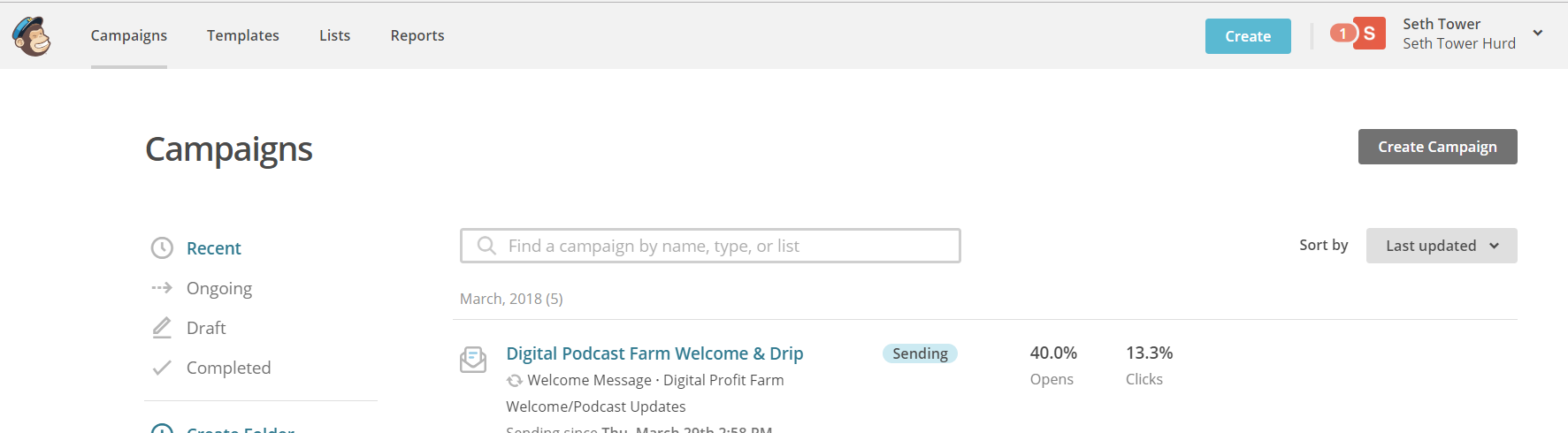
MAILCHIMP TUTORIAL

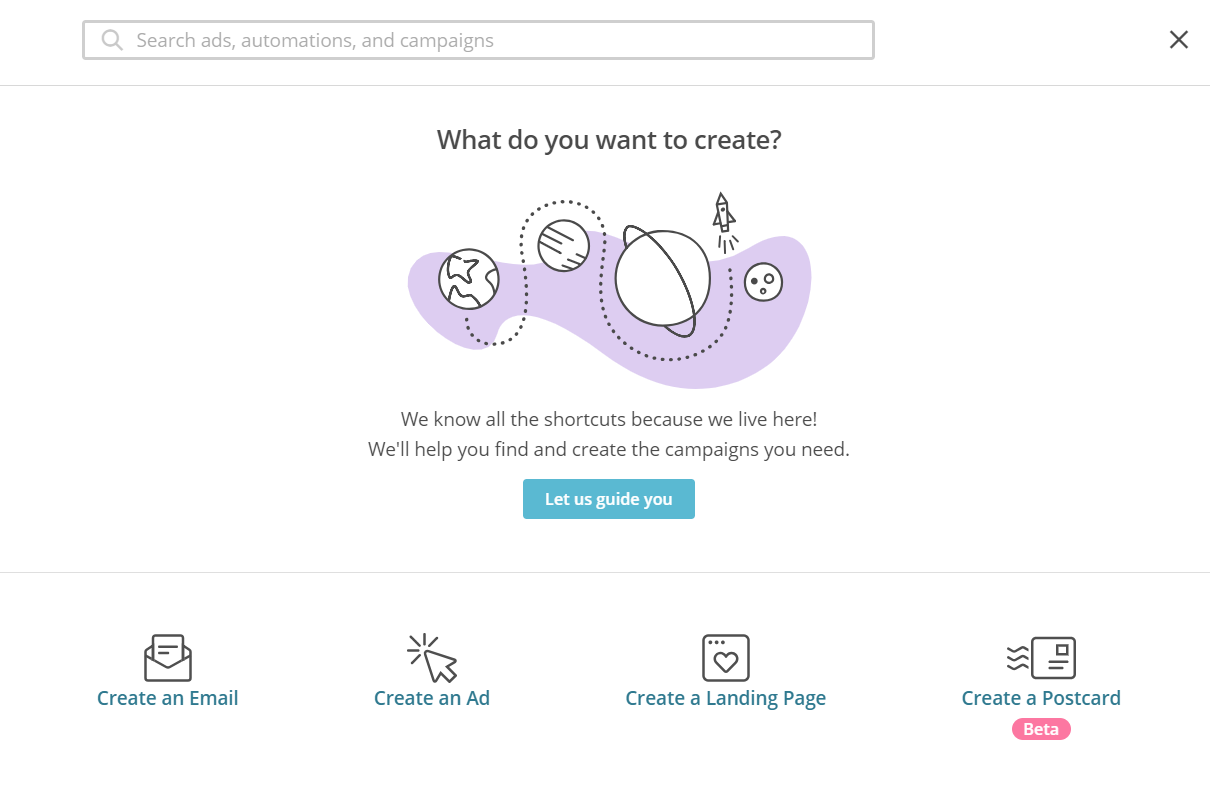
