Choose whether to send emails only to logged in or logged out users. Leave it unchecked to send it to everyone.

The two other tabs, "Miscellaneous" and "Installation and Information" deal with more technical issues and don't really affect functionality.

It's that easy! You've just learned how to install Thank Me Later, customize it and use it to send messages to your readers.

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# Free Wordpress Autoresponder

Did you know that instead of using an outside autoresponder, you can run it all from your own server? Using the Free Wordpress Autoresponder, you can place subscribe boxes, add leads, schedule emails and send email blasts.

Here's how to download, install and configure Free Wordpress Autoresponder.

## Step 1: Download and Activate the Plugin

To download Free Wordpress Autoresponder, go to: <http://freewordpressautoresponder.com/>

Scroll down to the bottom and enter your contact information.

**Get the [GWA] Autoresponder**

First Name:

Last Name:

Username:   
Choose a username.

Email:   
Enter your email address.

Password:   
Enter a password.

Register to download your package.

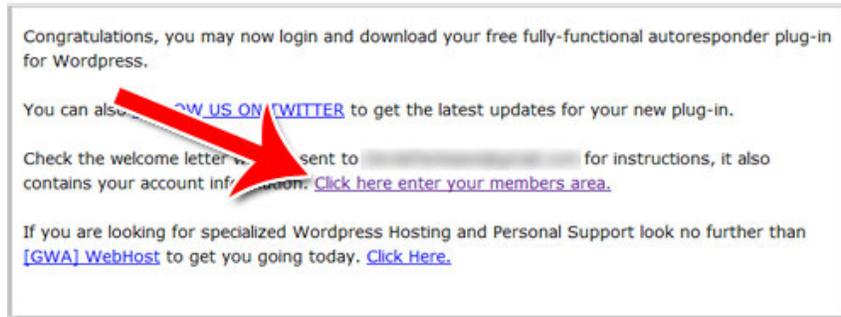
I Agree:  [You must agree to the terms & conditions. Click here.](#)

**Instant FREE Download!**

Check your email and click on the confirmation link. Go to the members area.



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Scroll past all the sales and promotional material until you reach the download link.

*No Thanks, I just want the free plugin please!*

[Download the Free Software Now](#)

Once you have the .zip file, upload it to Wordpress and activate the plugin as usual.

### Step 2: Setup Your Options

Scroll down on the WP Admin panel to access Free Wordpress Autoresponder's settings.



Go to Setup to setup your unsubscribe messages, footers and other basic options.

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? Enter custom **message footer** to be added to all outgoing email.

Enable automatic addition of custom footer to all messages. ?

? Enter custom **unsubscribe link text** for email messages.  
Click to unsubscribe.

Automatically add unsubscribe link to every message sent. ?

? Enter **subscription success** response to display on weblog.  
Subscribed to the newsletter.

? Enter **unsubscribe success** response to display on weblog.  
Your email has been unsubscribed successfully.

? Enter **subscribe failure** text to display on website.  
There was a problem with your email. Try Again!

### Step 3: Add Fly-In HTML (Optional)

If you want to have a hover-over style of opt-in box, do it in the Fly-In HTML box tab.

HTML  **Activate (Display fly-in form to visitors on first page load)** ?

SUBMIT to COMMIT CHANGES made above. Click here to RESET BROKEN FORM. TEST FLY-IN DISPLAY. ?

Start by customizing your fly-in box to look however you want. By default it edits in WYSIWYG, but if you want to edit in HTML just select "Plain Text" from the drop down box.

Once you're ready, click "Test Fly In Display" to make sure the fly-in look show you want it to.

Then click the "Activate" button and hit submit. Anyone who's coming to your site for the first time will see the fly-in opt in box.

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### Step 4: Add Normal Opt-In Box

To add an opt in box anywhere else on your site, use the Form HTML tab.

Again, start by editing the opt in box in WYSIWYG. Once it looks the way you want it to, change the display option to "Plain Text" and paste the HTML anywhere on the blog.

The screenshot shows a WYSIWYG editor interface. At the top, there is a toolbar with various icons for text formatting (bold, italic, underline, ABC), lists, links, and other functions. Below the toolbar, there is a preview area showing a form with two input fields labeled 'Name:' and 'Email:', and a 'SUBSCRIBE' button. Below the preview area, there is a 'Path:' field. At the bottom, there is a dropdown menu with 'HTML' selected, and a red arrow pointing to it. The dropdown menu is open, showing 'HTML' and 'PLAIN TEXT' options, with 'PLAIN TEXT' highlighted. Below the dropdown menu, there is a 'SUBMIT' button and a 'RESET BROKEN FORM.' button. The text 'You can put this html on any website to collect leads on your weblog!' is visible next to the dropdown menu.

