



Official Training Guide

Installation

Step 1: Download List Eruption zip file

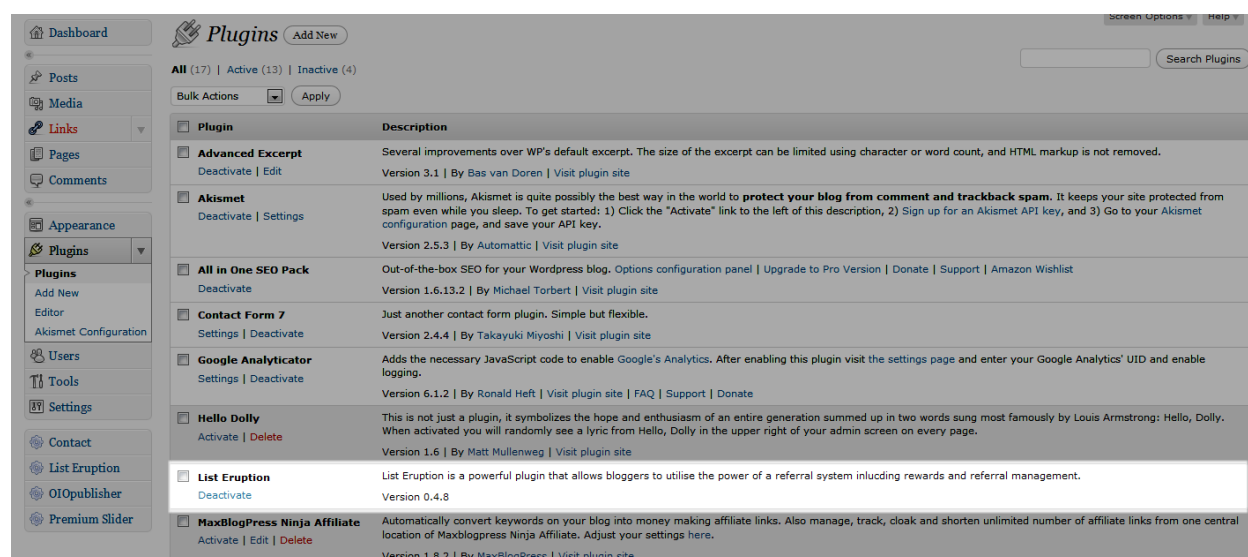
Step 2: Log into your Wordpress backend

Step 3: Click “Plugins” >> “Add New”

Step 4: Click “Upload” >> “Browse” for zip file, then click “Install Now”

Step 5: Go back into “Plugins” and “Activate” plugin

Step 6: “List Eruption” should show up as a new button in your Wordpress Navigation



Getting Started

Now that we have List Eruption properly installed, it is time to configure the plugin. This should take around 15-20 minutes to configure everything. However depending on your landing page content and the number of Bonus Reward Levels you have, it may take longer.

Below you will find details instructions with screenshots on how to configure each of the tabs in List Eruption.

Tab 1: Opt-In Setting

Optin Settings

Mail list provider

Select your mailing provider from the list below and enter you account information in the correct fields. Once you press the "Get Contact List" button, if your account has connected successfully, you will see your email contact list appear, otherwise a error message will appear and you may need to check your account details that were entered. If you are using a Aweber account, please make sure your details are correct as we cannot alert you if they are incorrect and no contact list will appear.

Aweber

Campaign List

Select your mailing provider from the list below and enter you account information in the correct fields.

Form Name

Select your mailing provider from the list below and enter you account information in the correct fields.

The “Opt-In Settings” tab allows you to connect your current E-mail Marketing provider with List Eruption. List Eruption is currently compatible with Aweber, Constant Contact, GetResponse, iContact and MailChimp.

IMPORTANT: Before you configure this tab, you need to have a list setup in your e-mail marketing service.

