

Business Launch Challenge

BREAKOUT SESSION 5

Email Optimization

In Breakout 5 you will focus on adding/customizing the autoresponder emails, creating a buyers list, authenticating your custom email forwarder, and showing how to move contacts from one list to another.

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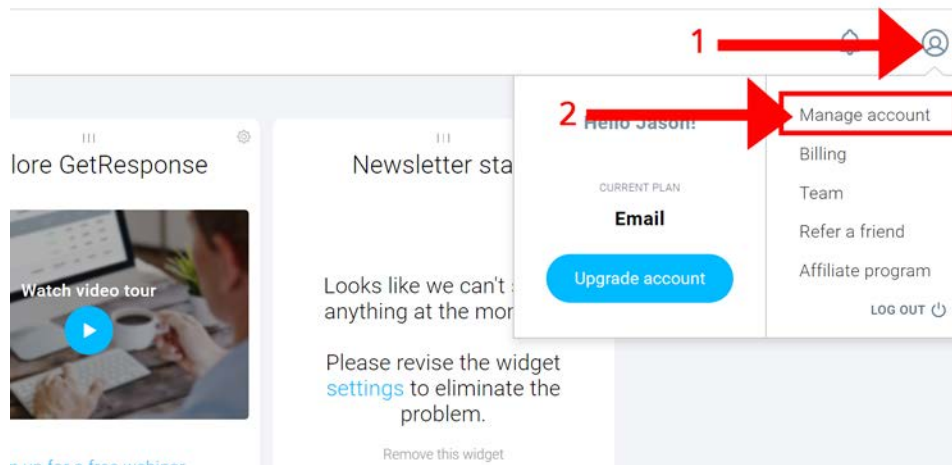
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Chapter 1: Authenticate Custom Email In GetResponse

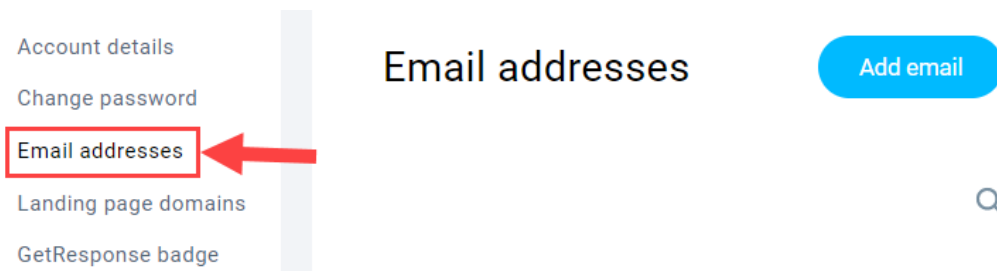
This step is done to help ensure your email gets delivered to your subscribers.

1. Authenticating the custom email forwarder.

- a. Log into Get Response
<https://app.getresponse.com/login>
- b. Log into Bluehost
<https://my.bluehost.com/web-hosting/cplogin>
- c. From your GetResponse dashboard, at the top right, click on **“Manage account”**.



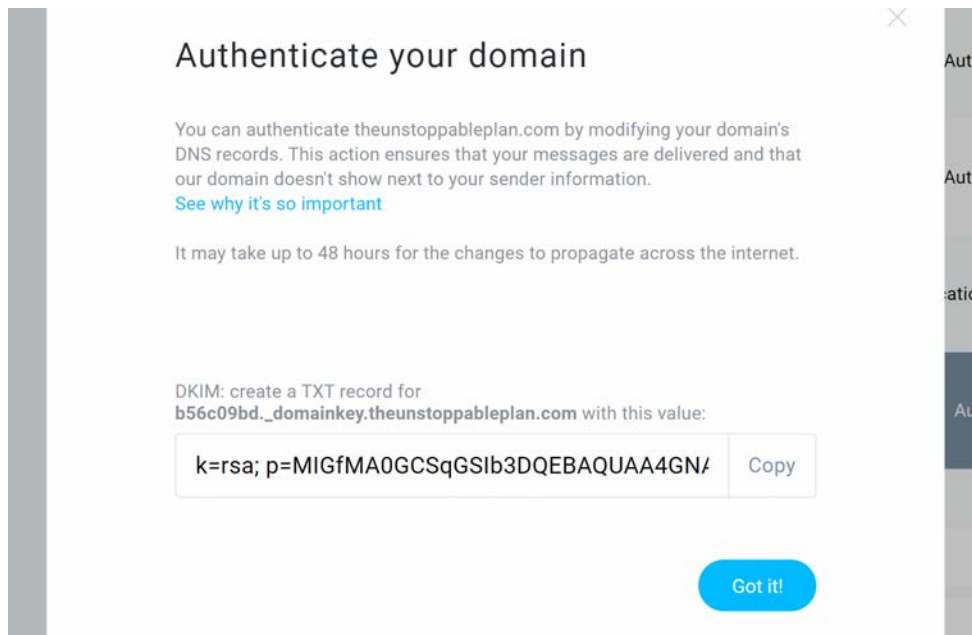
- d. Next select **“Email addresses”**.



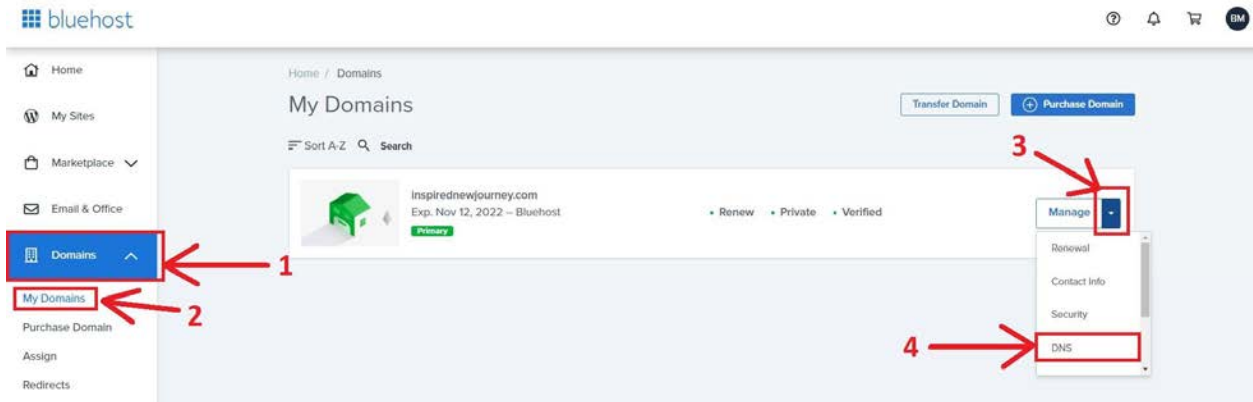
- e. In your Email Address section of GetResponse click on **“Authenticate”** on the left side of your domain.



