

Milestone 3 - Part 6

Integrating Your Autoresponder - Process Map

This process map details how to add your autoresponder to ClickFunnels so that you can follow up with your leads and buyers via email. Please read the entire document and watch the tutorial video before proceeding.

[Click Here To Watch The Process Map Video](#)

Step 1. Sign up for your autoresponder

If you don't already have an autoresponder I highly recommend using [ActiveCampaign](#). It is reasonably priced and integrates well with everything. You'll never outgrow it as it can do pretty much anything you'd ever need. It's also setup a bit differently in that 1 contact is 1 contact no matter how many lists they're on, unlike many other autoresponders that consider 1 contact "2 contacts" if they're on 2 separate lists. The only issue is if you plan on doing a lot of affiliate marketing as it's against their TOS. In that case, I recommend using [GetResponse](#) or [Aweber](#).

Step 2. Create your lists

When creating your lists in your autoresponder you want to have 3 in total for this project. You'll need a "Leads" list, a "Buyers" list and a "Subscribers" list. Your leads list is for people that have just opted in and haven't purchased. Your buyers list is for people that have bought anything other than your subscription offer. Your subscribers list is for all people that are signed up and paying you monthly.

Since all autoresponders are setup differently, it's not possible for me to create a setup video for this section, however your best bet is to go through the documentation for your specific autoresponder and find tutorials that will show you how to create / edit lists.

[Click Here To Read The Official Documentation From Active Campaign](#)

SUBSCRIPTION SCHOOL

Step 3. Integrate your autoresponder

Log into ClickFunnels and go to “Account Settings”

Scroll down to “Integrations” on the left hand side.

Click “Add New Integration”

Select your autoresponder from the list.

[Follow these instructions on how to integrate your specific autoresponder](#)

Step 4. Capture your leads

Once your autoresponder is integrated, go to your funnel in ClickFunnels and click “Edit” on your Tripwire Offer page.

Under “Settings” click on “Integrations” and select your autoresponder integration.

Under Action select “Add To List”

Under “List To Add” select your “Leads” list.

Under Confirmation Email select “Don’t Send Confirmation Email”

Note: Step 4 needs to be done for both your Home Page and your Tripwire offer pages. We will be capturing buyers in the next section when setting up your product details.