Step 1: Pick Your E-mail provider from the drop down

Step 2: Depending on your E-mail provider, you will have to enter the appropriate login and/or API details. (see below for details)

Step 3: Choose the list you want your subscribers to go into (not applicable for Aweber)

For Aweber:

In order to connect with Aweber you need to provide your specific “List Name” and “Form Name”. In order to find this information, you will need to login your Aweber account and click “My Lists” and find EXACTLY what you named your list in Aweber and enter that into List Eruption.

After you found your list name, click on that list in Aweber and then click “Web Forms” and type in the EXACT name of your web form you created in Aweber, into List Eruption under “Form Name”.

*** Once you configure everything, you will want to test your List Eruption opt-in form to make sure it is going into your Aweber list properly.

For Constant Contact:

In order to connect with Constant Contact, you need to provide your username and password that you use to login to Constant Contact.

You will also need an API key. In order to request your API key, you will need to request one here <https://developer.constantcontact.com/license/createkey>

Enter that API key they provide you into the API field in List Eruption.

Click “Get Lists” and pick the list you would like your subscribers to go into.

For GetResponse:

In order to connect with GetResponse, you will need to only provide your API key. In order to find your API key, you need to click the “My Account” link in the top right of your GetResponse account. Then click “Use GetResponse API” and copy your key into the appropriate field in List Eruption.

Get “Get Contact Lists” button and choose which list you would like your subscribers to go into.

For iContact:

In order to connect to iContact, you need to provide your iContact username and password, as well as an API key. In order to get your API key, go to <https://app.icontact.com/icp/core/registerapp> and request your API key.

Enter your API key into the appropriate List Eruption field.

Get “Get Contact Lists” button and choose which list you would like your subscribers to go into.

For MailChimp:

In order to connect with MailChimp, you need to provide only your API key. Simply log into your MailChimp account and under the “Account” drop down, click on “API Keys and Info”. Add a key and copy that API key into List Eruption.

Get “Get Contact Lists” button and choose which list you would like your subscribers to go into.

Tab 2: Templates

Optin Settings Templates Widget Social Rewards Welcome Email Referral Reminder Subscribers

Setup Choose a Theme Opt-In Page Content Thankyou Page Content Bonus Widget Content

Setup Templates

You can select which pages the user sees as the "sign-up" page and as the "thank you" page they see.

Assign Pages to Templates:

Sign up page:

10 Week Internet Marketing Course Sign-Up

You can select which pages the user sees as the "sign-up" page.

Thanks page:

Bonus Page

You can select which pages the user sees as the "thank you" page they see.

Update Options

At this point you should have your e-mail marketing provider connected properly to List Eruption. Now it is time to setup your Theme, Opt-In Page Content, Thank You Page Content and Bonus Widget Content.

Step 1: Create Your Sign-Up and Thanks Page in Wordpress

Before you can choose your theme and start adding your content, you need to create the pages in Wordpress that you want to use for people to Sign-Up or Opt-In on. This will tell List Eruption which page to add your content, Opt-In form and Unique referral URL on the thank you page.

To Do This:

Click on "Pages" in Wordpress >> "Add New Page"

Then name your Sign-Up page appropriately and click "Publish. Do the same for your Thank You page as well.

After you have created your Sign-Up and Thank You pages, they should be showing up in the drop downs so you can Assign Pages. First select the Sign-Up page that you created, then the Thanks page you created.

Step 2: Choose Your Theme

We have provided you two professional designed landing/squeeze pages (Theme – 1, Theme 2) that you may use if you would like to help improve your Opt-In rates. If you would like to you the List Eruption features within your own blog template, you will want to choose the theme that says “Wordpress Current Theme”.

Select Theme 1, 2 as well as the color scheme you would like to use or Wordpress Current theme.

Optin Settings | Templates | Widget | Social | Rewards | Welcome Email | Referral Reminder | Subscribers

Setup | **Choose a Theme** | Opt-In Page Content | Thankyou Page Content | Bonus Widget Content

Choose a theme:

Select which theme you want to use as your sign up landing page and your thank you page layout. Hover over each colour to preview the layout.


