

2stepoptins.com

WordPress Plugin

User Manual

THE FOLLOWING TERMS AND CONDITIONS APPLY:

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Installing “2StepOptins”.

Installing the plugin is like installing any other WP plugin.

Step 1: Go to the "Plugins" section and click.

Step 2: Click "Add New" and Upload the included zip file.

Step 3: Activate "2StepOptins".

Using “2StepOptins”.

After activating the plugin, create a New WordPress Page or Post as you usually do.

You'll see the “2 Step Optins” icon in your editor.



You'll use this button to insert your 2 step optin button on any place of your choice (can be a wordpress page or post).

After clicking the icon, you'll see a window (you'll find a screenshot of it below), from where you can customize your 2 step optin.

Comment: A 2 step optin has two components:

- 1) A Button.
- 2) A Popup (Which contains the autoresponder form).

This window will allow you to easily customize the settings of both components:

Text Button Options [X]

Style (Button and Popup): Green

Main Button Text: Download Your Copy

Popup Headline: Enter Your Details Below

Name Placeholder: Enter Your Name...

Email Placeholder: Enter Your Primary Email A

Popup Button Text: Click to Continue

Autoresponder: Aweber

Campaign / List ID:

Read the user manual for details.

OK Cancel

Reference:

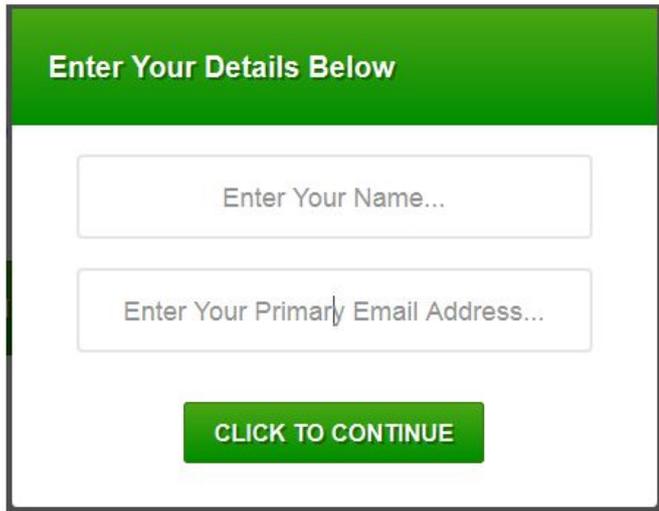
1. Style: This will let you select the color of your button / popup.
2. Main Button Text: The text of the button that will open the popup

Comment: If you want to use an image as your main button (instead of a text button), you can perfectly do it (more details below).

Now you'll see the options to customize the popup (popup headline, placeholders, etc).

The following image will visually show you those elements:

Popup Headline



The image shows a popup form with a green header containing the text "Enter Your Details Below". Below the header are two input fields: the first is labeled "Enter Your Name..." and the second is labeled "Enter Your Primary Email Address...". At the bottom of the form is a green button with the text "CLICK TO CONTINUE". To the right of the form, there are two labels: "Placeholders" and "Popup Button Text", each preceded by a right-facing curly brace.

The final step is to connect your form with your autoresponder.

If you're using **Aweber** or **GetResponse**, then select it from the "**Autoresponder**" drop down, and then enter the id of your list below (if you don't know how to find this value, please contact your Autoresponder Company).

New: The plugin now also supports sendreach natively.

If you're using another AR, select "**Other**" from the "**Autoresponder**" drop down and please read the "**Working with Other Autoresponders**" section below.

Even if you're working with another AR, you have to enter your list id in the "Campaign / List ID:" field.

Autoresponder: Other

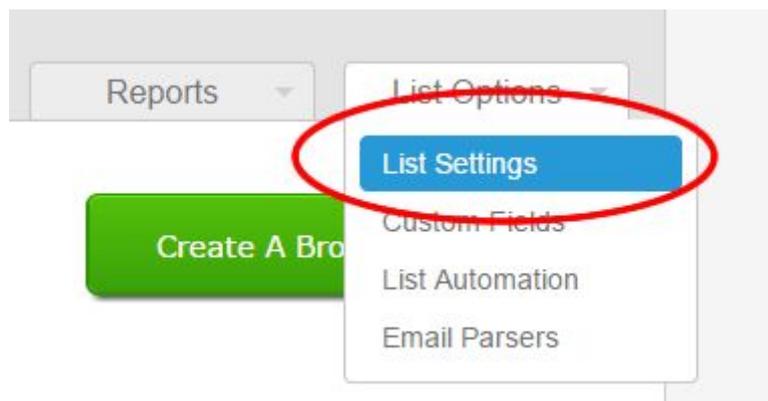
Campaign / List ID:

Read the user manual for details.

How To Find Your List ID In Aweber

Step 1: Select one of your lists.

Step 2: Go to "List Options" ---> "List Settings".



Step 3: You'll find your list ID after the "Unique List ID:" label.

List Name *

Unique List ID: [whats this?](#)

How To Find Your List ID In GetResponse

In getresponse, to get this info you need to go to the “Webforms” section.



Basically, if you didn't create a Webform for one of your lists, you need to create one.

After creating a form, you'll see it under the “Web Forms List”.