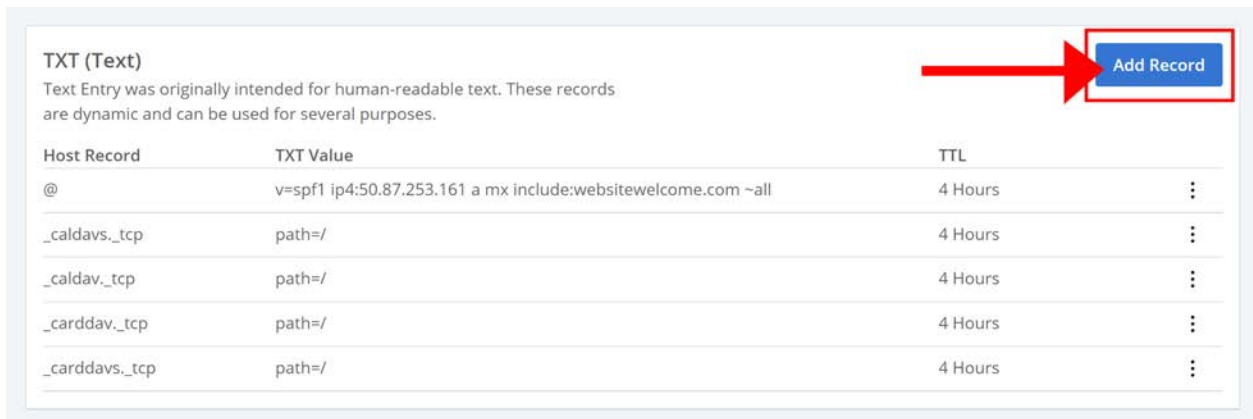
- f. A pop-up will appear. Leave this open and head over to Bluehost. You will come back to this pop-up later.



- g. In Bluehost go to “**Domains**” located on the left side. Click on **My Domains**. Next click the drop-down menu next to “**Manage**”. Then select “**DNS**”.



- h. In the DNS manager scroll down to “**TXT (Text)**” section and click the blue “**Add Record**” button.



- i. Here you will fill out the information you left open from that GetResponse Authenticate pop-up.
- j. For the host record you will copy/paste the **small bolded text**.
- k. And for the TXT value you will copy/paste using the **copy** button in Get Response
- l. In the TTL drop down, select 4 Hours.

m. **Save** the TXT record and you are DONE!

Bluehost

TXT (Text)
Text Entry was originally intended for human-readable text. These records are dynamic and can be used for several purposes.

Host Record	TXT Value
Host Record	
TXT Value	
TTL	4 Hours (min)

GetResponse

Authenticate your domain

You can authenticate theunstoppableplan.com by modifying your domain's DNS records. This action ensures that your messages are delivered and that our domain doesn't show next to your sender information.
[See why it's so important](#)

It may take up to 48 hours for the changes to propagate across the internet.

DKIM: create a TXT record for `b56c09bd_domainkey.theunstoppableplan.com` with this value:

`k=rsa; p=MIGfMA0GCSqGSIb3DQEBAQUAA4GN/` Copy

This is your host record

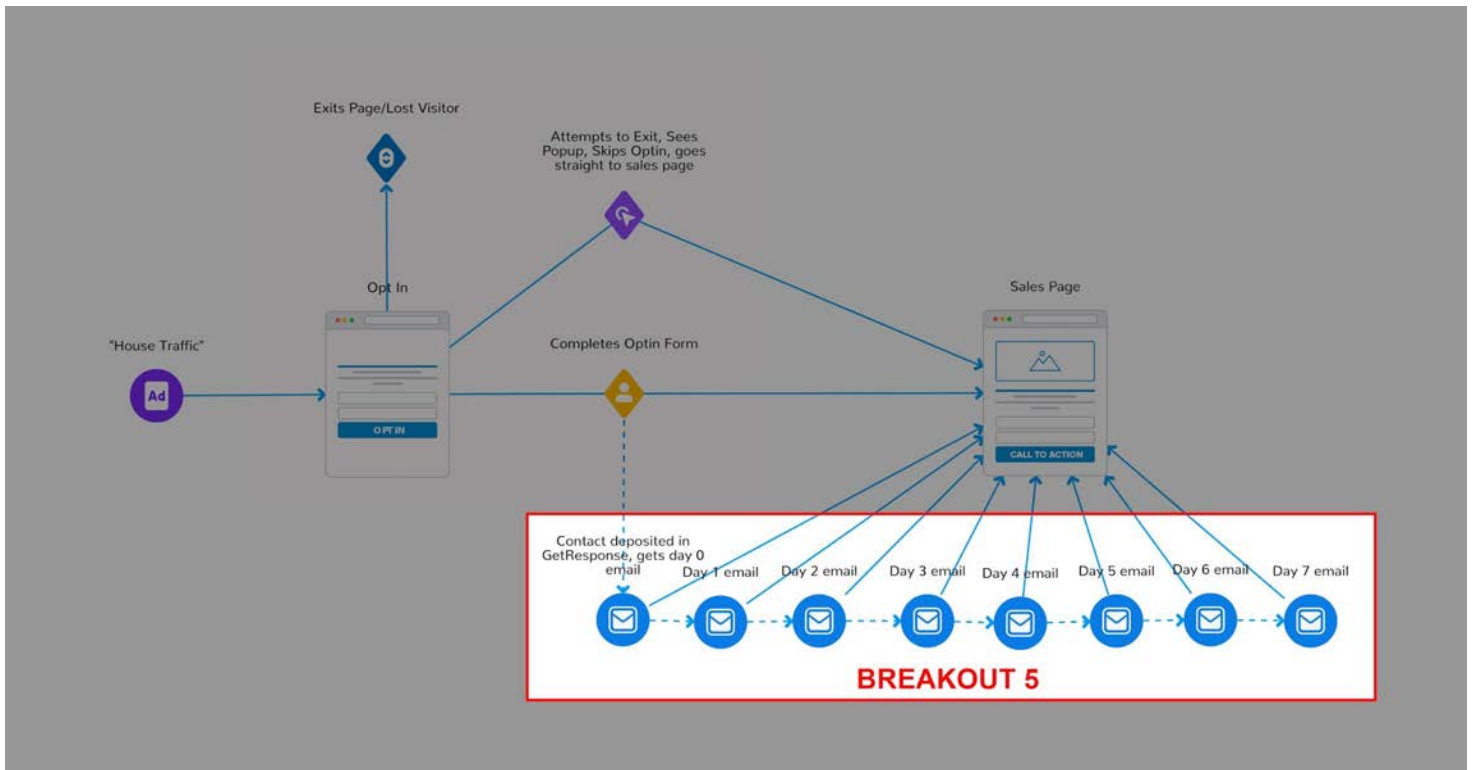
This is your TXT value

Got it!

