



# E-SUBSCRIPTION FORM 2.0 TUTORIAL

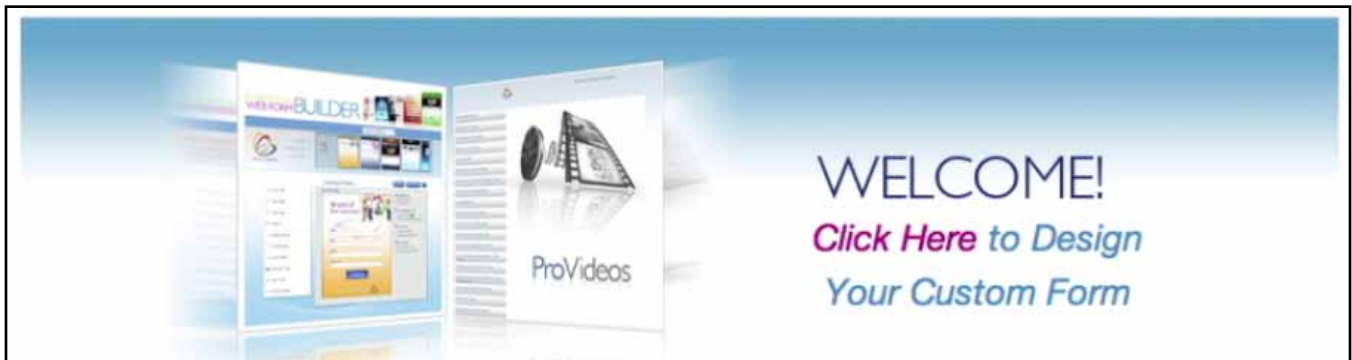
# LOOKING TO BOOST YOUR BUSINESS?

Talk Fusion can turn your Website Visitors into revenue-producing Customers. Automatically capture more business leads with our E-Subscription form.

**Let's get started!**



1. Log into your Video Communication Center. Then, move your cursor over the button entitled, "Video Responders." Select the "E-Subscription 2.0" link from the dropdown menu and your E-Subscription 2.0 Web Form Dashboard will appear in a new window.



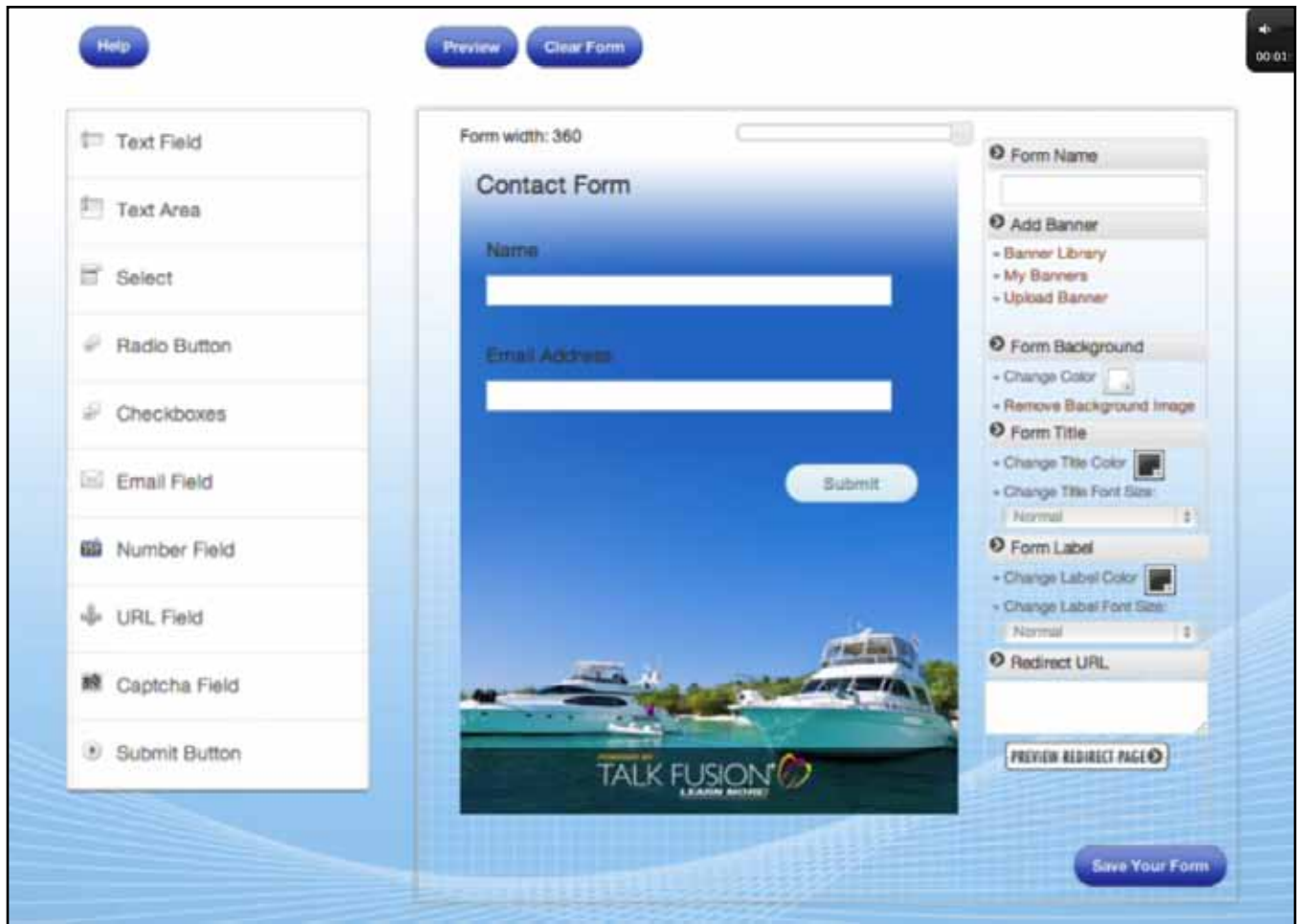
2. You can view all of your E-Subscription 2.0 campaigns here in the dashboard, and click on each to retrieve information.

