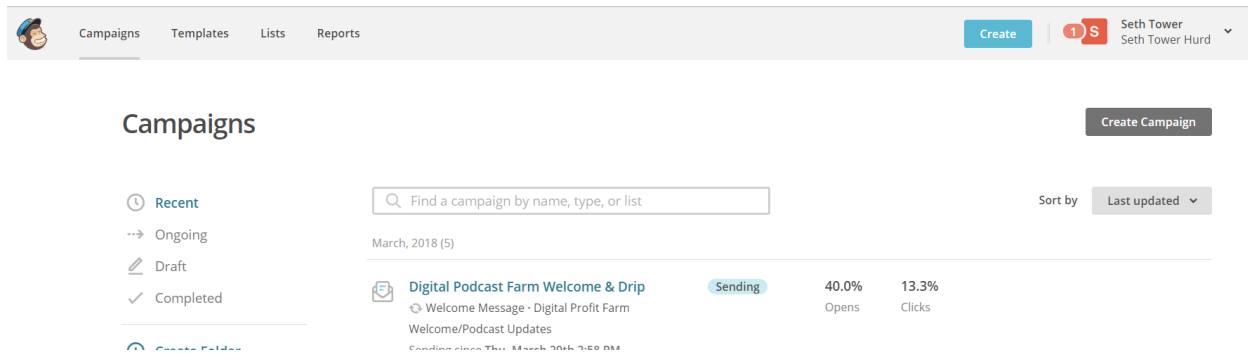


MAILCHIMP TUTORIAL

1. Login: sethtowerhurd@gmail.com

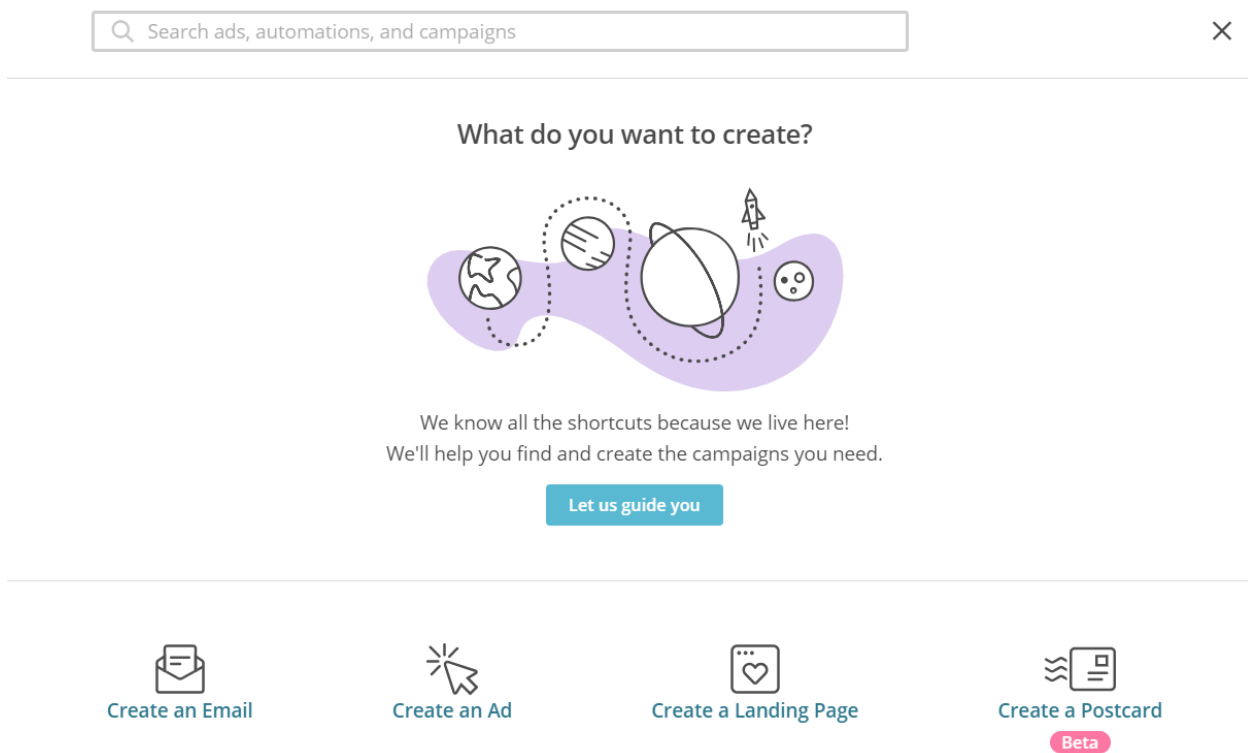
Password: Nesbitt.52

2. Login, go to “create.”



The screenshot shows the Mailchimp 'Campaigns' dashboard. At the top, there's a navigation bar with 'Campaigns', 'Templates', 'Lists', and 'Reports'. A 'Create' button is on the right, next to a user profile for 'Seth Tower' with a notification badge. Below the navigation bar, the 'Campaigns' section is active. On the left, there's a sidebar with filters: 'Recent' (selected), 'Ongoing', 'Draft', 'Completed', and 'Create Folder'. A search bar is present with the text 'Find a campaign by name, type, or list'. To the right of the search bar, there's a 'Sort by' dropdown set to 'Last updated'. The main content area displays a table of campaigns. The first campaign is 'Digital Podcast Farm Welcome & Drip', which is in the 'Sending' status. It includes a sub-header 'Welcome Message - Digital Profit Farm' and a description 'Welcome/Podcast Updates'. Performance metrics show '40.0% Opens' and '13.3% Clicks'. A small note at the bottom of the row says 'Sending since Thu, March 30th 3:40 PM'.

3. Click “create an Email” (Bottom left on the pop up window)



The screenshot shows a Mailchimp pop-up window titled 'What do you want to create?'. At the top, there's a search bar with the text 'Search ads, automations, and campaigns' and a close button (X). Below the search bar, there's a large illustration featuring a purple cloud-like shape with various icons inside: a globe, a planet with rings, a rocket, and a face. Below the illustration, there's a text block that reads: 'We know all the shortcuts because we live