NOTE: Once you save the TXT record it will take some time to propagate. BUT don't worry if the authentication is still pending, because you can still use the email address to set up the autoresponder.

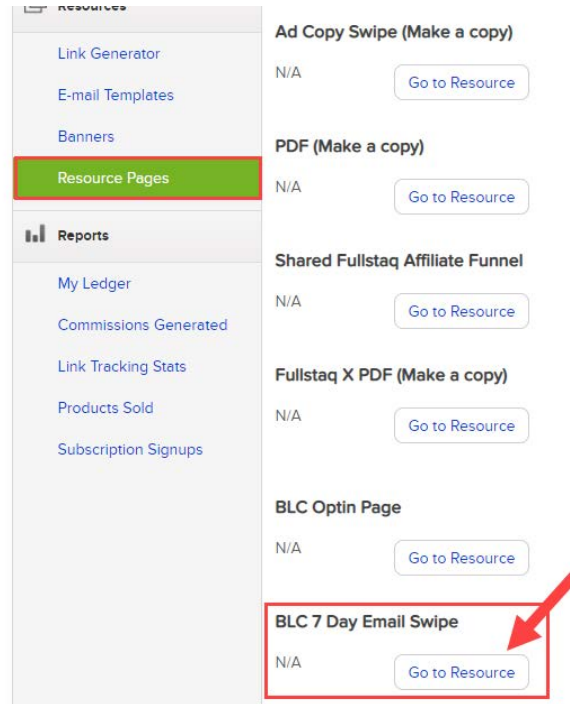
Chapter 2: Create Autoresponder Emails In GetResponse

An autoresponder is a series of scheduled follow-up emails that are sent automatically based on when your subscriber opted into your GetResponse optin list.

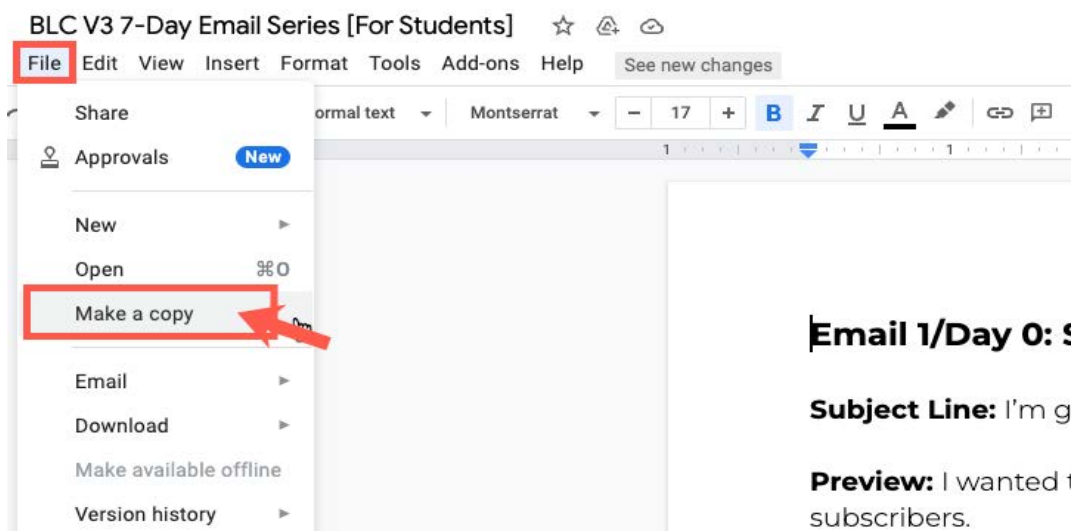


1. Download Email Swipe file.

- Log into the **Referral Partner Center**.
<https://ma239.infusionsoft.app/app/authentication/login>
- Click on "**Resources Pages**".
- Click the "**Go to Resource**" button for the "**BLC 7 Day Email Swipe**".

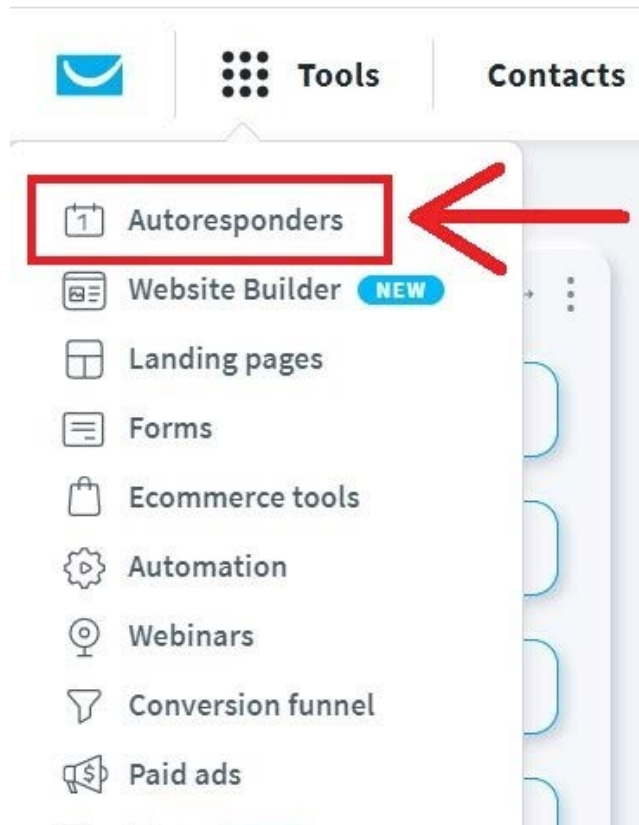


- d. On the Google Doc, click on **“File”** and then select **“Make a copy”**. Then save the copy to YOUR Google Drive Folder. If you don’t have a Google Drive account, you can download to a Word document. Make sure to close the original after making the copy.