To create a new automatic lead capture form, click on “Click Here” in the Dashboard banner to open your E-Subscription 2.0 Web Form Builder.



3. In the Web Form Builder you can create and customize your automatic lead capture form to best suit your needs.

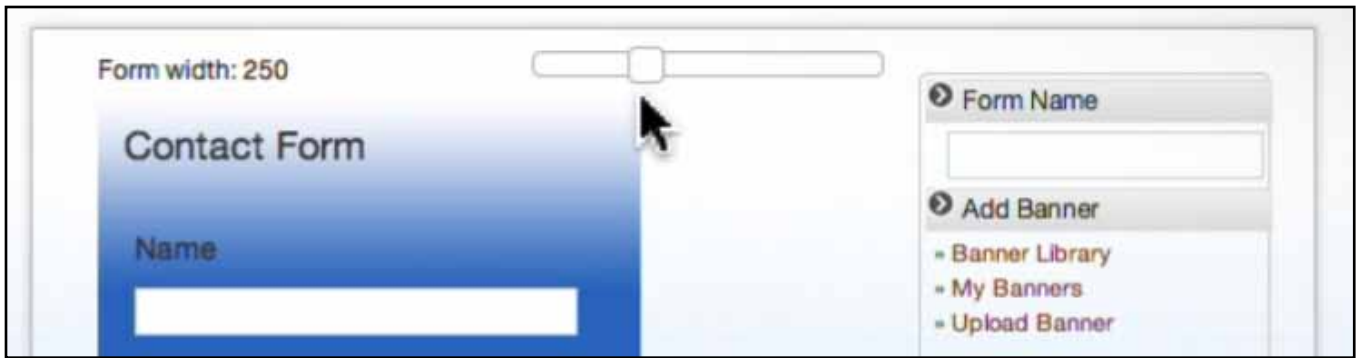
Start by selecting a design from the Web Form Builder’s animated Gallery. You can browse more than 100 designs by category, or by The Latest (newest designs), The Most Popular (most used), or Your Favorites (your most used). Use the left and right arrows to scroll through categories. When the design you want appears on the Gallery, click on it.



