



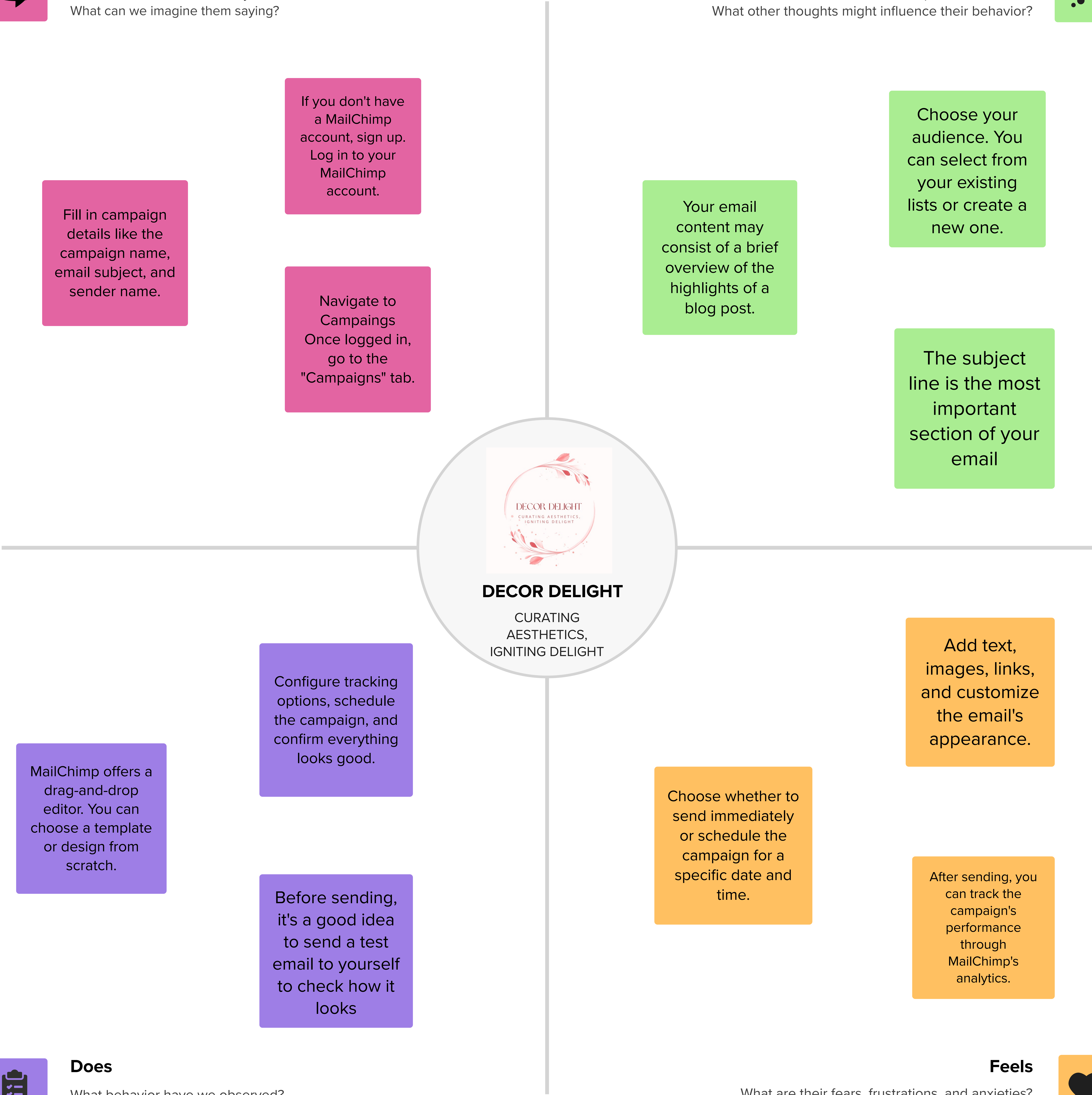
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



DECOR DELIGHT
CURATING
AESTHETICS,
IGNITING DELIGHT

Fill in campaign details like the campaign name, email subject, and sender name.

If you don't have a MailChimp account, sign up. Log in to your MailChimp account.

Navigate to Campaigns
Once logged in, go to the "Campaigns" tab.

Your email content may consist of a brief overview of the highlights of a blog post.

Choose your audience. You can select from your existing lists or create a new one.

The subject line is the most important section of your email

Add text, images, links, and customize the email's appearance.

Choose whether to send immediately or schedule the campaign for a specific date and time.

After sending, you can track the campaign's performance through MailChimp's analytics.

Configure tracking options, schedule the campaign, and confirm everything looks good.

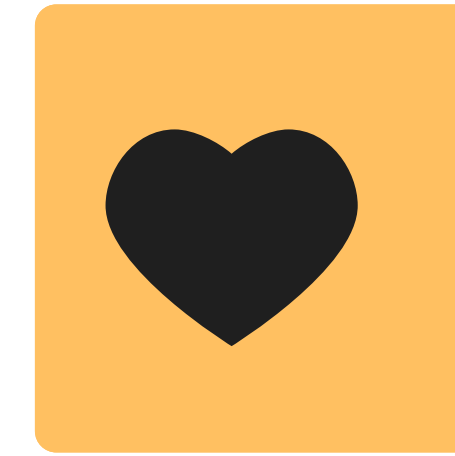
Before sending, it's a good idea to send a test email to yourself to check how it looks

MailChimp offers a drag-and-drop editor. You can choose a template or design from scratch.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?