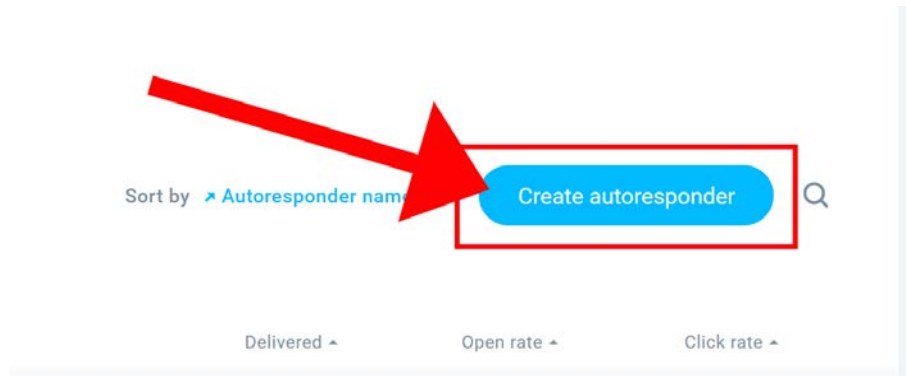


2. Creating autoresponder emails for the optin list.

- a. Log into GetResponse:
<https://app.getresponse.com/login>
- b. At the top left of the screen click “**Tools**” and then select “**Autoresponders**”.



- c. Next, at the far right click on the blue “**Create Autoresponder**” button. Leave the editor open for now.



- d. On YOUR copy of the email swipe,
 - i. Copy the title of the first email and paste it into the Name section (replace “**Untitled Autoresponder**”) of the autoresponder in GetResponse.
 - ii. Select your optin list as the “**Linked list**”



- iii. Leave Autoresponder settings section **on Day 0** and “**Same time as sign up**”. This will make sure your new subscribers get the emails within a few minutes of entering onto your list.
- iv. Make sure both “**From**” and “**Reply-to**” are the same and are set to your custom email forwarder.

 **Autoresponder settings**

When do you want this message to go out?

On day Same time as a signup time ▾

Allow the message to be sent on:

☒ Monday
 ☒ Tuesday
 ☒ Wednesday
 ☒ Thursday
 ☒ Friday
 ☒ Saturday
 ☒ Sunday

 **"From" email address** Reply-to

Tracy Online Marketing <tracy@tracyonl... ▾
Tracy Online Marketing <tracy@tracyonl... ▾

[Add another address](#)

- v. Copy and paste the email subject line from the swipe file into the "Subject line" section in GetResponse.

Email 1/Day 0: Send Immediately

Subject Line I'm glad you're here. (open up)

Subject line

How do you want to stand out in the recipient's inbox?

0/150 characters. For best visibility, keep your subject line under 60 characters for mobile and under 120 characters.

[Preview text ▾](#)

➔

- e. Next, in the Design and content section click on the **"Design message"**.

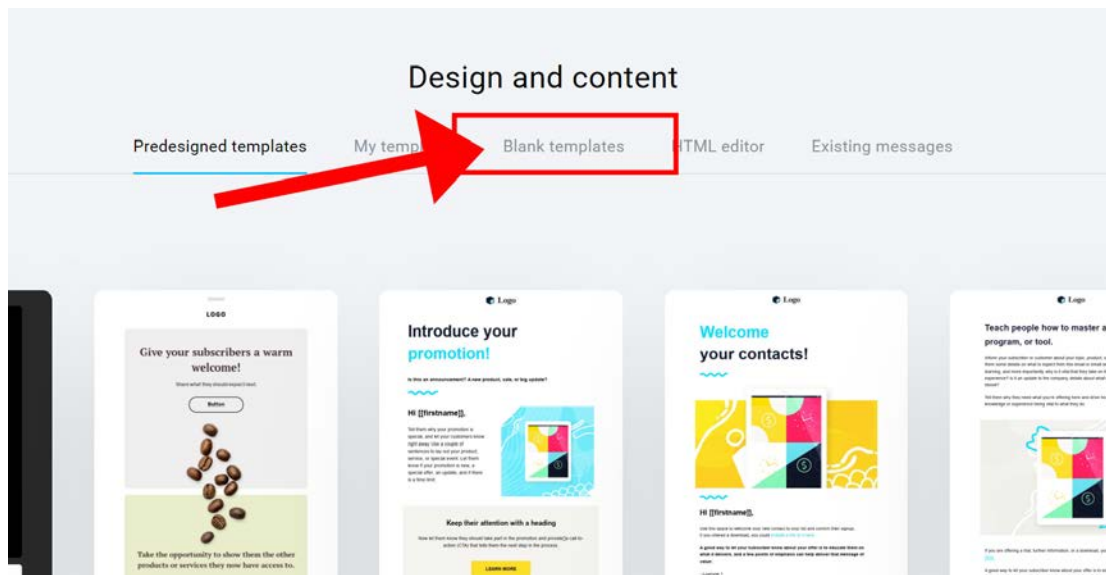
 **Design and content**

Start with a template or reuse content from your existing message. Add images, text and off you go! You can also use the HTML editor or start with a blank layout.

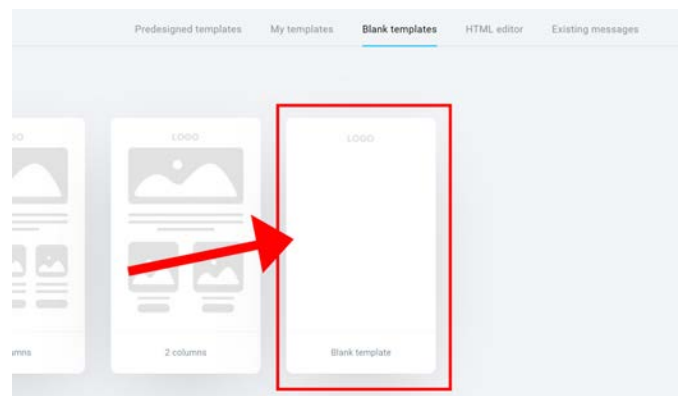
Design message



f. From the menu select “**Blank templates**”.

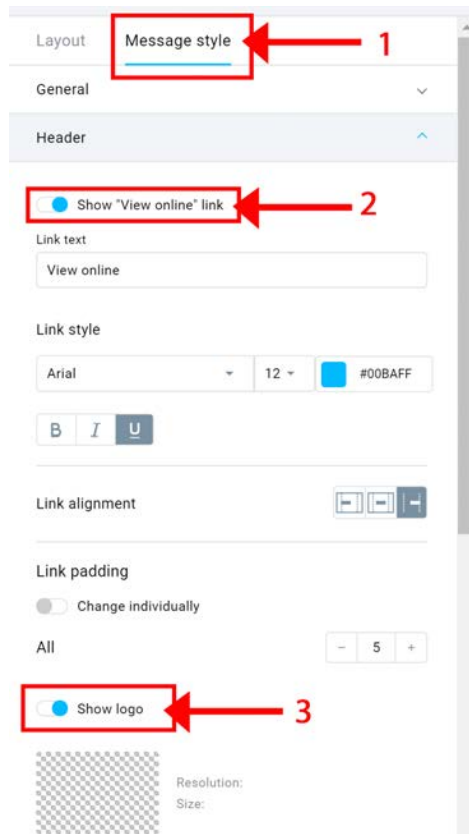


g. On the next page hover over “**Blank Template**” and select it by clicking on the Use template button. This will take you to the Editor.