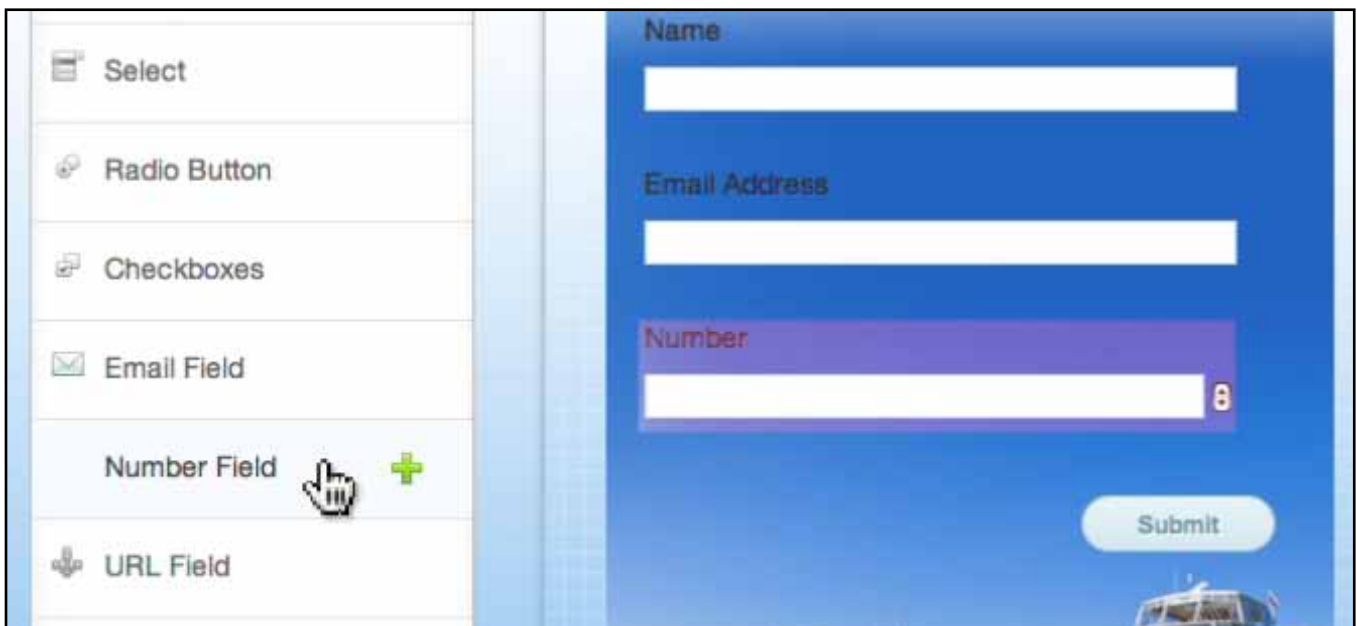
4. Your design will appear in the Design Studio below the Gallery. This is where you can customize your automatic lead capture form to best suit your needs. You can add specific or generic fields from the menu on the left, edit or delete fields directly on the form itself, and name and further customize the look and function of your form using the menu on the right.

(NOTE: Talk Fusion Product and Opportunity Forms are fixed for size and number of fields.)

At any time, you can see how your form will look on your website by clicking the “Preview” button, start over with the form’s default look and fields by clicking the “Clear Form” button, or get assistance by clicking the “Help” button.



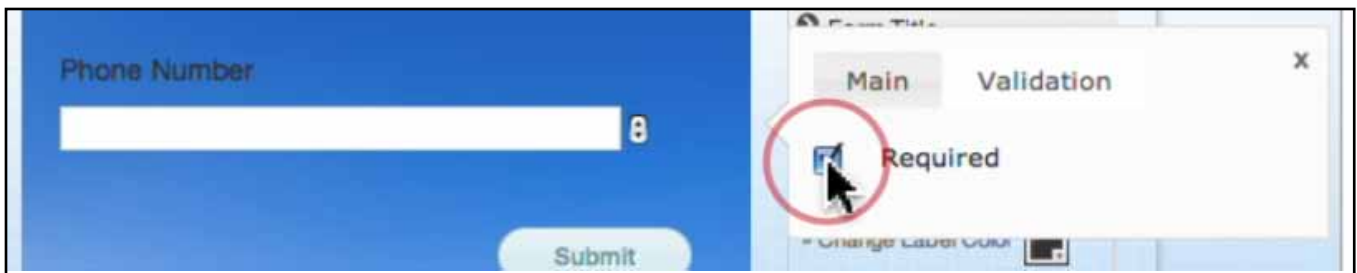
5. Start by adjusting the width of your form by using the slider located above the form on the right. Width is measured in units of digital size called pixels. The default setting is 360Px, which is also the widest. You can go as low as 200Px wide.



6. Next, add some fields to your form. By default, your form has fields for “Name” and “Email Address.” Let’s say you want to add a field for subscribers to enter their phone number. Click on the “Number Field” selection in the left menu. A field labeled “Number” will be added to your form.