Here's the "Plain Text" view:



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```
<form name="ARGWA" method="POST" action="http://contentrix.com/">
<table bordercolor="#111111" style="border-collapse: collapse; padding:
10px;" cellspacing="0" cellpadding="0" border="0"><tbody><tr><td><div
class="gwasubscribe"><strong>Name:</strong> <input id="argwa_name"
name="gwaname" size="20" type="text" /><br /><strong>Email:</strong>
<input id="argwa_email" name="gwaemail" size="20" type="text" /><br />
<input class="button" onclick="return gwaCheckForm1(this.form)"
name="Add" type="submit" value="SUBSCRIBE" /></div></td></tr>
</tbody></table> <input name="act" type="hidden" value="s_add" />
<input name="listid" type="hidden" value="1" /></form>
```

PLAIN TEXT ▾

You can put this html on any website to collect leads on your weblog! [?](#)

to COMMIT CHANGES made above. [Click here to](#)

Alternatively, you can also just drag and drop a Widget from your Widgets tab into any sidebar. This works just like any other Widget.

The screenshot shows the WordPress dashboard's 'Appearance' menu on the left, with 'Widgets' selected. The main area displays a sidebar with various widgets: AddThis Widget, Archives, Autoresponder #1, Categories, Datafeedr Random Ads, Links, Custom Menu, and Calendar. Two red arrows originate from the 'Widgets' menu item and point to the 'AddThis Widget' and 'Archives' widget boxes.

### Step 5: Add Autoresponder Messages

Now that you have your basic setup complete, it's time to add some messages to your autoresponder.

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Go to the messages tab to get started.



Click on Add New Message.



Enter in your first autoresponder subject.

MANAGE MESSAGES   ADD NEW MESSAGE   SEND MESSAGE

Day  (0-60) ?

Type  ?

Subject

Body

TAGS - DESCRIPTION

<?Name?> - Name of the lead.  
<?Email?> - Email of the lead.  
<?Unsubscribe?> - Link for the lead to unsubscribe.

?

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Click Add Message when you're finished. Repeat the process for each email you want in your autoresponder.

### Step 6: Send a Message Blast (Optional)

Want to email your entire list? You can do so from the Send Message tab.

Just specify which parts of your list should receive your message, enter your message and hit send.

**MANAGE MESSAGES**   **ADD NEW MESSAGE**   **SEND MESSAGE**

Filter Leads [?](#)

Send only to leads added after  yyyy-mm-dd

Send only to leads added before  yyyy-mm-dd

Message [?](#)

TYPE **PLAIN TEXT** ▼

SUBJECT

Body

**We HATE SPAM!** And so does the FTC. Fines for sending spam can be as high as \$11,000 per violation! Protect yourself. Know the law. [Click here to see the Can-Spam Act.](#)

Tags	Description
<?Name?>	Name of the lead
<?Email?>	Email of the lead
<?Unsubscribe?>	Link for the lead to unsubscribe

Send Message >> [?](#)

### Step 7: Manage Your List

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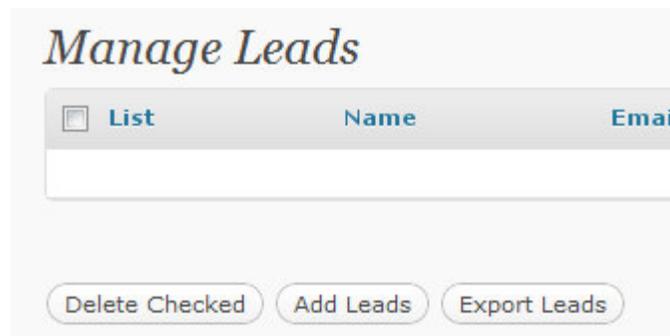


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To import contacts, export contacts or manually delete contacts, just got to the leads tab.



Then click “Delete Checked,” “Add Leads,” or “Export Leads” to do just that.



Congratulations! You’ve now learned how to install, setup and use Free Wordpress Autoresponder. It can do just about anything an industrial grade autoresponder can do, right from your Wordpress setup, for free.



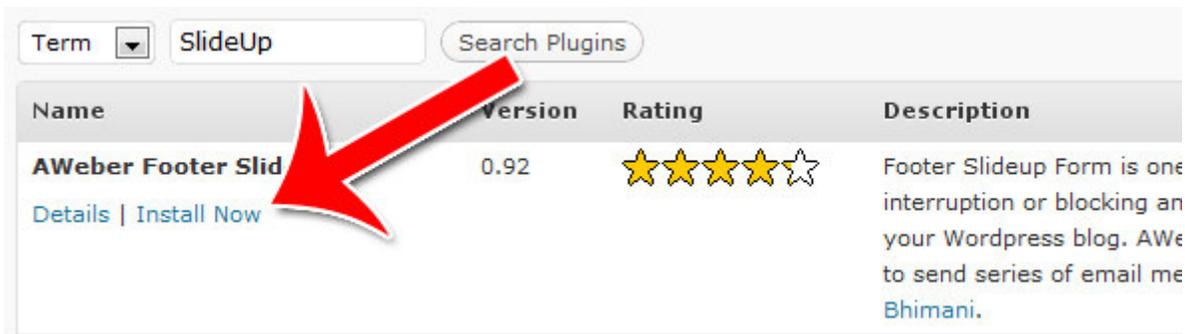
# Aweber & GetResponse SlideUp

The Aweber and GetResponse SlideUp plugin allows you to create a footer bar with either an Aweber or GetResponse opt-in box in it. It will “slide up” from the bottom and stay there, prompting users to sign up.

Because the controls are essentially the same, with Aweber’s having just a couple more options, we’ll just demonstrate the Aweber SlideUp here. The GetResponse SlideUp works the same way.

## Step 1: Install the Plugin

Go to your Plugins tab and do a search for “slideup.” Install either the Aweber or GetResponse plugin, depending on which service you use.



Activate the plugin once it’s installed.



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### Step 2: Access the Plugin Settings

Scroll down on the left to the Settings tab. Click the drop down arrow and go to the plugin's settings.



### Step 3: Insert Hidden HTML Code

Copy and paste your Aweber or GetResponse form code into a text editor file. Make sure you don't use Microsoft Word or any word processing program, but a text editor program that doesn't add formatting.

Look for the code with the input type "hidden." It should be right below the <form> code and above the rest of the code. This is the code that the SlideUp program needs to generate their own opt in box.

Copy this code to your clipboard.



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```
Untitled - Notepad
File Edit Format View Help
<form method="post" class="af-form-wrapper"
action="http://www.aweber.com/scripts/addlead.pl" target="_new">
<input type="hidden" name="meta_web_form_id" value="268072409" />
<input type="hidden" name="meta_split_id" value="" />
<input type="hidden" name="listname" value="ufa-30-day-free" />
<input type="hidden" name="redirect"
value="http://www.ultimatefooterad.com/special.php"
id="redirect_6ce759551701cb16edd47fad36dce7f0" />
<input type="hidden" name="meta_adtracking" value="Free Trial Ad #1" />
<input type="hidden" name="meta_message" value="1" />
<input type="hidden" name="meta_required" value="email" />
<input type="hidden" name="meta_forward_vars" value="" />
<input type="hidden" name="meta_tooltip" value="" />

<div style="padding-left:9px;">
<input id="name" class="text" type="text" size="20" value="Enter your name..."
name="name" onblur="if (this.value == '') {this.value = 'Enter your name...'};"
onfocus="if (this.value == 'Enter your name...') {this.value = ''};" />
<input id="from" class="text" type="text" size="20" value="Enter your email..."
name="from" onblur="if (this.value == '') {this.value = 'Enter your email...'};"
onfocus="if (this.value == 'Enter your email...') {this.value = ''};" />
</div>

<div style="padding-top:1px;">
<center><input class="button1" id="submit_image_5f17aab77d6c" type="image"
name="submit" onMouseOver="this.src='images/optinbutton1.gif'"
onMouseOut="this.src='images/optinbutton2.gif'" value="Send Me The Free Trial!"
src="images/optinbutton2.gif"/></center>
</div>
<div style="display: none;"></div>
</form>
```