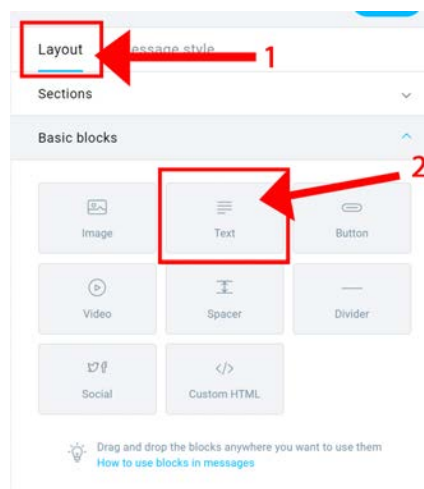


h. On the top middle of your page you will see a box with the word Logo in it. Double click on it. You will now see the Editor change on the right hand side.

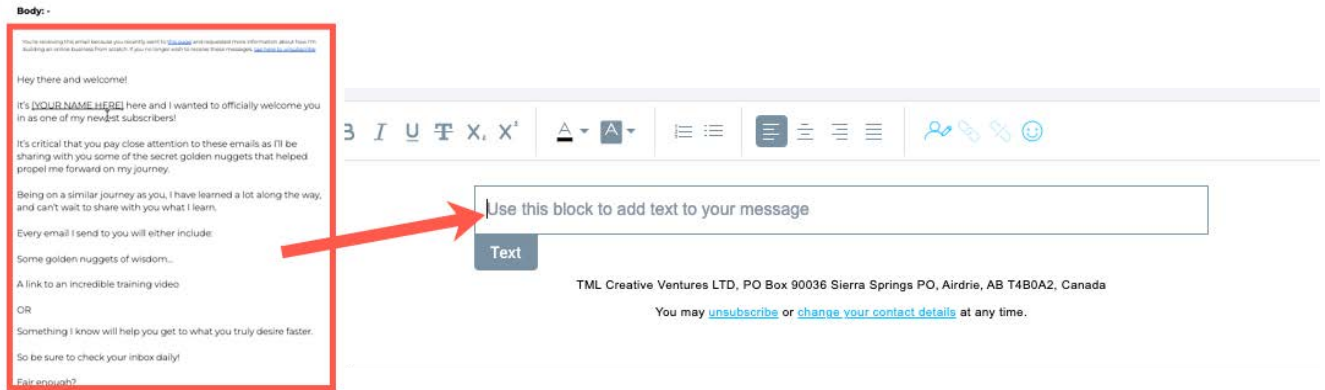
i. Click on “**Message style**” then click on **Header** and turn off the “**View Online link**” and the “**Show logo**”.



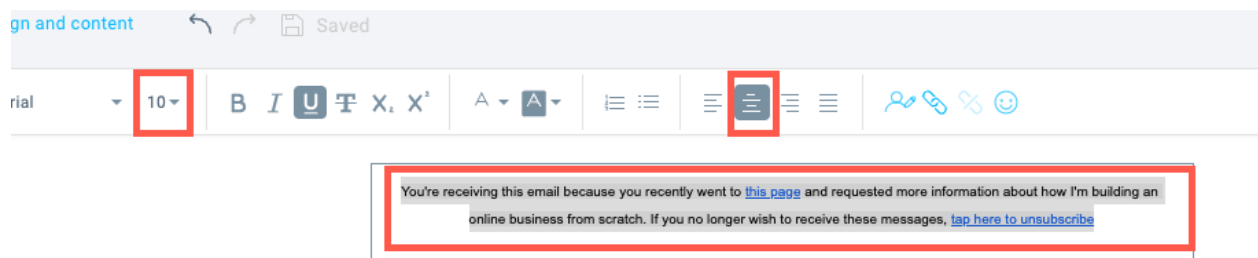
- i. Click on “**Layout**” and then select a text block by clicking and hold down, then drag and drop into the edit box in the middle of your screen. It will say Drop blocks here.



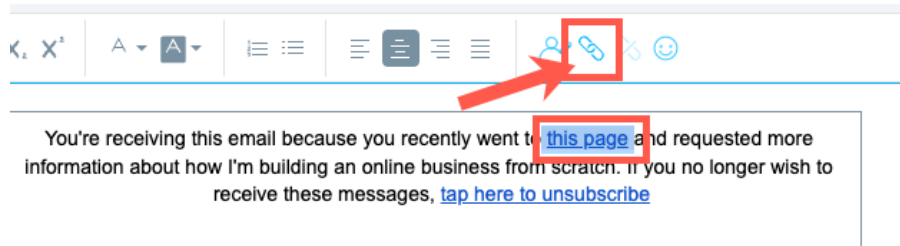
- j. In the text block, copy the body of the Day 0 email and paste it in. Make sure you only copy the Day 0 email and copy all the way to where it says YOUR NAME HERE.



- k. There is a paragraph at the very top of the email that starts with “You’re receiving this email...”.
i. Highlight or select the text for that paragraph only and change the font size to 10.
ii. Align it to the center of the page



- iii. Next select the words ‘this page’
iv. Click on the chain link (“**insert link**”)in the menu at the top.



- v. Type or Paste your domain name here.
- vi. Click the blue Insert button.

×

Insert link

Your link text is:

this page

What is the link type?

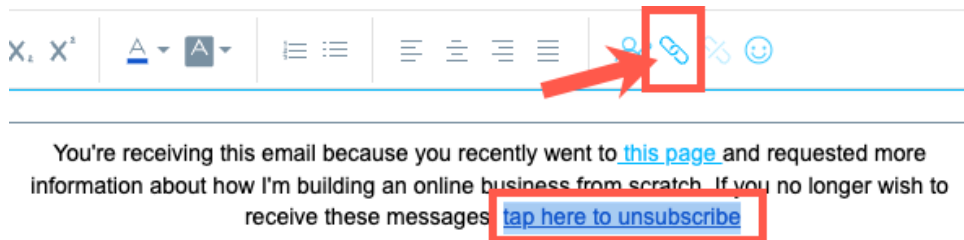
Web address

URL

http://www.yourdomainnamehere.com

Cancel
Insert

- vii. Next, in the same paragraph, select the text ‘tap here to unsubscribe’
- viii. Click on the chain link (“**insert link**”) in the menu at the top.



- ix. In the section “What is the link type”, select Dynamic content.