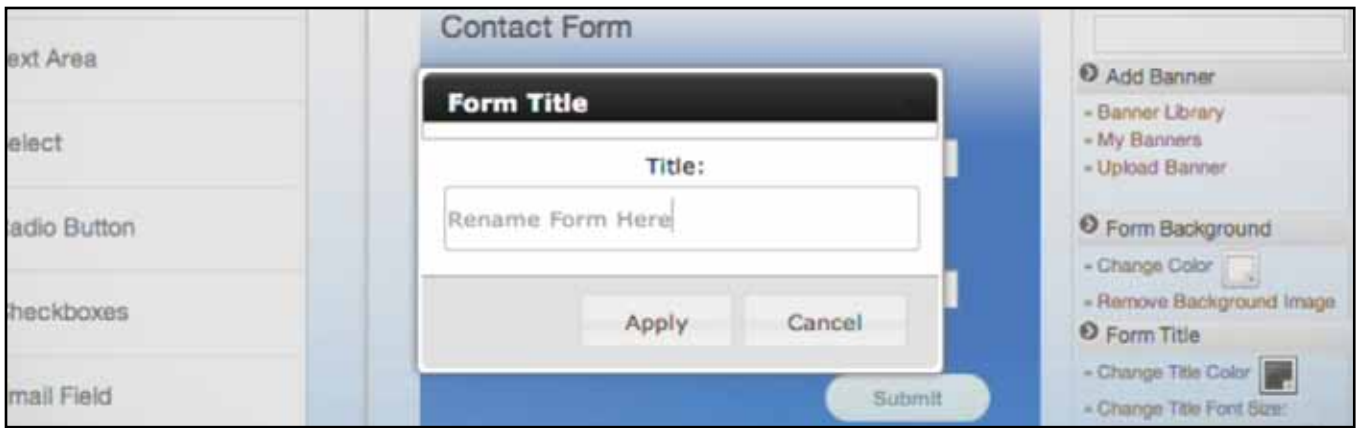


7. Perhaps the field label “Number” isn’t specific enough—you want the field to be labeled “Phone Number.” Hover your cursor over the “Number” field until the pencil and “X” appear, then click on the pencil. A pop-up window will appear in which you can type a new label, which will change automatically on the form.



8. You can also use the Edit (“pencil”) pop-up to make the field “Required” by clicking on the “Validation” tab and making sure the “Required” box is checked.

You can add as many fields as you need to your automatic lead capture form in this manner—simply choose the style you want from the left menu and click it, then hover your cursor over the new field on the form and click the pencil to edit it. Your form will stretch vertically to accommodate new fields.

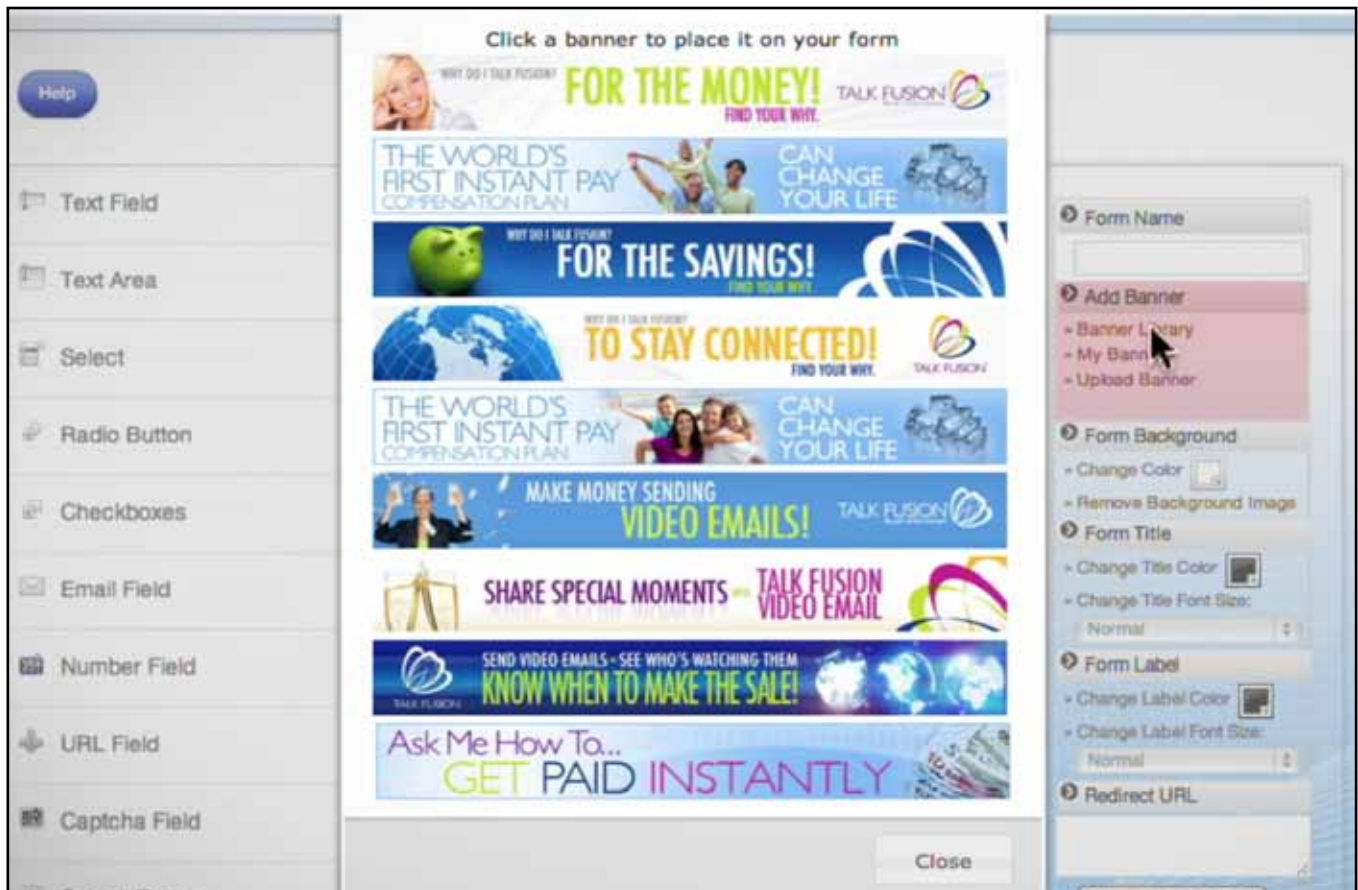


9. By default, your automatic lead capture form is entitled “Contact Form.” To change the title, hover your cursor over the title until the pencil icon appears, click on it, then type your new title into the “Form Title” box and click “Apply.”



