

# Get ready to send your First Email!

Here's a checklist to help you prepare and send your first email. Following these steps will help you make the most of your efforts like getting your message delivered and engaging your readers.

## 1. Verify your email address

- We'll send you an email requiring verification of your email address. Click the Verify this Email Address Button and complete the steps that follow. (This is a required step)

## 2. Choose a template

- Use the filters and search options to select a template. We suggest choosing a template by layout because colors, fonts, images, etc. can be customized to meet your needs.
- To get a consistent look & feel, select a template that mirrors your website layout and colors.

## 3. Customize your template

- Subject line:** Keep it under 50 characters and stick to what your email's about.
  - Stay away from words such as, Free, Sale, Advertisement
  - Avoid excessive punctuation like !!!, !?! and ALL CAPS
- From name:** Clearly identify your organization or company name.
  - Example: Betty's Bakery
  - Example: Keith at Fireplace Hearth & Home
- From Address:** Use an address that your readers will easily recognize.
  - Example: bakingtips@bettysbakery.com
  - Example: newsletter@fireplacehearth.com
- Content:** For your first email, stick to one or two topics, max. Stuck on ideas? Try a "Welcome to our Newsletter" or a quick promotion.
- "Forward to a Friend" button:** All your customers to share your email with friends.
- Physical address:** Enter your company's physical address. P.O. Box address can also be used. (This is a required step)

## 4. Send your email

- Upload your contact's email addresses.

## 5. Follow-up

- Call a coach: If you get stuck or need ideas on what to do next, our coaches are here to help! Just call (855) 797-3728.