Insert link

Your link text is:

tap here to unsubscribe

What is the link type?

Web address

Search...

Web address

Landing page

Webinar

Dynamic content

Email address

Phone

Custom protocol link

Chat

f wisdom...

- x. In the next section, now titled Dynamic content, select Unsubscribe.

Insert link

Your link text is:

tap here to unsubscribe

What is the link type?

Dynamic content

Dynamic content

Select type

View online

Update contact details

Unsubscribe

Share on Facebook

Share on LinkedIn

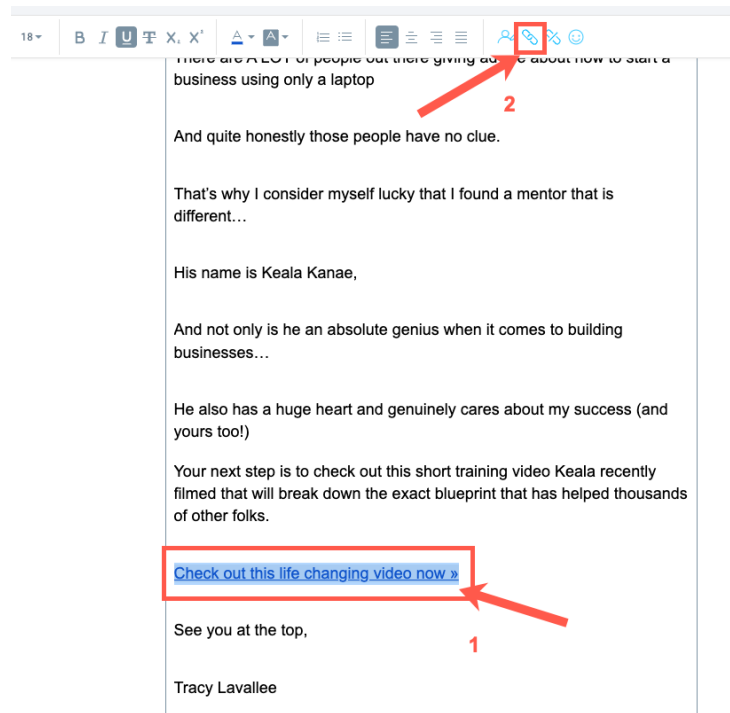
xi. Click the blue Insert button

l. In the body of the email, where you see **[YOUR Name HERE]**, replace that with your name.

m. Towards the bottom of the email, you will see a sentence that is in blue and underlined. Hyperlink your **(FA72P) Fullstaq VSL - Email Traffic** affiliate link in the designated blue text.

i. Highlight the blue text.

ii. Click on the little chain link (“**insert link**”) at the top of the editor.



n. On the Insert link pop-up,

i. Leave the link type as Web address

ii. Paste your **(FA72P) Fullstaq VSL - Email Traffic** affiliate link in the URL section. Click the blue “**Insert**”.

Insert link

Your link text is:

Check out this life changing video now

What is the link type?

Web address

URL

<https://ma239.isrefer.com/go/FA72P/>

Cancel Insert

Leave as Web Address

Fullstaq \$97 VSL - Email Traffic link

- o. Click on the blue **“Next”** button at the top far right of the screen.

Test and preview Save and export

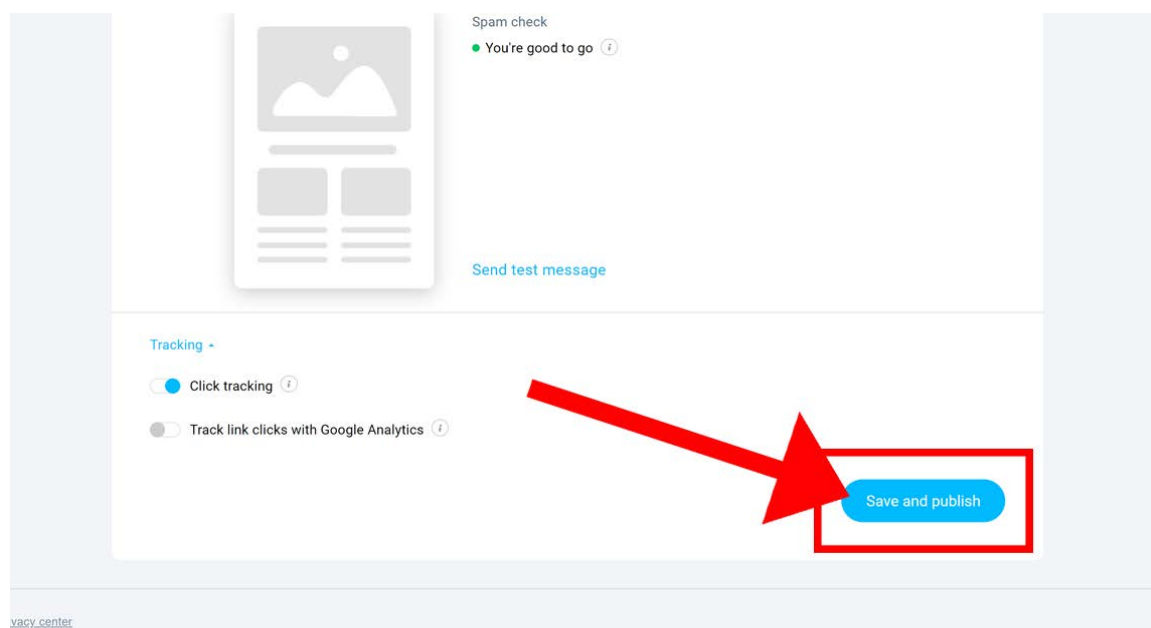
Next

Layout Message style

Sections

Basic blocks

- p. Finally, click on the blue **“Save and publish”** button and you’re done with the first email!



Congratulations!

You are done editing your first autoresponder email!

If you get a message asking if you want to send the email out to your subscribers already on your list, you will answer yes to this first message. As you continue to add emails to your autoresponder, you will answer no to this message as you do not want multiple emails going out to your subscribers all at once.

To set up the remaining autoresponder emails, repeat the steps in Section 2 (Creating Autoresponder emails) for every email in the Email Swipe file.

Here are some IMPORTANT tips to remember.

1. After pasting the email title into the proper field, make sure that the “**Linked list**” field is set to the list you created for this funnel
2. You will update the “**On Day fields**” and the “**Email Title**” fields match so that emails are going out in the right sequence (see section 2, action d above)

3. Leave the setting for “Same time as a signup time” selected.
4. Be sure to change the **[YOUR NAME HERE]** field to your actual name in the email editor (see section 2, action k above)
5. Be sure to edit the hyperlinked text to include your **(FA72P) Fullstaq VSL - Email Traffic affiliate link** (see Step 2, action m above). Some of the emails may have 2 places to paste this link.