10. To delete the form title or any field that you have added, hover the cursor over that field, click the “X,” and confirm your desire to delete it.

(NOTE: The default “Name” and “Email Address” fields cannot be deleted.)



11. Add a banner to your automatic lead capture form by clicking on “Banner Library” and selecting a Talk Fusion Banner, clicking on “My Banners” and choosing from banners you have used previously, or clicking on “Upload Banner” to use a banner stored on your computer’s hard drive.

If you decide you don’t like the banner you have chosen, simply click the “X” to delete it.

The E-Subscription 2.0 Web Form Builder right menu offers other custom options as well. You can change your form’s background color, or adjust the size and color of your title and field labels to get the exact look you want. You can even tell the form where to send a subscriber after the “Submit” button is pressed by inserting a web address (i.e. [www.talkfusion.com](http://www.talkfusion.com)) into the “Redirect URL” box.



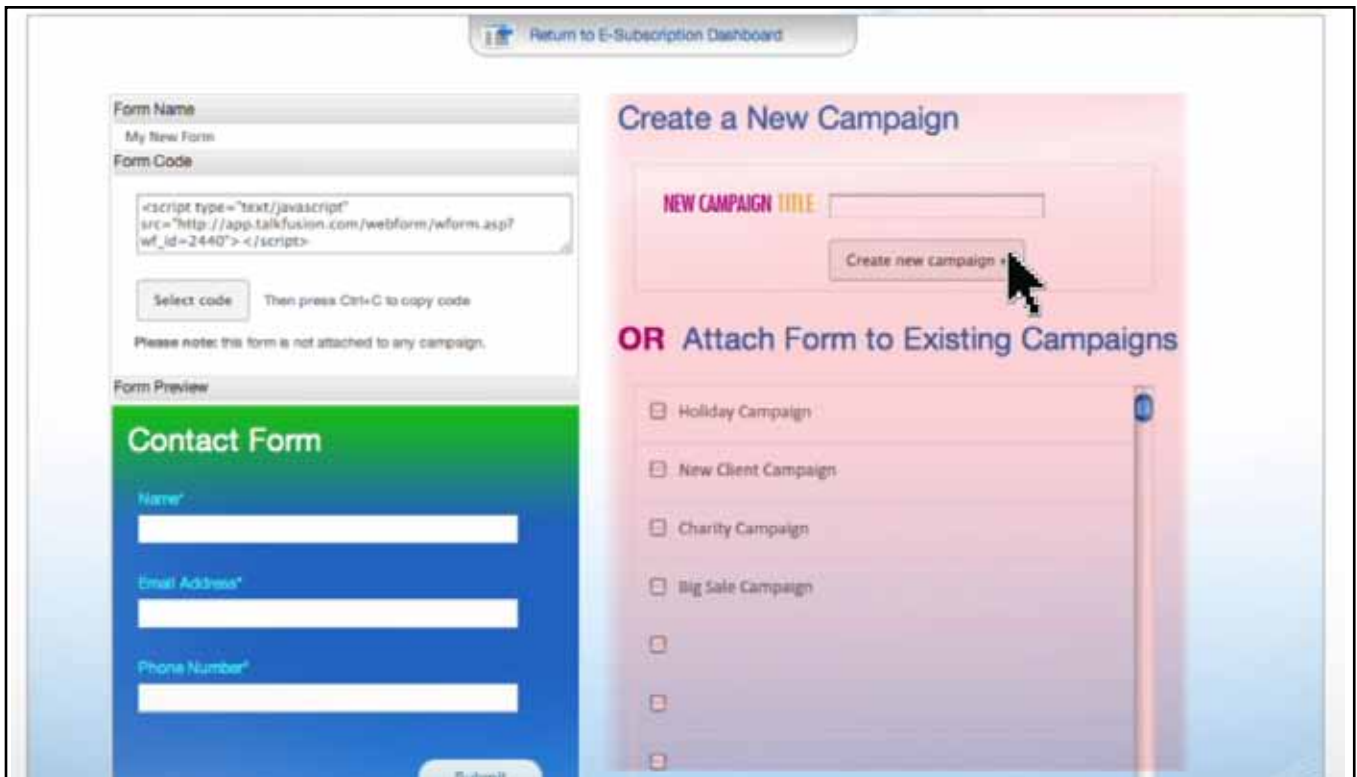


12. Enter the name of your new automatic lead capture form in the box at the top of the right menu. We suggest choosing a name that is easy to remember and relates to the specific usage of the form. The E-Subscription 2.0 Web Form Builder will automatically check to make sure you have not already used the name you select.