Theme:
Theme - 1

Color:

- Blue
- Black
- Green
- Orange
- Purple
- Red (selected)
- White

Note: To use the 'Wordpress-current-theme' you must still select your opt-in and thank you pages in the Setup panel, Please place **[list-eruption-sign-in-box]**

Theme & Color Preview



Choose a theme:

Select which theme you want to use as your sign up landing page and your thank you page layout. Hover over each colour to preview the layout.

Theme:

Theme - wordpress-current-theme ▾

Color:

White

Note: To use the 'Wordpress-current-theme' you must still select your opt-in and thank you pages in the Setup panel. Please place

[list-eruption-sign-in-box]

in your content to place the opt-in on your opt-in page and please place

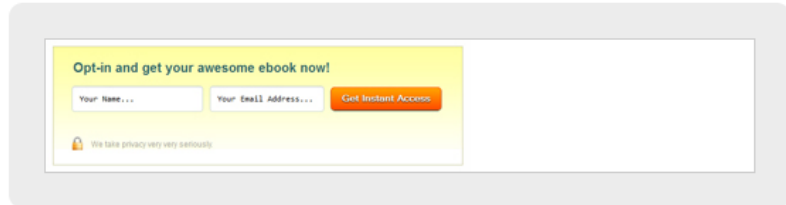
[list-eruption-thank-you-box]

in your content to place the thank you box on

your thank you page. Need more help? [Click](#)

[Here](#) for more help.

Theme & Color Preview



Update Options

Step 3: Create Opt-In Page Content

This is where it may get a little tricky, depending on which theme option you choose. Depending on the theme you picked, follow the instructions below to setup your Opt-In Page Content.

If Using “Theme 1” or “Theme 2”, follow these instructions:

Add Your Opt-In Page Content:

Opt-In Page Content

[Preview This Page](#)

This is where you enter all the details that appear on the optin page

Title

10 Week Internet Marketing Course - Sign-Up

This is the title that appears at the top of your main content

Form Header

Enter Your Name and E-mail Address to Receiv

This is the title that appears at the top of your Opt-in Box

Form Security Note

We Respect Your Privacy.

This is the text that appears at the bottom of the opt-in box. Normally this information will say about using email address and spamming

Email Default Value

Your Email Address...

The text that appears in the input before the user starts typing in the email box

Name Default Value

Your Name...

The text that appears in the input before the user starts typing in the name box

Submit Button

Get Instant Access >

The text that appears in the opt-in button

Sidebar Image: Resizes to: (max width: 280, max height: 194)

1. Enter your "Title" which is what will show at the top of the landing page you are creating. This is most likely going to be your compelling headline offer that you want visitors to see that will be enticing to Sign-Up for.
2. Next, enter your "Form Header" which is the title that appears at the top of your Opt-In Form.
3. Enter a form security note that will show up below the Opt-In form button. This will help with privacy concerns and conversion rates.
4. Enter your Email and Name Values, which is just what will be displayed in the form fields for the user to fill out on the Opt-In form.
5. Enter the text that you want your Opt-In button to say.
6. If you are using "Theme 2" you have the option of uploading an eBook or product graphic to your landing page.
7. Then you will have a typical wysiwyg editor where you will add your content for the main content area. You can add text, images and video onto the landing page just like a normal Wordpress page.
8. Feel free to click the green "Preview Page" button in the top left to see what the page will look like.

Add Your Thank You Page Content:

Setup Choose a Theme Opt-In Page Content **Thankyou Page Content** Bonus Widget Content

Thankyou Page Content Preview This Page

This is where you enter all the details that appear on the thank you page

Title

This is the title that appears at the top of your thank you content

Form Header

This is the title that appears at the top of your thank you Box

Copy Button

The text that appears in the copy url button

Upload/Insert Visual HTML

1. Similar to your Opt-In page, this will be the main headline that shows at the top of the Thank You page after the subscriber as opted in.
2. Enter your text in the “Form Header” which will be the text that displays above the subscribers Unique Referral URL. This is where you want to entice the subscriber to share their unique URL for additional bonuses and/or rewards.
3. Enter the text under the URL to copy their referral URL.