Click the “View Source” for one of your forms:



Then you need to go to the “Publish” tab and you'll see the ID:



Comment: Here, we're highlighting it in green (of course, your ID will be different than this one).

That's All!

In the following pages, you'll see how to customize some extra settings (like using images instead of text buttons) and how to integrate the plugin with other Autoresponders.

Using Images Instead of Text Buttons

If you want to use an image as your main button (instead of a text button), you can perfectly do it. Just add the **image=""** parameter to your shortcode, including the full path of the image that you want to use as your main button.

For Example:

```
[2stepoptins style="green" button1="Download Your Copy" ar="aweber" campaignid="awlist360XXXX" image="http://yoursite.com/image.jpg"]
```

You can add it anywhere before the end of the shortcode (`]`), and you don't need to delete or change any other thing.

Tip: 2StepOptins comes with built in images that you can instantly use in your 2stepoptin buttons. Just add the parameter **image** to the shortcode (as described before), with the number of the image.

Example: **image="3"**.

Here you can see the images and their numbers.



Using Aweber?

If you're using aweber, there are 2 extra parameters that you'll surely appreciate:

1) Success Url.

You can enter a url to redirect the users right after they've submitted the form (it can be a one time offer etc).

To use a success url, just add the **awsuccessurl** parameter to your shortcode.

Example:

```
[2stepoptins style="green" button1="Download Your Copy" nameph="Enter Your Name..." emailph="Enter Your Primary Email Address..." header="Enter Your Details Below" button2="Click to Continue" ar="aweber" campaignid="awlist360XXXX" awsuccessurl="http://www.yoursite.com/onetimeoffer.htm"]
```

Tip: If you're giving a gift to people who subscribe to your list and your list uses double opt-in, you should deliver your gift once the users have confirmed the subscription (go to your aweber list settings page and you'll

*find an option to enter this url), and not through the **awsuccessurl** parameter (which you could use to offer an upsell etc).*

2) Already Subscribed Url.

This allows you to show a custom url to those visitors who have been already registered, instead of showing the default Aweber “Already Subscribed” page.

To use this custom url for your “Already Registered” users, you can use the **awalreadyinurl** parameter in your shortcode.

Example:

```
[2stepoptins style="green" button1="Download Your Copy" nameph="Enter Your Name..." emailph="Enter Your Primary Email Address..." header="Enter Your Details Below" button2="Click to Continue" ar="aweber" campaignid="awlist360XXXX" awsuccessurl="http://www.yoursite.com/onetimeoffer.htm" awalreadyinurl="http://www.yoursite.com/thanks.htm"]
```

Comments:

1. Both parameters can be used at the same time.
2. This is for Aweber users only. Other autoresponders may have another way to setup this (many allow you to configure these url's from the settings page, but please check the documentation of your AR).

Working With Other Autoresponders

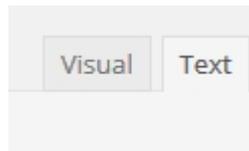
If you're using an autoresponder that's not listed, you need to add some extra parameters to your shortcode.

actionurl="Enter your action url here"

namefield = "Enter the form field used to input the visitor's name"
emailfield= "Enter the form field used to input the visitor's field"

If your autoresponder requires that you enter hidden fields (please check your AR documentation), you should add them this way:

- Step 1: Insert the shortcode into a WordPress Page or Post.
- Step 2: Go to the "Text" tab of your editor.



- Step 3: Paste your hidden fields at the end of your shortcode.

Example:

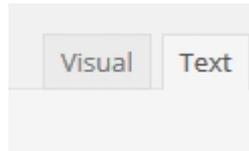
```
[2stepoptins style="green" button1="Download Your Copy" emailph="" nameph="Enter Your Name..." emailph="Enter Your Primary Email Address..." header="Enter Your Details Below" button2="Click to Continue" ar="aweber" campaignid="awlist3XXXX"]<input type="hidden" name="blabla1" value="sssssss"><input type="hidden" name="blabla2" value="sssssss">
```

- Step 4: Add this at the end of your shortcode.... `[/2stepoptins]`

Example

```
[2stepoptins style="green" button1="Download Your Copy" emailph="" nameph="Enter Your Name..." emailph="Enter Your Primary Email Address..." header="Enter Your Details Below" button2="Click to Continue" ar="aweber" campaignid="awlist3XXXX"]<input type="hidden" name="blabla1" value="sssssss"><input type="hidden" name="blabla2" value="sssssss">[/2stepoptins]
```

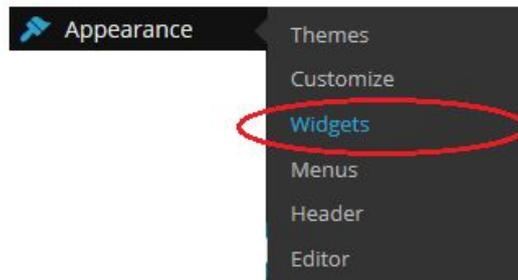
- Step 5: You can now switch to the "Visual" tab again.



“2 Step Optins” Can Be Added To a Widget .

If your theme supports widgets, you can do the payment switch by adding the “2 Step Optins” widget to it.

You’ll find the “2 Step Optins” widget here...



Locate the “2 Step Optins” widget and paste the shortcode buttons that you’ve added to another post or page, inside your widget.

Save it and you can now add the widget to your theme.

That’s All!