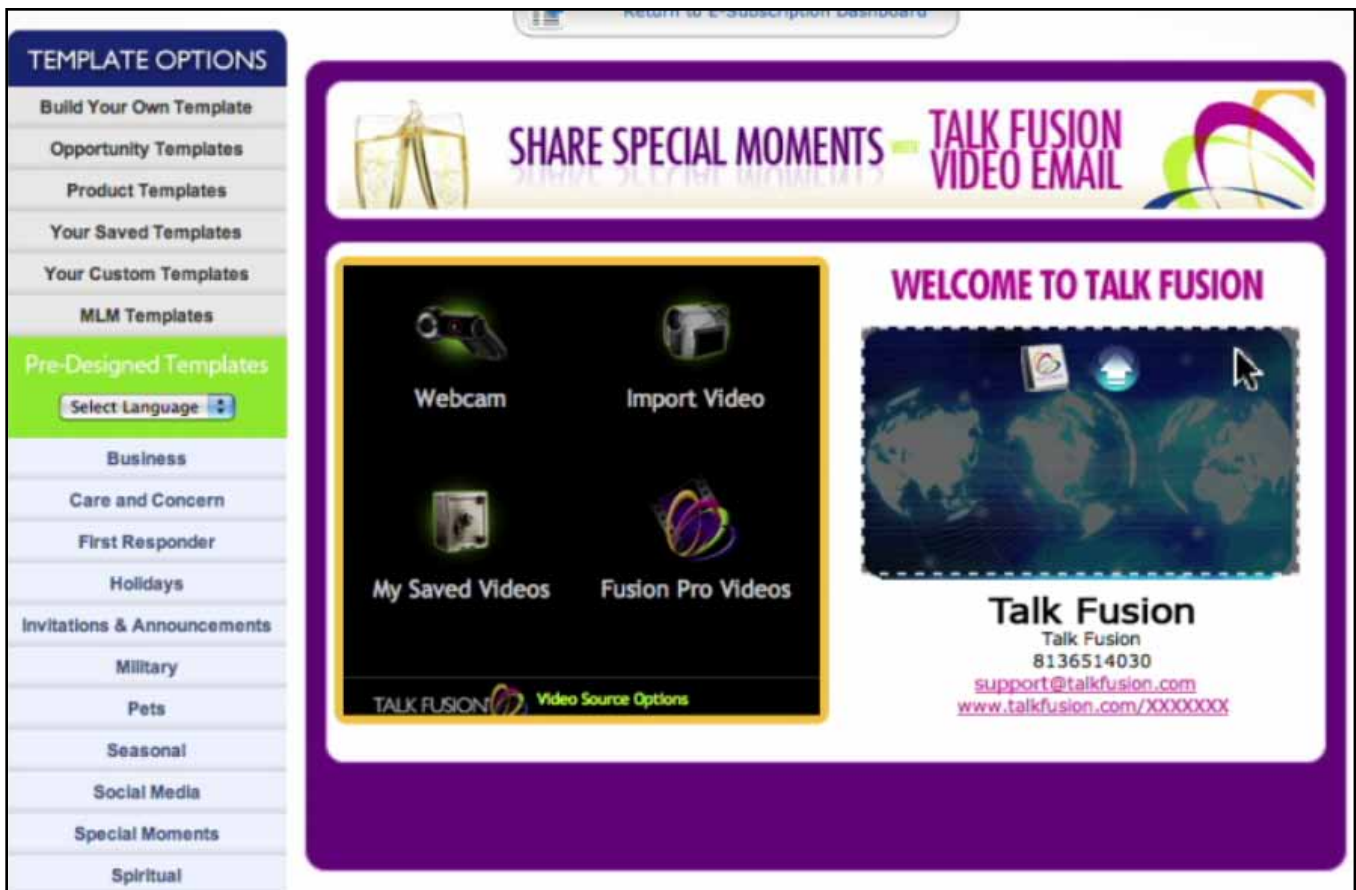
13. When you have your new automatic lead capture form just the way you want it, save your work!

Clicking “Save Your Form” will take you to the E-Subscription 2.0 Web Form Builder Campaign Page.



14. Congratulations! You have successfully created your own brand-new automatic lead capture form. On the E-Subscription 2.0 Web Form Builder Campaign Page, you can preview your form, copy the automatically generated html code to place the form on your website, and attach the form to a new or existing E-Subscription 2.0 campaign.

Let's Create a New Campaign, in which we will create personalized Video Emails that will automatically be sent to the new subscribers who fill out your automatic lead capture form. Type in the name of your new campaign—we suggest using a name that is easy to remember and relates to the specific use of the campaign—and click the “Create New Campaign” button. You will be taken to the Campaign Studio.