1. Login: sethtowerhurd@gmail.com

Password: Nesbitt.52

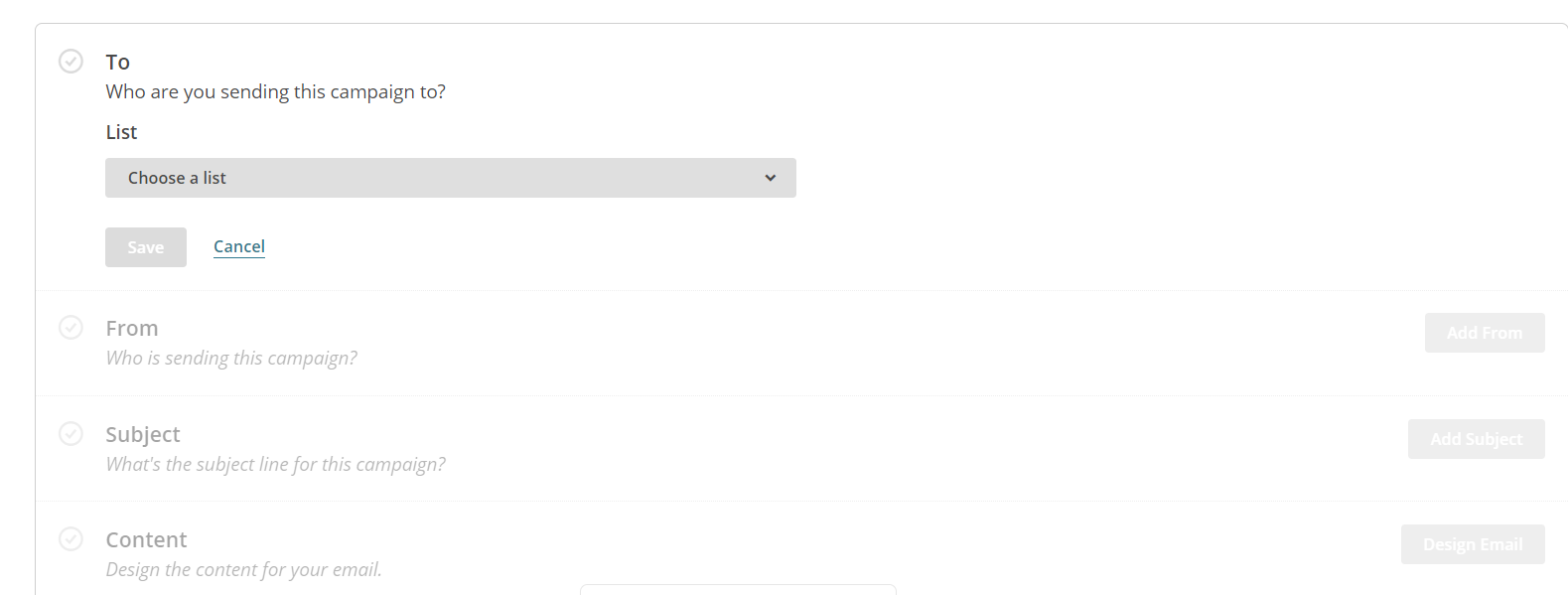
1. Login, go to “create.”