here! We'll help you find and create the campaigns you need.' Below this text is a blue button labeled 'Let us guide you'. At the bottom of the pop-up, there are four icons with corresponding text labels: 'Create an Email' (with an envelope icon), 'Create an Ad' (with a starburst icon), 'Create a Landing Page' (with a heart icon), and 'Create a Postcard' (with a postcard icon). The 'Create a Postcard' label has a pink 'Beta' badge next to it.

4. Name Email Campaign “Test 1”” was the name I did this week, cause that’s the episode it’s about.
5. Select **Test Group** to send to. Be VERY sure it’s the correct list going forward 🤔

✓ **To**
Who are you sending this campaign to?

List

Choose a list ▼

Save Cancel

✓ **From**
Who is sending this campaign? Add From

✓ **Subject**
What's the subject line for this campaign? Add Subject

✓ **Content**
Design the content for your email. Design Email

6. Send to all subscribers, do not personalize.
7. Hit Save
8. From: Seth Tower Hurd, seth@digitalprofitfarm.com
9. Or, client email address.
10. Add title and preview text (first couple of sentences from the email body...whatever will fit).
11. Click “Design Email”

✓ **Content**
Design the content for your email. Design Email



12. Add the subject line. Then, copy the first 1-2 sentences for “preview”
13. Move onto design,. Choose “Single column format.” “Sell Products” works well

Change template

Currently selected: Sell Products

Layouts

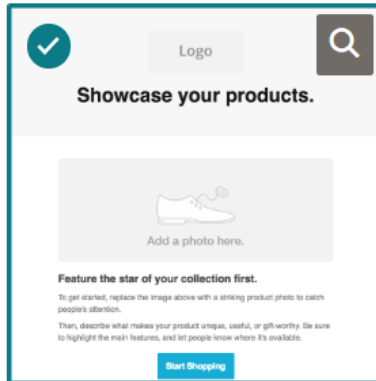
Themes

Saved templates

Campaigns

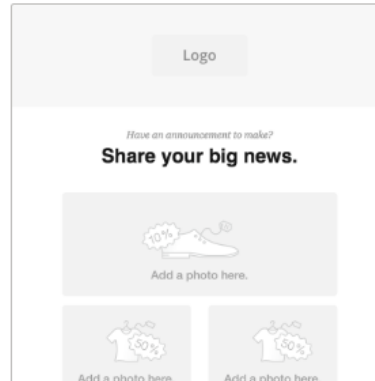
Code your own

Featured



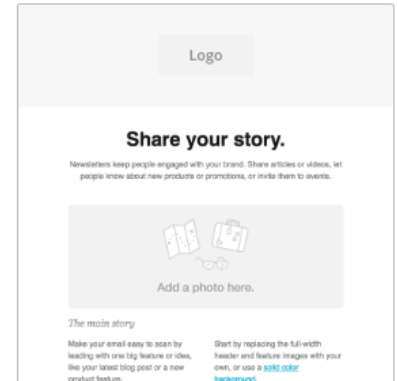
Sell Products

Market a line of products or promote seasonal items.