Add Your Bonus Widget Content:

Setup Choose a Theme Opt-In Page Content Thankyou Page Content **Bonus Widget Content**

Bonus Widget Content

This will create a list of bonus rewards the user will be able to view before opting in, acting as an incentive for opting in.

Title:

List Items

<input type="text" value="5 Referrals = Bonus #1"/>	<input type="button" value="Delete"/>
<input type="text" value="20 Referrals = Bonus #2"/>	<input type="button" value="Delete"/>
<input type="text" value="50 Referrals = Bonus #2"/>	<input type="button" value="Delete"/>

1. Enter your title that will show up at the top of the “Bonus Widget Content” on your Thank You page. This will display to the user what they will receive for whatever you assign as the Bonus content.
2. Enter as many “List Items” as you would like.
3. This information will be shown below the Opt-In form on the Sign-Up Page and the Unique Referral URL box on the Thank You page.

If Using “Wordpress Current Theme”, follow these instructions:

IMPORTANT: If you choose to use your own Wordpress theme, make sure you add your MAIN CONTENT on the actual pages inside of Wordpress and not List Eruption. HOWEVER you will still use the following fields on the Sign-Up and Thank You page in List Eruption that will display on your Opt-In Form.

- Form Header
- Form Security Note
- Email & Name Default Values
- Submit Button

IMPORTANT: The bonus widget will not be added to your current Wordpress theme, so you will want to add whatever bonus rewards you are giving them, into your Wordpress Sign Up and Thank You pages.

VERY IMPORTANT: You MUST add the short-codes to both your Sign-Up page and Thank You Page for the Opt-In Form and Referral URL box to be displayed correctly.

Add the Short Codes to the following WORDPRESS pages where you want your Form to be displayed. It can be placed anywhere on the page.

Sign-Up Page: **[list-eruption-sign-in-box]**

Thank You Page: **[list-eruption-thank-you-box]**



Tab 3: Widgets

Optin Settings | Templates | **Widget** | Social | Rewards | Welcome Email | Referral Reminder

Choose a Theme | Widget Content

Choose a Theme:

These options determine what appears on your opt-in page widget. Changes to each of these settings can be previewed by clicking the preview button. These settings will not be set to your website when previewing.

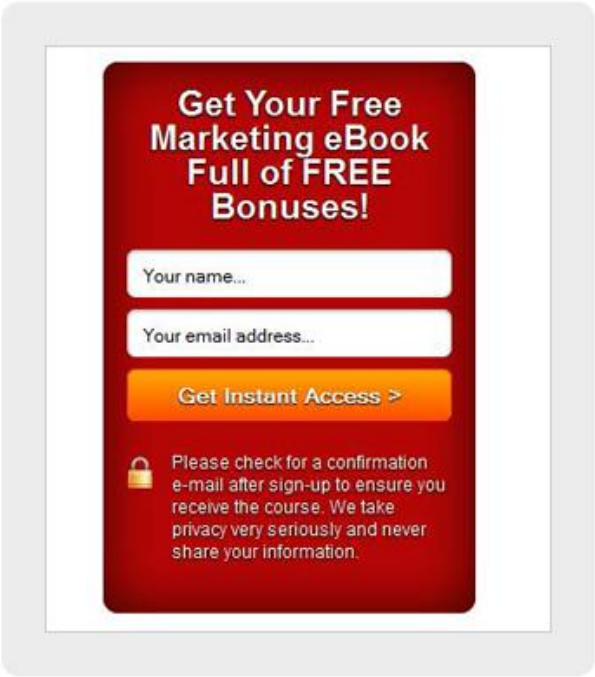
Theme:

Button Color:

Color:

- Blue
- Black
- Green
- Orange
- Purple
- Red (selected)
- White

Theme & Color Preview



Step 1: Choose Theme 1 or Theme 2 for your widget style

Step 2: Choose the color of your widget

Step 3: Add the Title that shows at the top of your Widget, along with your Form Field values and Button text.

