# Creating an Email Template in MailerLite and their Uses

### What are email templates?

Email templates allow you to design emails in advance, and in particular, to personalize/customize those emails to the subscribers who will receive them.

### Important uses:

* They allow you to personalized email text. For instance, you can create an email template that says ‘Hi, Becky’, by adding the text, ‘Hi, {Name}’.
* They allow you to create sections in an email, and to customize which subscribers see these sections based on custom fields. For instance, I might only want US-based subscribers (or only Atlanta-based subscribers) to see meeting location details for an upcoming meeting or conference. For especially long emails, this can help to reduce the text of the email by only showing that section’s content to subscribers who would benefit from it.