

How to Backup Your Email List for Security Reasons

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All right, everyone in this video tutorial, I'm gonna show you how to back up your AWeber email list right now, as we speak your email list. If you have one with AWeber is stored on one of their servers. If anything happens to that list, if it gets hacked, destroyed, accidentally deleted, then you are totally out of luck. all the time and effort that it took for you to build up that list. Whether it's a hundred people or a thousand subscribers or 10,000, all that effort just vanishes overnight. If you don't have a backup, if you do have a backup, no big deal, you also may wanna move your email list from AWeber to another company, another autoresponder email autoresponder company. At some point in the future, if you have a backup of your list, it's not a problem. So lemme show you how to do it.

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Log into AWeber obviously make sure you're on the right list. So I wanna back up the subscribers at traffic tips right here. I'm gonna click on subscribers right there. And this is showing all the subscribers on the list. As I've said, this is my dummy list or my demonstration list. You may want to click on just back up currently subscribe to the list. You wanna might wanna back up people who have unsubscribed. I'm for this, I'm gonna go with currently subscribed. So these are all the people that are currently subscribed on this particular list. Now to back it up is really easy. You just click the export data as CSV. CSV stands for comma separated value. That is a data format that Microsoft Excel works with, it understands and interprets. And so you can use or open this file with Microsoft Excel. Now, if you don't have Microsoft Excel, you might be thinking, well, I'm gonna take a look at the data.

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How am I going to take a look at the data? So I've got some information for you. Libre Office and Open Office have free open source programs that function and work with CSV files just like Excel. So it's similar to Excel. It's just the free open source version. Both of these packages, Libre Office and Open Office. Both of them also offer an equivalent open source software that works with Microsoft word and Microsoft PowerPoint. So you've got these free versions of the programs, which will work just as well as the Excel, if you don't have the Excel. Okay. So back here, so you can just Google that information if you need it. Okay. So here's the list. I'm going to export it as a CSV file, which I said is Excel, Microsoft Excel compatible. Okay, I'm gonna click here and there you go. It's in the right folder.

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Make sure you're saving it in a folder where you can find it. If you need it. Now, the title, it ends in a dot CSV right there, but the title of the file is totally nonsensical. It makes no sense. So I'm gonna give it a name that has some meaning. I'm gonna call it traffic tips. And I'm going to just give it a date. I can put today's date. You can put a dash one. It doesn't matter because the date is stored along with it. Right up here, you can see that the date that it was last modified is stored anyways, but it might be easier for you to just look and say, okay, 16 May, 2022, I'm going to click save. And it will save as a Microsoft Excel, Comma Separated Value. It's going to add the dot CSV, the file extension to the end of the file name. So you don't need to worry about that. Just click save. Okay, we do that. I'm gonna go back here. I'm gonna show in the folder. I'm gonna open the folder. This is what we just saved. Right? Traffic tip tips, 16 May, 2022. Now I'm gonna double click to open it up.

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And there you go. You may never need to look at or interpret this data. Maybe you just need to re-upload it to AWeber because your account, somehow, your list somehow, accidentally got deleted, or you may

wanna upload this list to another autoresponder company, like Get Response for instance, and you may never have to look at this data or interpret it. But if you wanted to, you could, if I double click here, it will give you the full email addresses. If I double click on this column and widen it, you'll get the names of everybody associated with those email addresses. You know, the dates that they signed up. You could look here for ad tracking and you can figure out how they ended up on your list. Let me double click that right there, how they ended up on your list when they ended up on your list, where they're from cetera, et cetera.

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Okay. So you can just click X there. And like I said, if you don't have Microsoft Excel, you can just look for the Libre Office or Open Office, very similar related, and you can see which one is better. So now once again, why would you want to back up the file? Why would it get deleted? It's possible, whether it's AWeber, get response, MailChimp, constant contact, any company you may inadvertently violate their terms of service or their policies and have your account deleted. Now, if you've got your email list backed up, that's not a problem. Like I said, there could be an electrical storm, an electrical problem. It could be human error. They go to update the server software and they accidentally delete your email list, who knows, but it could get deleted. So you've got to have backup. You've gotta think all the time and energy it took to build that list.

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Also, let me share this with you once again, how important your list is. If I lost every single online asset that I've ever created, all my video courses, videos, PDFs, websites. If I lost everything, I could still make money as an online marketer. As long as I have my email list, how would I do that? Well, let's just for the sake of example, say my list focuses on health and wellness so that people on my list, the subscribers are interested in, in products and services related to health

and wellness. So I could go to JVzoo.com, warriorplus.com, clickbank.com and look for high quality items that are related to the health and wellness, health, and wellness niche. And I would become an affiliate for those products, send the affiliate links to everybody on my list. And anytime somebody clicked on those links and bought those products, I would typically make about 50% commission.

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So I'd still be able to make money as long as I have my email list. Your email list is so absolutely, unbelievably invaluable to you as an online business owner and online marketing online marketer. So treat that list with care back it up on a regular basis, whether it's one month, once a month, once a quarter, once every six months or at the bare, bare bones minimum once a year. And you may thank me someday that you did. Okay, that's it. And that's all hope you get something out of this video. Take Care and I'll see you in the next video.