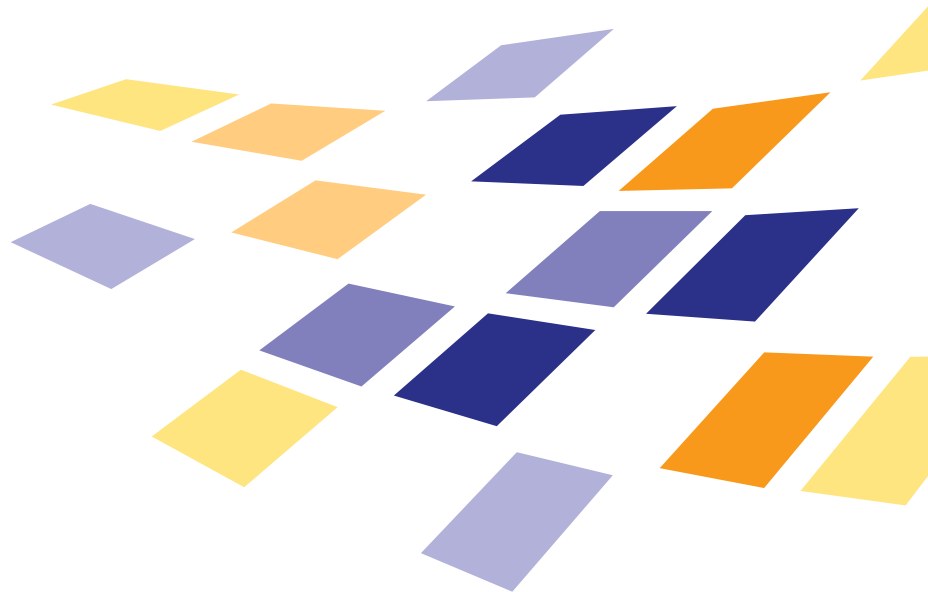


Creating an Email with the New Wizard Step-by-Step





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Creating an Email with the New Wizard: Step-by-Step

Using Constant Contact to create professional email communications just got easier. This helpful guide walks you through creating your first email with the New Email Wizard. If you are a new Constant Contact user, make sure to set up your account before following this tutorial. If you have further questions about the features covered, visit our Customer Support site at www.constantcontact.com/support.

There are several steps to creating an email with the New Email Wizard:

- 1 Choosing a template to use.
- 2 Filling that template with captivating text.
- 3 Formatting the template to personalize its appearance.

Choosing a Template

Constant Contact has designed a wide variety of layouts (called “templates”) for you to use—all you need to do is pick one and fill it in with your information.

Before you can do that, though, you need to do the following:

- 1 Click the **Emails** tab.
- 2 Click **Create**.



Note

You may be asked to choose a Wizard. Choose **New Email Wizard** and click **Next**.

- 3 Name your email **Test Email**. Click **Next**.

If you have followed the steps above, you are looking at the **Template Selection** page.

Now you can look at all the available templates and choose one that works best for you. There are several categories, and each category has a variety of styles.

For this sample email, we’re using the Newsletters Modern template:

- 1 Click **Newsletters** in the Category box.



- 2 Click **Modern** in the Style box.

- 3 Click **Next**.



Filling In the Template

The Wizard guides you through the different sections of the template. All you have to do is fill in the blanks and you have a customized email!

Message Settings



The first section of any template is **Message Settings**.

Fill in the fields:

- 1 As you might have guessed, the **Subject** box is what your email recipients will see. Highlight the text that is already there and type your own subject over it. For this tutorial, type something like "My Test Email."
- 2 If you want to change the **From Name**, highlight the text and type over it. This can be your personal name or your company name, whatever name those on your email list will best recognize.

Note

Constant Contact recommends using your company name here.

- 3 The **From** and **Reply Email Address** is the email address that you have verified with Constant Contact. If you verified more than one email, you can choose which one to use.
- 4 Turn the **Permission Reminder** on by clicking **On**. This adds a short paragraph of text to the top of your emails, reminding your subscribers that they have a relationship with you.
- 5 Select both options in the **Forward Email to a Friend** section.
- 6 Click **Save** to save your work. 
- 7 Click **Next** to move on to the next section. 

Email Content

You are now looking at a draft of your email. This is where the true customization happens. Each section on the right is called a "block".

The first block is where you might insert a company logo. Let's insert a logo, and make it link back to your company website's home page.

- 1 Click **Edit** in the Company Logo Block.
- 2 Under the Insert heading on the left, click **Image**.



- 3 A window opens and you should be looking at the **Insert from Image Library** tab.
- 4 If you haven't uploaded an image to the Image Library yet, click **Upload a New Image**.

- 5 Click **Browse** to browse your computer for an image file, and select one. For this example, it doesn't matter what image you choose, as long as it's a .jpg or a .gif file.
- 6 Type a short description of the image in the **Description** block. This is text that displays in your email if, for some reason, your image isn't seen.
- 7 Click **Upload Image**.
- 8 In the **Make Image a Clickable Link** text box, type an URL. For this example, let's link to your website. For example, "http://www.mycompanywebsite.com."
- 9 Click **Insert Image**.
- 10 If you want to resize the image, click on it to select it. You'll see little white blocks (handles) at each corner and on each side. Click and drag a handle to change the size of your image.
- 11 Save your changes by clicking **Save** at the top of the block.
- 12 Click **Preview** and click on your logo to see how it works. Click **Exit Preview** when you are done.