Step 4: In Wordpress go to Appearance >> Widgets

Step 5: Drag the “List Eruption” box over to your Sidebar

Step 6: Click “Update Options”

Tab 4: Social

Optim Settings Templates Widget **Social** Rewards Welcome Email Referral Reminder Subscribers

Social

These panels are where you can edit the content that appears when a user is sharing your opt-in page through the social buttons that appear on the thank you end of the text entered below

Send-to-twitter message

I just signed up for a Free Blogging Secrets Video Training course. Check it out.

74 characters left. (Url included)

Send-to-facebook message

I just signed up for a Free Blogging Secrets Video Training course. Check it out.

Update Options

The social tab is where you will add your pre-populated social media messages that subscribers can send out to encourage their friends to sign-up for your content.

Step 1: Enter the pre-populated message you want subscribers to send out when they click the “Share on Twitter” feature on the Thank You page. **NOTE:** Remember that you only have 160 characters on Twitter and that their unique shortened URL will automatically be added to the end of the message.

Step 2: Enter the pre-populated message you want subscribers to send out when they click the “Share on Facebook” feature on the Thank You page. Their unique referral URL will be added automatically to the message.

Step 3: Click “Update Options”

Tab 5: Rewards

Optin Settings | Templates | Widget | Social | Rewards | Welcome Email | Referral Reminder | Subscribers

Rewards

Reward Levels

Referrals:

Number of Referrals to reach to this reward level

Title:

Name of this reward level

Link:

The reward url when a user reaches this level. This url should point to a reward for the user to download or view.

Reward Subject

The email subject for when a user is emailed that they have reached this reward level

Reward Email

This is where you can manage all the reward levels for you referrers. The settings are:

- {name}** - The users name.
- {referrals}** - How many referrals to unlock the award.
- {title}** - Name of the reward level

Delete

This tab is where you will setup your different reward levels for subscribers referring their friends to sign-up for your content. You will be able to set up as many rewards as you will like, by simply clicking on the “Add New”.

Step 1: Add the # of referrals a subscriber needs to reach the first reward level

Step 2: Create a title for what the reward level will be called. This should be something that will be recognizable by the subscriber, since you will be able to put this reward name into your reminder emails.

Step 3: Add the URL to where the subscriber will be able to access the content they have earned after they refer the number you have set.

Step 4: Create an E-mail subject that will notify the subscriber that they have reached their reward level.

Step 5: Create a reward e-mail that will tell the subscriber that they have been rewarded and how they can access their bonus content.

Use the following short-codes in your e-mail to dynamically add the content you previous setup.

{name} – Pulls in the subscribers name

{referrals} – Tells the subscriber how many referrals they have earned

{title} – Adds the name of your reward level that they have reached

**** Make sure you also add the URL to where they can access the reward content.

Click “Add New” to add another reward level, then repeat the following process.

Tab 6: Welcome E-mail

Welcome Email

Opt-in User Welcome Email

From Address:

mark@stayonsearch.com

The Address the email is sent from

From Name:

Mark Thompson

The name of the person who is sending the email

Email Subject:

Thank You for Your Request

The subject of the email sent

Email Body:

Hey {name},

Thank you for requesting to receive the Blogging Income Series video course.

Don't forget that if you receive an awesome bonus PDF if you refer 5 people.

Also if you refer 20 people, you will get a 50% discount on the course.

Here is your unique referral URL: {url}

Thanks,
Mark

Please enter your Postmark Server details as required and enter a valid email address. If you do not have a Postmark account, you can get one at: www.postmarkapp.com.

You can use several Tags in the Email textarea that are applied to each subscribers details when the email is sent. These are:

{name} - Displays Subscriber's registered name

{referrals} - Displays the number of referrals

{level} - Displays Subscriber's next level

{url} - Displays the users unique referral url in the email

{reward-item} - Displays next level's Reward

This is where you will enter your “Welcome E-mail” that will be sent to the user, immediately following Opting in. This e-mail is meant to thank them for subscribing and to encourage them to refer their friends to sign-up so they can receive bonus content.