Then paste the code in the plugin settings' "Hidden Aweber Form Fields" box.

Hidden AWeber Form Fields (Required)

**Generate an Inline form using the AWeber WebForm Interface. Grab the HTML code of your AWeber Form and Search for Hidden Div which lists all the hidden form fields. You will see it just after the <FORM> tag.**

```
<input type="hidden" name="meta_web_form_id" value="268072409" />
<input type="hidden" name="meta_split_id" value="" />
<input type="hidden" name="listname" value="ufa-30-day-free" />
<input type="hidden" name="redirect" value="http://www.ultimatefooterad.com/special.php"
id="redirect_6ce759551701cb16edd47fad36dce7f0" />
<input type="hidden" name="meta_adtracking" value="Free Trial Ad #1" />
<input type="hidden" name="meta_message" value="1" />
<input type="hidden" name="meta_required" value="email" />
<input type="hidden" name="meta_forward_vars" value="" />
<input type="hidden" name="meta_tooltip" value="" />
```

### Step 4: Additional Options

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The plugin gives you a few more options to customize the look and feel of the SlideUp.

Heading Tag Line (Optional)	<input type="text" value="Enter Your Email:"/>
Tracking Image URL of AWeber Webform (Optional)	<input type="text"/>
Header Image URL (Optional)	<input type="text"/>

Here's what each of these forms do

**Heading Tag Line:** Puts a line of text directly above the email signup box.

**Tracking Image URL:** If you have a tracking pixel to track your opt in rates, put it in this box.

**Header Image URL:** This places an image to the *left hand side* of your slideup. It's a good place for a logo of some sort. Make sure it's not more than 35 pixels high.

### Step 5: Save and Preview

Save your settings and reload your blog. You'll see a footer opt-in bar slide up along the bottom.

It'll look something like this:

That's how to download the Aweber or GetResponse SlideUp, setup the code and configure its additional settings.

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