

How to Delete Email Unsubscribers to Save Money

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Okay, everyone in this video tutorial, I'm gonna show you how to save money with your AWeber account by deleting unsubscribed email addresses. But now that we're on the topic of saving money with AWeber, I just wanna let you know that you can also save money simply by paying in advance quarterly, every three months or annually. Obviously, if you pay annually, you can save almost 20%, in any event, let's get back to the monthly fee and \$19 and 99 cents per month pays for up to 500 subscribers. As soon as you get 501 subscribers, you need to pay an additional \$10 a month. So anywhere from 501 subscribers, all the way up to 2,500 subscribers, you pay another \$10 a month. So that means you actually would be paying \$29.99 per month. Now, the, it says 500 subscribers. I want you to look at this and think of this as 500 email addresses, which includes subscribers and unsubscribed email addresses.

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That's why you want to delete the unsubscribers. So you're not paying for them. Now, why does AWeber make you pay for unsubscribed email addresses? They're not trying to be sneaky or underhanded. The reason they charge for unsubscribed email addresses is because they maintain, they store all the data for those unsubscribed email addresses. So in other words, even though they're unsubscribed, AWeber still stores the data that let, that you can examine that you can look at at any time to figure out when they signed up, where they signed up, in terms of which form they used to sign up, how they got on your list what the, the city that's associated with that email address, how many, how long they've been on the list, how many emails they've opened up, how many emails they've opened up and clicked on links inside the email? So there's a lot of data there that you can look at that AWeber is storing, which is why they charge you for that information. And storing

that data. let's work with some even numbers. So let's say you got 560 subscribers or 560 email addresses on your email list or on your email lists, plural, the extra 60 that have unsubscribed on that list of 560. You may say, you know what, I'm, I'm gonna delete that information. I don't need to keep paying for it. So what you would do is you would go to your account, make sure you're in the right email list. You would click on subscribers,

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And this will show you all the subscribers on your list. This will show you current subscribed, which as you can see is only 14. This is my demonstration list. Or you can click on unsubscribed, which is what we want to do here today. Now, whether you've got one or a hundred or a thousand unsubscribed email addresses that you wanna delete, the procedure is the same. You would click here, you would go to actions, you would click delete, and then it's gonna give you the option of deleting that email address or email addresses. And then you'll click the red delete button. I'm gonna click cancel right now, cause this is just for demonstration purposes. Once again, I wanna remind you that you can say you had a big list of unsubscribed email addresses. You can export that as a data file, as a CSV file, Comma Separated Value. That's a, a data format that Microsoft Excel works with. And I explain that in the video on how to back up your email list. So you may want to download that list of unsubscribed email addresses before you delete it. And this is where you would click on it. Like I said, I showed you how to do that in another video. So basically that's it. And that's all, I hope you found this helpful and I hope to see you in the next video.