NOTE: It is important to note that the E-mail provider confirmation email will also be sent (if you require double opt-in).

Step 1: Add the “From Address” you want the e-mail to be sent from

Step 2: Add your “From Name” that you want to be displayed on the email

Step 3: Create an “Email Subject”

Step 4: Create the main email body

Similar to the Reward email, you will be able to add short-codes to your email that will automatically pull in

{name} – Pulls in the subscribers name

{level} – Displays the subscribers next reward level

{reward-level} – Displays the subscribers reward they will get for reaching the next level

{name} – Pulls in the subscribers name

{url} – Displays the subscribers unique referral URL

NOTE: Make sure you encourage the subscriber to tell their friends and receive your awesome bonus content. Also make sure you add their unique referral URL so they can reference again in their email.

Tab 7: Referral Reminder

Referral Reminder

Postmark Server Details

Postmark Server API:

ecbf3b43-35e0-4c9f-a587-d0daab86edae

The api code of your postmark server. (found in the api section)

From Address:

mark@stayonsearch.com

The address the email is being sent from.

From Name:

Mark Thompson

The name of the person who is sending the email

Email Subject:

Reward Reminder for Your Free Gift

The email subject

Email:

Hey {name},

Don't forget you are only {referrals} referrals away from reaching bonus level {level} and receiving {reward-item}.

Start telling your friends so you can get your bonus.

Thanks,
Mark

Please enter your Postmark Server details as required and enter a valid email address. If you do not have a Postmark account, you can get one at: www.postmarkapp.com.

You can use several Tags in the Email textarea that are applied to each subscribers details when the email is sent. These are:

{name} - Displays Subscriber's registered name

{referrals} - Displays the number of referrals

{level} - Displays Subscriber's next level

{reward-item} - Displays next level's Reward

This is where you configure what you want the reminder email to say, to remind them to keep referring their friends in order to receive their next reward bonus.

NOTE: This email is automatically e-mailed to them once a week, through a Wordpress cron job. We are planning on adding the ability to schedule your reminder e-mails as you would like.

Step 1: Add your Postmark Server API (see the section that talks about Creating a Postmark Account to find your API)

Step 2: Add the Email Address you want the email to be from

Step 3: Add the name you want the email to be from

Step 4: Add the subject of the email. Feel free to add a short-code in the subject to entice them about their next bonus level.

Step 5: Create the email body that is meant to remind them to keep referring their friends and that they can gain awesome bonus reward content.

Similar to the Reward and Welcome email, you will be able to add short-codes to your email that will automatically pull in

{name} – Pulls in the subscribers name

{level} – Displays the subscribers next reward level

{reward-level} – Displays the subscribers reward they will get for reaching the next level

{name} – Pulls in the subscribers name

{url} – Displays the subscribers unique referral URL

Tab 8: Subscribers

Subscribers

Page 1 of 3 [1](#) [2](#) [3](#) »

Ref ID	Name	Email	Reward Level	Referrals
44	test	asfdasd@yahoo.com	0	0
43	test	testawsh@yahoo.com	0	0
42	afdasdf	afdsas@stayonsearch.com	0	0
41	asdfsdf	asdfawer3@yahoo.com	0	0
40	jdohoa	oashdohd3243443d@stayonsearch.com	0	0
39	jdohoa	oashdohd343d@stayonsearch.com	0	0
38	jdohoa	oashdohdd@stayonsearch.com	0	0
37	jdohoa	oashdoh@stayonsearch.com	0	0
36	Mark Thompson	ophgaps@stayonsearch.com	0	0
35	test	dafsfasd@stayonsearch.com	0	0
34	test23232	wsthoh@stayonsearch.com	0	0
33	sadfsas	asdfawr@stayonsearch.com	0	0
32	dasfasd	aserrr@stayonsearch.com	0	0
31	fadsasa	erqw@stayonsearch.com	0	0
30	aswe	fdasf@stayonsearch.com	0	0
29	fadsf	fasdfae@stayonsearch.com	0	0
28	fasdf	ohosadhyo@stayonsearch.com	0	0
27	john	asdo4fh@stayonsearch.com	1	6
26	postmarktest1	postmarktest1@gmail.com	0	0
25	hasodfh	hoahdof@stayonsearch.com	0	0