15. Your Campaign Studio works identically to your Video Email Studio. Use your Custom Template, choose from thousands of pre-designed templates, or create a new template by changing the border colors, banner, headline and picture using our easy onscreen icons.

To create a new template by changing the border colors, banner, picture or headline, simply hover your cursor over the area you want to change until the Option Icons appear, then select the option you want. You can select banners and pictures from Talk Fusion's library, or upload new ones from your computer.

**Get Excited!**

Webcam      Import Video

My Saved Videos      Fusion Pro Videos

TALK FUSION  Video Source Options

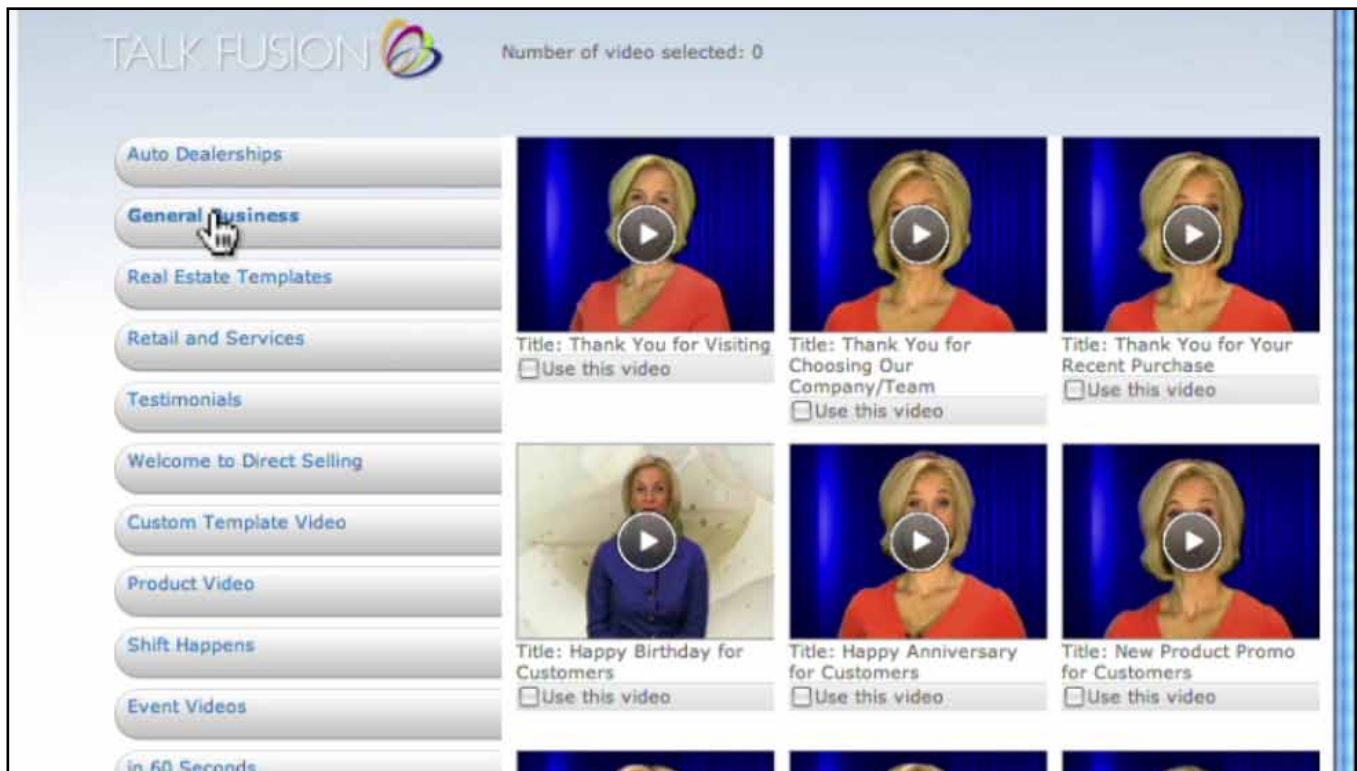
**Talk Fusion**  
 Talk Fusion  
 8136514030  
[support@talkfusion.com](mailto:support@talkfusion.com)  
[www.talkfusion.com/XXXXXXX](http://www.talkfusion.com/XXXXXXX)

16. Once you are satisfied with your template, you will want to select or make a video for your new campaign.

You can choose to make a new video with your webcam, import a video from your computer, use a saved video from your Video Library, or share a Fusion Pro Video. In this tutorial we will use a Fusion Pro Video, so click the link in the template with the Talk Fusion logo and the words “Fusion Pro Videos.”