NOTE: You will notice that your physical address is showing at the bottom of each email you create in GetResponse. The Can-Spam Act requires each email contains a physical address (one that mail can be sent to and received at). Your address can not be removed from the emails you send out.

NOTE: If you did not submit your Optin Link in Breakout Session 1, please submit it now (your Optin Link is your Domain Name):

<http://go.fullstaqchallenge.com/blc-feb-submit-link>

Chapter 3: Other Instruction Manuals to Support You After BLC

In this chapter you will learn how to move a subscriber from your optin list to your buyer's list AFTER they make a purchase. Fullstaq Marketer will send you an email informing you when someone purchased.

You will also learn how to update your GetResponse integration in ClickFunnels. You will only do this if it is necessary.

1. How to manually move new Customers to Customer list in Get Response

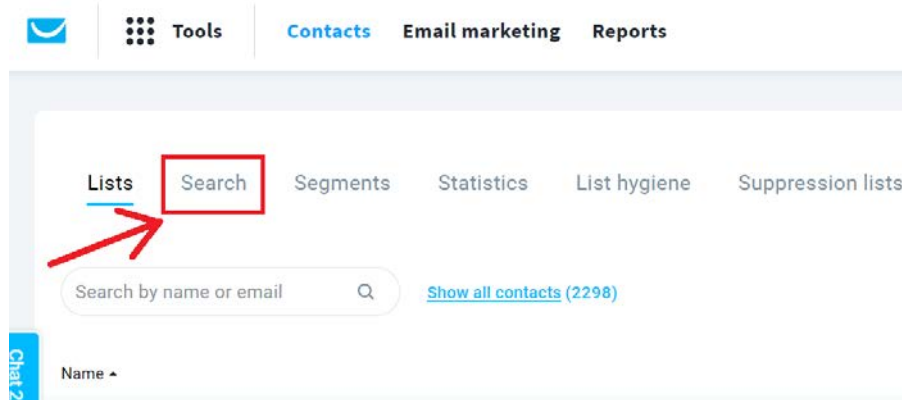
NOTE: Only perform these steps if you have been notified by email from Fullstaq of a buyer. You will only receive an email if you get a sale.

When a subscriber purchases, you will receive an email notification from Fullstaq Marketer notifying you of the purchase. To avoid having the subscriber continue to receive the follow up emails from your optin autoresponder, you will want to move them to a different list (i.e. Buyers List).

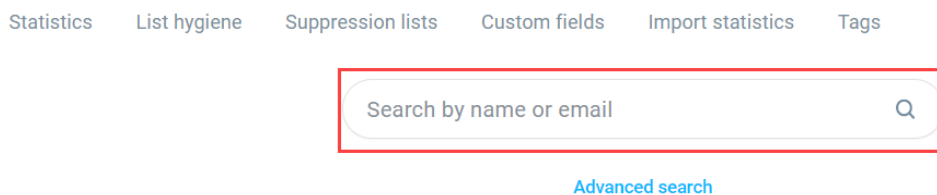
1. **Log into Get Response** - app.getresponse.com
 - a. Click on **'Contacts'** from the top menu



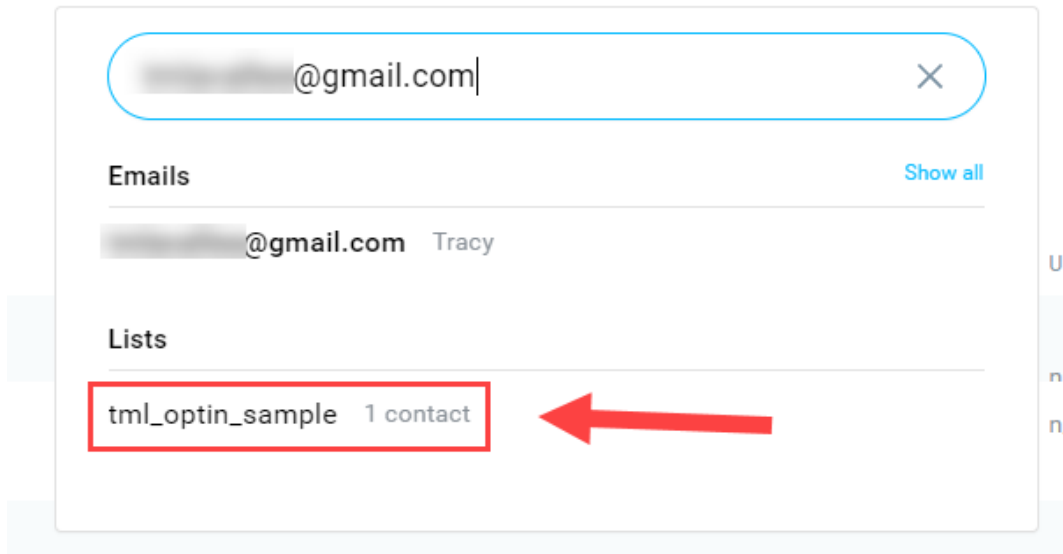
b. On the next page, click on **'Search'** from the menu.



c. In the **'Search by name or email'** field, type the **name or email address** from the email you received from Fullstaq Marketer.



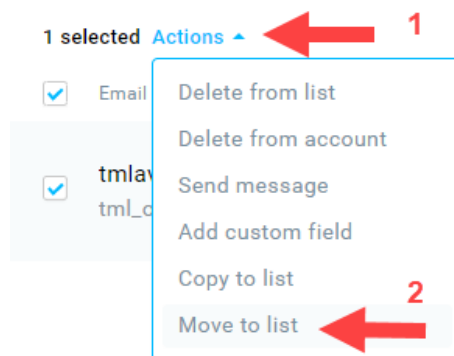
d. When you find the subscriber, select the **Optin List** under the heading **Lists**.