Make an Announcement

Share details about a sale, event, or other big news.



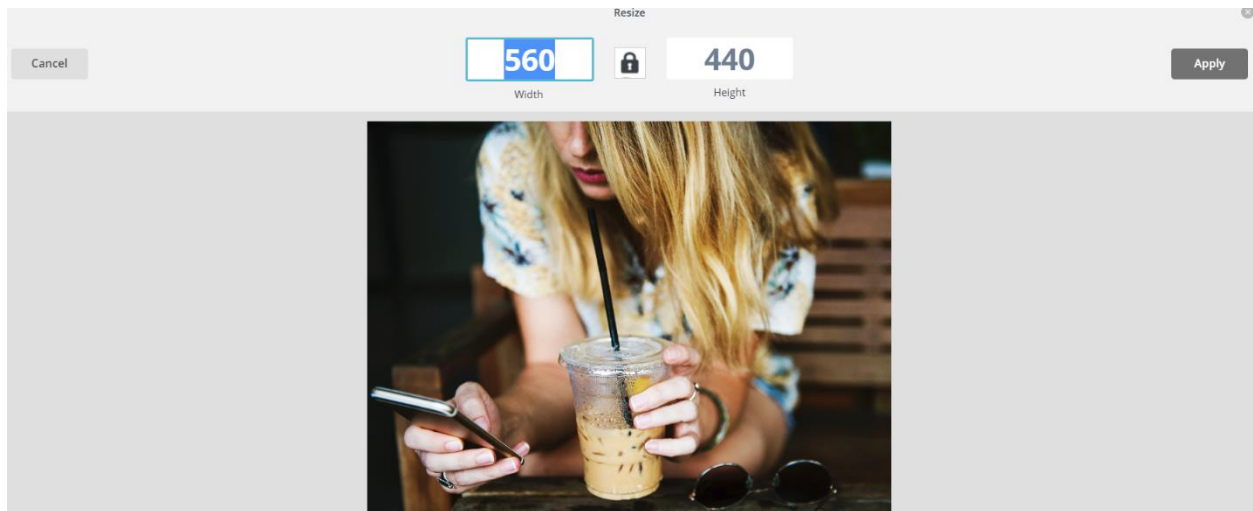
Tell A Story

Send a newsletter to let people know what you've been up to.

14. Once in the theme, click on the “sell products” photo, then click “replace” on the right hand side. Upload the photo I sent you, width is 540px. In this case, the photo is already saved to that size, but you can always resize any photo by clicking “edit” next to “replace” on the right hand side.

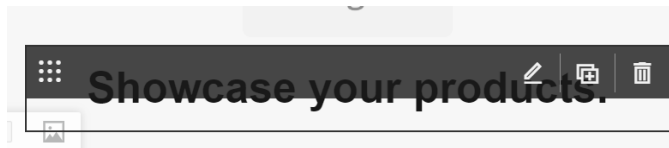
Depending on how it feels, you can go up to 560px width if it feels right.

I source photos from unsplash.com. Feel free to try finding some appropriate images to use.



15. Repeat the process to add the logo.

16. Delete the “showcase your products” headline using the trash can logo to take that part out. We don’t need it.



Go ahead and delete the bottom blocks as well for this example.

17. Click inside the text box...delete what’s there, and add new text.

18. This might happen.

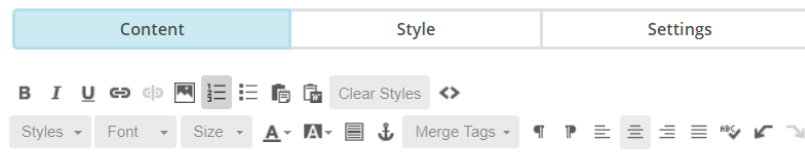


In my early twenties, the big trend in careers was ZERO downtime. Entrepreneurs like Facebook's Shawn Fanning bragged about staying up for 36 hours

[Watch the Video](#)

If it does, there's old code in there...

Switch the font to Verdana and the text to body. And left align.