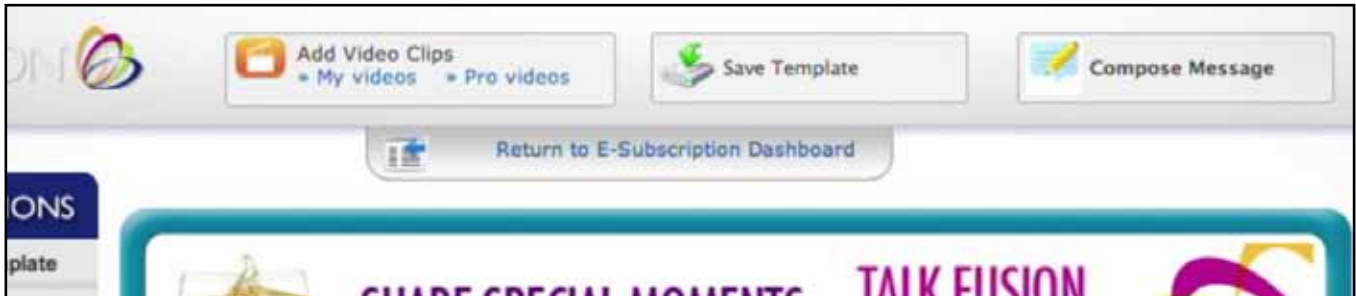
17. In the pop-up window, select a category of Fusion Pro Videos. We'll select "General Business."



18. Check the boxes under the videos you would like to use. With E-Subscription, you can select just one video, or as many as you like! When you are finished, click the "Use Selected Video/Sort Selected Videos" button.



19. If you selected more than one video, a new pop-up window will open with your videos pictured vertically. You can re-order them easily by simply clicking on the images and dragging them up or down. When you have the videos in the order you want them, click the “I Am Done Sorting” button.



20. You will be directed back to your Campaign Studio, which now includes options to add more videos to your Video Email, save your template and compose the text of your message.

To add more videos, select your Video Library or the Talk Fusion Pro Video Library, and repeat the previous 2 steps.

To save your current template, click the “Save Template” button, name your template and click “Save.” You also have the option to set your current template as your default template.

When you are satisfied with your Video Email and template, click the “Compose Message” button.



**Winter Customer Drive 2 :: Message 1**

Scheduling:

Subject (required):

Attachment: Select File »  no file selected

Message:

Place Dear [Contact Name] before the message

**Video(s) for this message**

Display these links on my mail view page:

Now Our Video Email buttons can link right to your Facebook and / or Twitter Pages!

Simply enter the URL(s) to your personal Facebook and/or Twitter pages below.

facebook.com/

twitter.com/

**Your contact information for this message:**

Display Name (required):

Business Name:

Phone Number:

Email (required):

Web Address (required):


21. Here is where you create a personalized message to be sent with your Video Auto Responder. Set the time-frame you prefer, and write your own subject line and message. You can also instruct the Video Auto Responder to insert a personal greeting into each message using the text in your Contact List’s “Contact Name” fields, replace Talk Fusion’s Facebook and Twitter URLs with your own, or remove the social media link buttons completely.

When you are satisfied with the contents of this campaign’s message, click the “Save Message” button.

Winter Customer Drive Add message

Message 1

Video(s) for this message



00:00 00:00

[View template](#) [Edit template](#)

**Subject:** Winter is almost here!

**Message:**

Thank you for business! We are excited for the upcoming season and look forward to seeing you soon!

Don't forget to spread the word about our seasonal deals and take advantage of these special offers while they last!

All the best!

[Recall message](#) [Edit message](#)

**Summary:**    #Sends: 0    #Views: 0    #Clicks: 0    #Fwds: 0    #Fwd Views: 0    #Spams: 0

Cancel this campaign

22. Congratulations! You have successfully created a Video Auto Responder campaign for your automatic lead capture form. Every person who fills out your form will receive your attractive personalized Video Email, delivered at the time you have specified.

On this page, you can view message information as it relates to subscribers. You can edit or recall single messages, or add a message to a particular subscriber, as well as keeping track of how many times your message has been sent and viewed, along with other useful information. You can also cancel the campaign here.

(NOTE: To view additional information entered by a subscriber into your automatic lead capture form—additional phone number, website address, Skype ID, etc.—return to the Dashboard, click on a form’s number of subscribers to the right, then click the magnifying glass icon next to the subscriber’s name.)

Before we finish, let’s take a look at where new subscribers who fill out your form will appear in your Address Book.





23. Back in your Video Communication Center, move your cursor over the “Video Emails” drop-down menu and click on “View Contacts.”



24. On the left menu in your Address Book, a folder with the name of your new automatic lead capture form will be automatically created the first time someone joins your list and confirms their email address. After that, every Lead who fills out your form will be added to this folder, allowing you to easily keep track of your generated Leads!

# E-SUBSCRIPTION FORM 2.0 TUTORIAL

E-Subscription Forms are the simple way to let people subscribe to your website, receive a free offer, or get sales information. Be sure to add a personal touch to every customer interaction!

Start creating your own Campaigns **TODAY!**