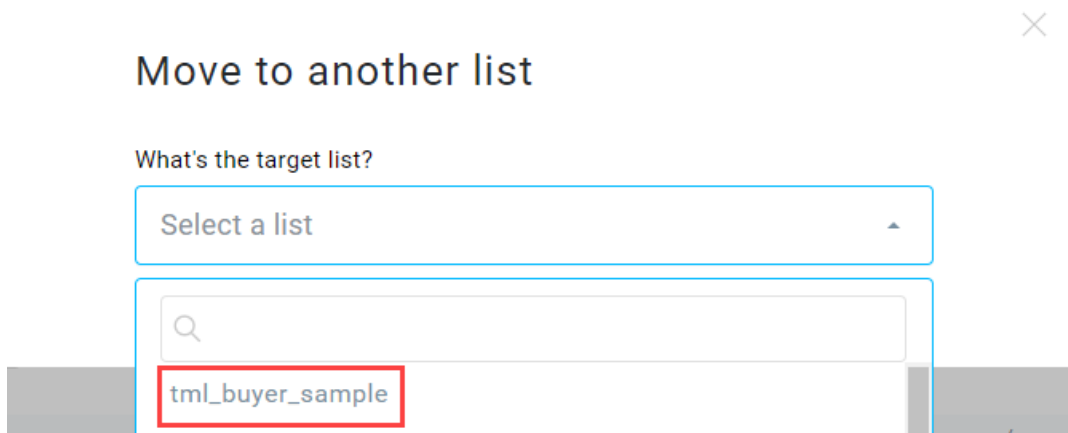
e. You will now have filtered out that subscriber. Click in the box next to the email address.



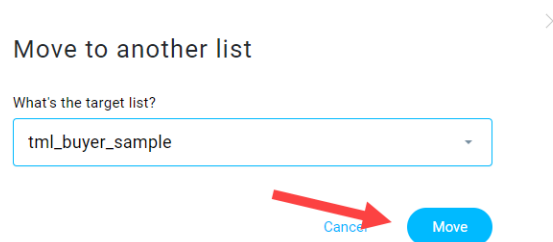
f. Next, click on the blue **Actions** down arrow and select **Move to List**.



- g. A new box opens up called Move to another list. Click on the down arrow and select your Buyer list.



- h. Click the **'Move'** button.



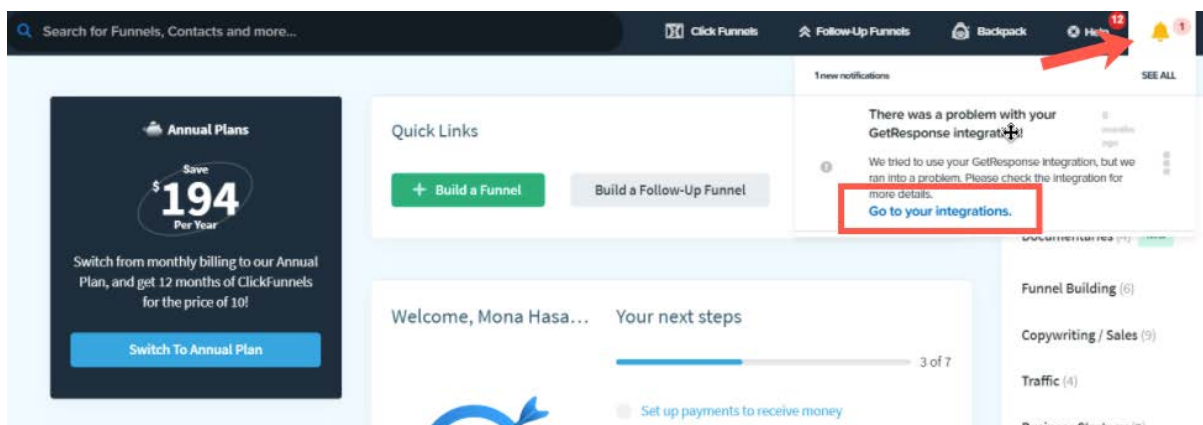
- i. Your Subscriber has now been moved to your Buyer list.

2. How to Update GetResponse Integration in ClickFunnels

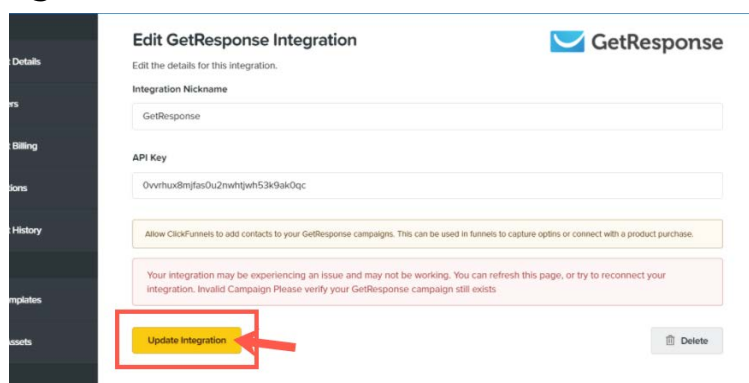
NOTE: Only perform these steps if your integration needs to be updated.

Once your funnel is live and you have traffic going through it, you may notice a notification in ClickFunnels that your GetResponse integration needs attention.

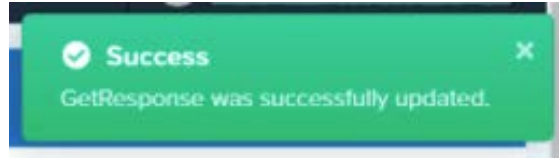
1. If you see the Bell in the menu at the top highlighted, hover your cursor over the Bell in the menu at the top and then click on **Go to your integrations**.



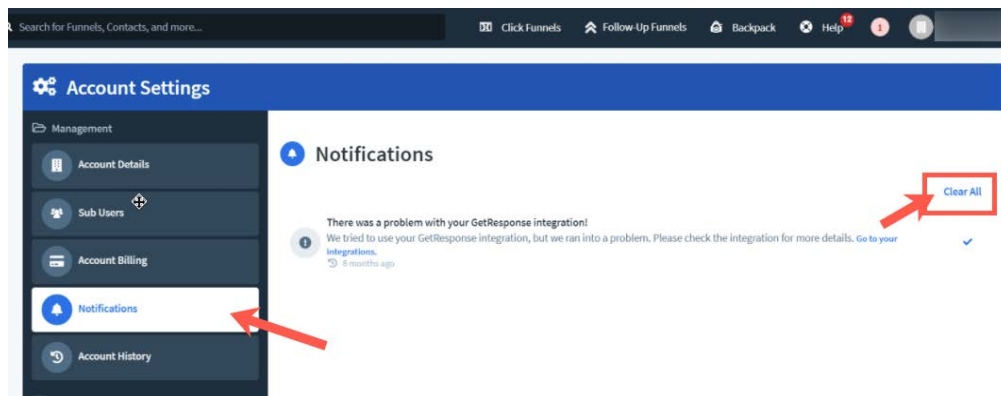
- a. On the next page, click on the orange Update Integration button.



- b. Once you have done this, you should see a green 'Success' box in the upper right corner



- c. You will want to clear this notification now, so you know if it happens again.
- To do this, click on the Notifications tab on the menu on the left.
 - Click on Clear All on the right of the page.



- d. You will now see a screen that looks like this and the notification Bell will be cleared.