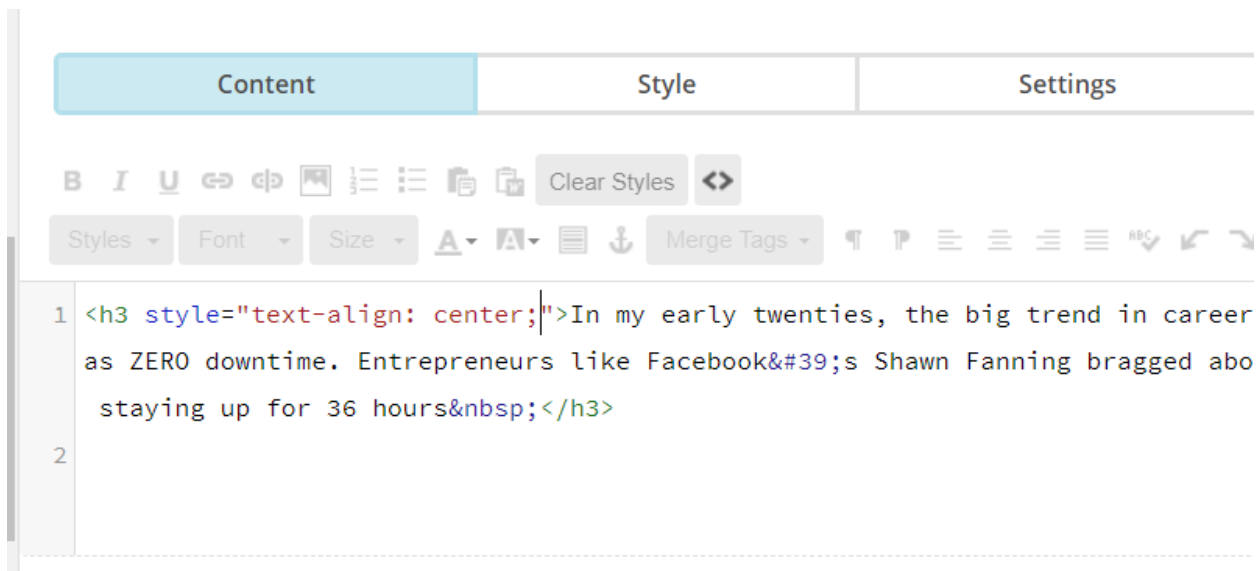


If that doesn't work, hit the <> symbol, which will give you the code view.

Then, delete out the code before the font, which will look like this:

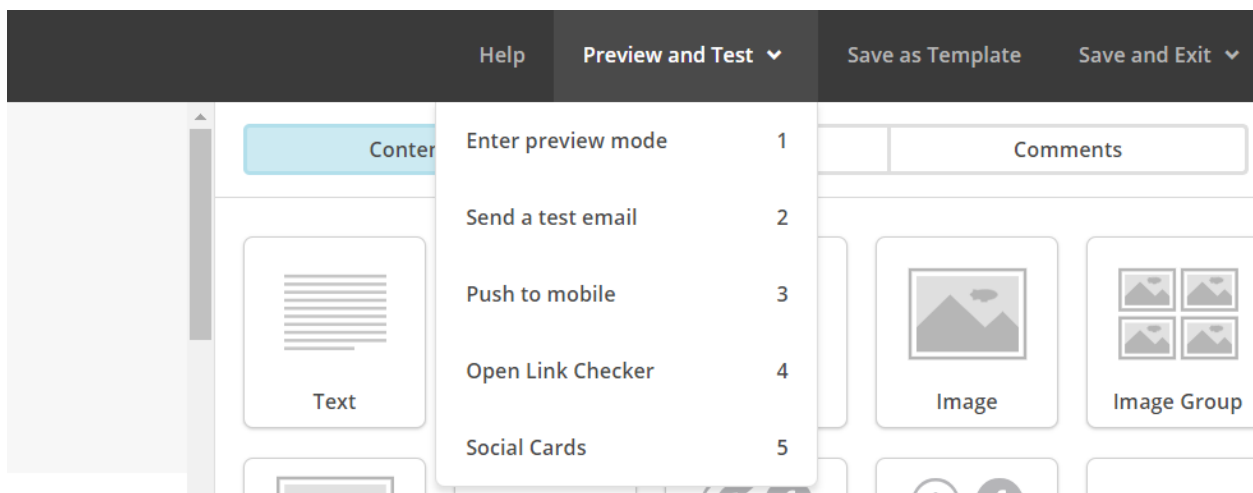
In this case, the <h3> is making the font bigger.

Delete the <h3> at the beginning and the </h3> at the end.



Hit the <> again.

19. Click on the button at the bottom of the email, and change the link to the new squarespace link.
20. Send a test to yourself/me/Raymond to double check it. You can also enter “preview” mode here and click through to make sure the links work.



21. Hit “Save and Close” at the bottom right hand corner.
22. Double Check everything and hit “schedule” if it’s live.