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



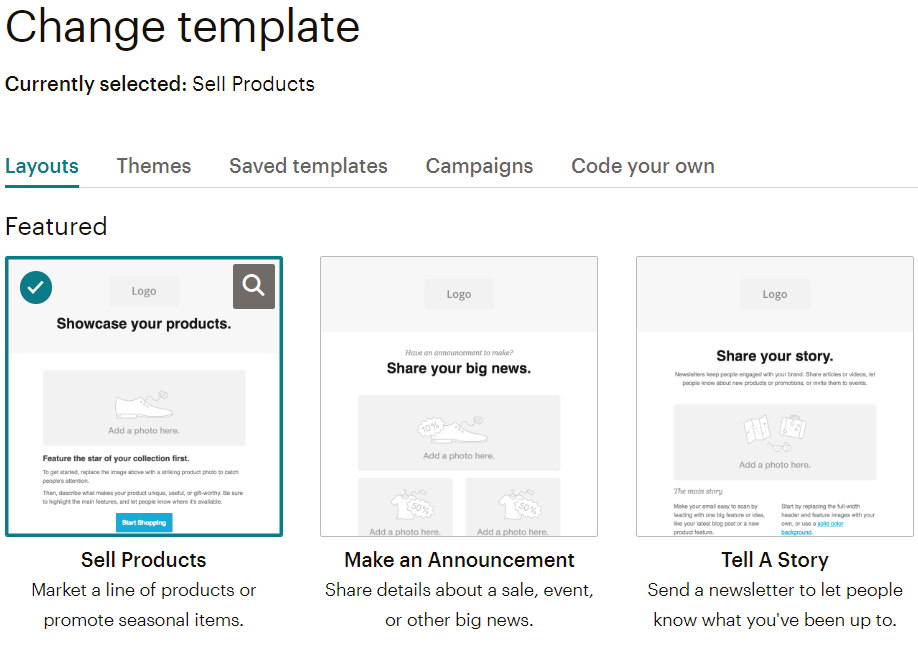
1. Name Email Campaign “Test 1”” was the name I did this week, cause that’s the episode it’s about.
2. Select **Test Group** to send to. Be VERY sure it’s the correct list going forward 😊



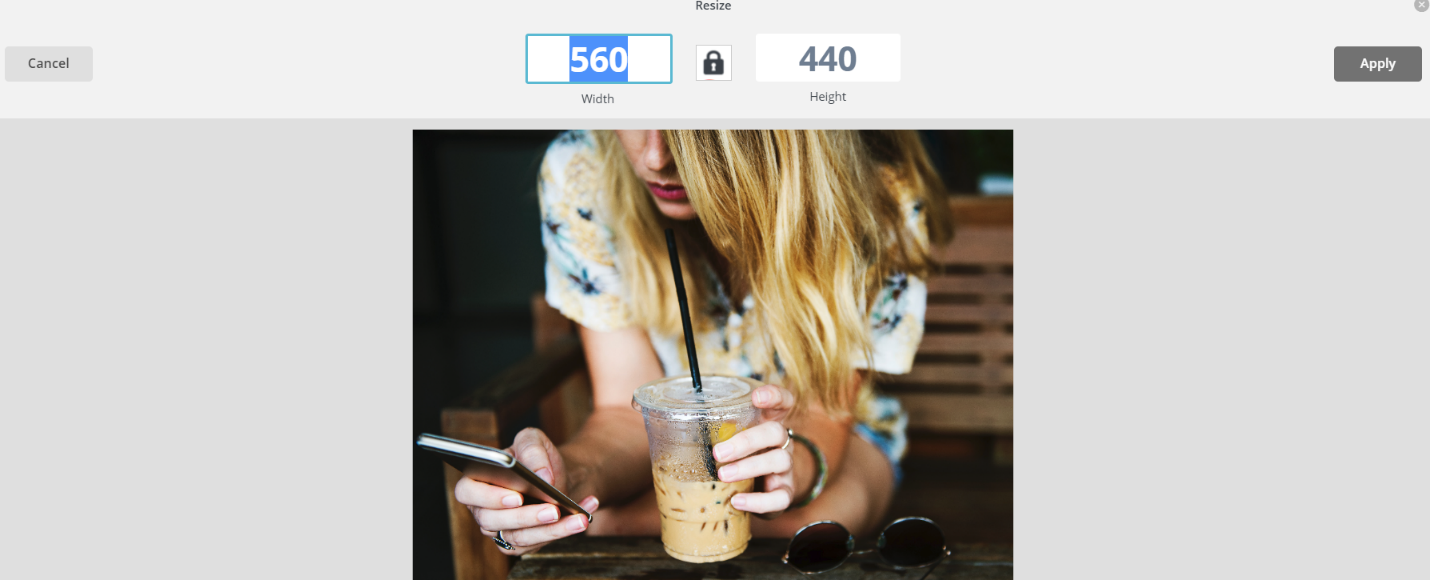
1. Send to all subscribers, do not personalize.
2. Hit Save
3. From: Seth Tower Hurd, [seth@digitalprofitfarm.com](mailto:seth@digitalprofitfarm.com)
4. Or, client email address.
5. Add title and preview text (first couple of sentences from the email body…whatever will fit).
6. Click “Design Email”



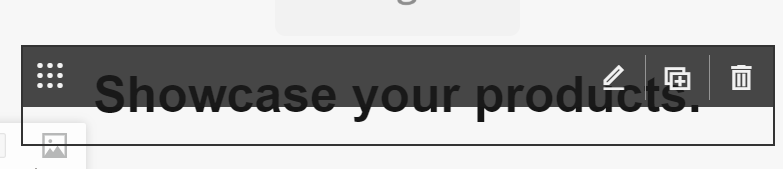
1. Add the subject line. Then, copy the first 1-2 sentences for “preview”
2. Move onto design,. Choose “Single column format.” “Sell Products” works well



1. 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.