Edit the title of the newsletter in the second block:

- 1 Click **Edit** in the Title Block.



- 2 Highlight the existing text.
- 3 Type your title, "My Test Newsletter".
- 4 Click **Save** to save your work and return to the main layout.

Note

Click **Preview** to see what your email will look like. You can check your work at any time.

Now let's add a clickable link to the **Greeting Block**. As with the Corporate Logo block, this link will take readers to your company's website.

- 1 Click **Edit** in the Greeting Block.
- 2 Click the cursor after your name, at the bottom of the block. Press the **Enter key** to add another line of text.
- 3 Under the Insert heading on the left, click **Link**.



- 4 In the **Link Name** text box, type what you want the link to actually say in your newsletter, for example, "click here," or "My Company Name". For this sample, type the name of your company.

- 5 For this example, we're going to link to your company's website. In the **Link URL** text box, type the URL to your company's website. For example, "http://www.mycompanywebsite.com." You can link to anything you want, whether it's a news article about your company or organization, your web site, a referral, anything as long as it's a valid link.
- 6 Click **Insert**.
- 7 Save your changes by clicking **Save** at the top of the block.


Now readers not only see your company name as part of your signature, they can click on it and go directly to your website.

Formatting Your Layout


Now let's change the font and its color:

- 1 Click **Edit** in the Title Block.
- 2 Highlight the title to select it.
- 3 In the Text Formatting area on the left, click the arrow under "Text Formatting" to display a drop-down list of font names.



- 4 Select **Comic Sans MS**.
- 5 Click the Text Color icon  to open the Color Picker.
- 6 Choose a new color by clicking on it, then click **Use New Color**.
- 7 Click **Save**.

Change the background color of the Greeting Block:

- 1 Click **Edit** at the top of the block.
- 2 Click the background color icon  to open the Color Picker.
- 3 Choose a new color by clicking on it, then click **Use New Color**.
- 4 Click **Save**.

Now edit the Table of Contents Block:

- 1 Click **Edit** at the top of the Table of Contents Block.
- 2 In the first Link Text box, rename the first link "Article 2", by highlighting and typing over the existing "Article Headline" text.

- 3 Rename the second link "Article 1".



- 4 Click **Save & Close** to save your work and return to the layout.

Edit the first Article:

- 1 Click **Edit** at the top of the first Article block.
- 2 Highlight "Article Headline" and type "Article 2" over it.
- 3 Right-justify the article text:
 - a Click anywhere in the paragraph.
 - b Click the alignment icon to right-justify the text.



- 4 Click **Save** to save your work and return to the layout.

Edit the second Article:

- 1 Click **Edit** at the top of the second Article block.
- 2 Change "Article Headline" to "Article 1".
- 3 Click **Save** to save your work and return to the layout.

Want to change the order of the articles?

- 1 Point your mouse along the top of Article 1 over the "Click and drag to move" text. Click, and don't release the mouse button.
- 2 Drag Article 1 up above Article 2. When a red dashed box outline displays, release the mouse button to drop the block into place.

Now let's fix the Table of Contents:

- 1 Click **Edit** at the top of the Table of Contents Block.
- 2 In the first Link Text box, rename the first link "Article 1", by highlighting and typing over the existing "Article 2" text.



- 3 Rename the second link "Article 2."
- 4 Click **Save & Close** to save your work and return to the layout.

We're not selling anything directly through this newsletter, so delete the Promotion Block by clicking **Delete**. Click **OK** when asked if you are sure you want to delete the block.

Add another coupon to your newsletter:

- 1 Scroll to the top of the screen, and click the **Add Blocks** link  in the left area. A list displays of all the types of blocks in your email.
- 2 Scroll to Coupon Block. 
- 3 Click **Add**. Another coupon is inserted into your newsletter.

Now let's change some colors and fonts:

- 1 Scroll to the top of the screen, and click **Global Colors & Fonts** in the left area.




Note

Any changes you make with global colors and fonts are applied to the entire email, not just a particular section.

- 2 Click the arrow next to Main Text to display a drop-down list of fonts.



- 3 Click the Terminal font. All of the text in the body of the newsletter changes to this font.
- 4 Click the Text Color icon  to open the Color Picker.
- 5 Choose a new color by clicking on it, then click **Use New Color**.
- 6 Click the Text Color icon next to Top Main Background.
- 7 Choose a new color by clicking on it, then click **Use New Color**.
- 8 Click **Preview** to see what your newsletter looks like with all these changes.
- 9 All those colors and fonts look horrible! Click **Exit Preview**.
- 10 At the bottom of the left area, click **Restore Defaults**. Click **OK** when asked if you are sure.
- 11 Click **Save & Continue**.

Congratulations! You are now ready to schedule and send your email!

Need more help? Visit the Learning Center at www.constantcontact.com/learning-center. You'll find useful information to help you get started.