This is where you will be able to monitor who has subscribed to your offer. You can also look at each subscriber to see how many people they have referred and which reward level they are currently at.

You can sort the data by clicking the top of any of the columns.

Don't forget that you also have reminder email data that is stored within Postmark!

Creating a Postmark Account

The screenshot shows the Postmark website with a yellow background. The navigation bar includes links for Home, Why Postmark?, Pricing, Documentation, Blog, Log In, and a Sign Up button. A note indicates that 1,000 emails are sent for free. The main heading reads "Email delivery for web apps - done right." Below this, there are three overlapping images: a "URGENT" envelope, a screenshot of the Postmark dashboard showing a "Server Overview" with a line graph of "Mails Sent" and "Mail Stats" (37,312 sent, 1,438 bounced, 178 failed), and a pricing card stating "Only \$1.50 For 1,000 emails". A text box on the right says "Postmark helps small and large web apps deliver and track transactional email. Stop worrying about setup, delivery, and server maintenance. We already excel at this." At the bottom, a dark bar titled "How it works:" contains two steps: 1. "Create a server in one click" with a Rack icon and the text "No heavy lifting needed. That's our job." 2. "Drop API code into your app" with an App icon and the text "Simple libraries for Ruby, Rails, .NET, Python, PHP, and others."

Postmark is the system we use to manage the automated reminder emails. We choose to integrate Postmark because of the increase deliverability rates and the fact that for people with large email lists, Wordpress would not be able to handle emailing 1,000s of subscribers at a time.

NOTE: PostMark does provide you 1,000 free credits and then they charge \$1.50 per 1,000 emails sent.

You are not required to use Postmark, just realized that the reminder system will not work.

Step 1: Go to <http://postmarkapp.com/>

Step 2: Click the Sign-Up link in the top right and create your account

Step 3: Add a new Shared or Dedicated server (Shared should be fine)

Step 4: Name the Server

Step 5: Make sure you add the API key to List Eruption

NOTE: In the “Credential” settings, make sure SMTP is “enabled” if it isn’t already.

RECOMMENDED:

In order to ensure effective email delivery, we highly recommend that you setup email authentication in your DNS records. While we already take care of SPF and DKIM on our side, it's important for you to create records for SenderID and DKIM on your own domain. Major ISPs such as Yahoo, Gmail, and Hotmail use this to verify the identity of your emails and track reputation. Please follow the steps below.

1. Setup SPF/SenderID Records

Add the following DNS TXT record to your domain.

```
v=spf1 a mx include:spf.mtasv.net ~all
```

2. Setup DomainKeys/DKIM

Postmark is automatically set up to handle DomainKeys/DKIM for any Sender Signatures you create. Add the following TXT record to the subdomain `pm._domainkey.stayonsearch.com` in your DNS.

```
k=rsa;p=MHwwDQYJKoZIhvcNAQEBBQADawAwaAJhALF0MVBqJeKUdhKsxQ+Be9z4NnZ9h7bT9ODGPX9iUXhDo  
QEiAO4Bkw+KkRjJkYj7+YEDysJVhV8hurF0HV2B9qoFtGh+ihQ4lrQ3uupYpUAF/gqEuzt8e5/nqQ6K4hwuwwIDAQAB
```

Support Issues

For any support related issues, please don't hesitate to contact our support desk at support@listeruption.com

We will try our best to get in touch with you and resolve your issue as quickly as possible.

Also, feel free to send us feature requests that you would like to see added to List Eruption!