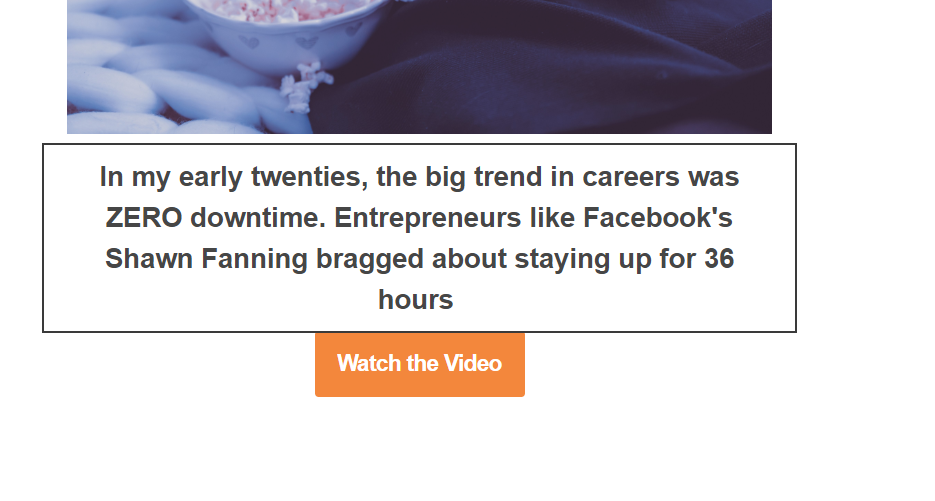


1. Repeat the process to add the logo.
2. Delete the “showcase your products” headline using the trash can logo to take that part out. We don’t need it.



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

1. Click inside the text box…delete what’s there, and add new text.
2. This might happen.



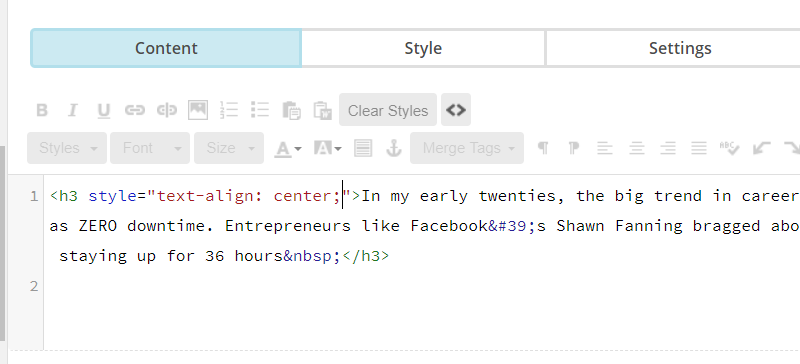
If it does, there’s old code in there…

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



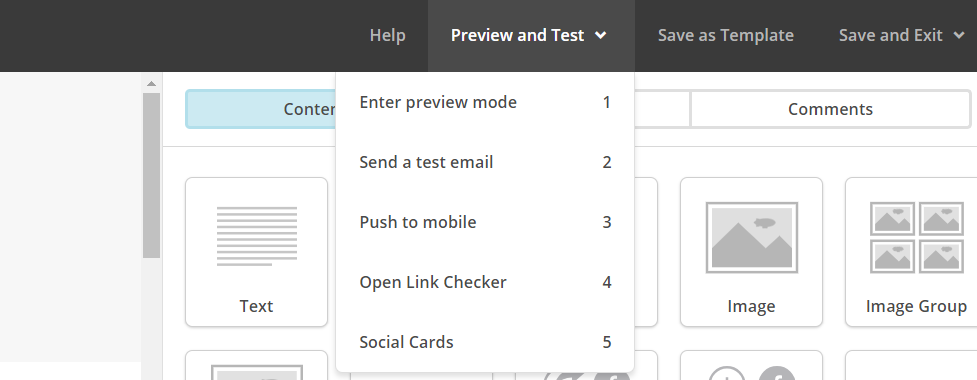
If that doesn’t work, hit the <> symbol, which will give you the code view.   
  
Then, delete out the code before the font, which will look like this:

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.

1. Click on the button at the bottom of the email, and change the link to the new squarespace link.
2. 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.



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