

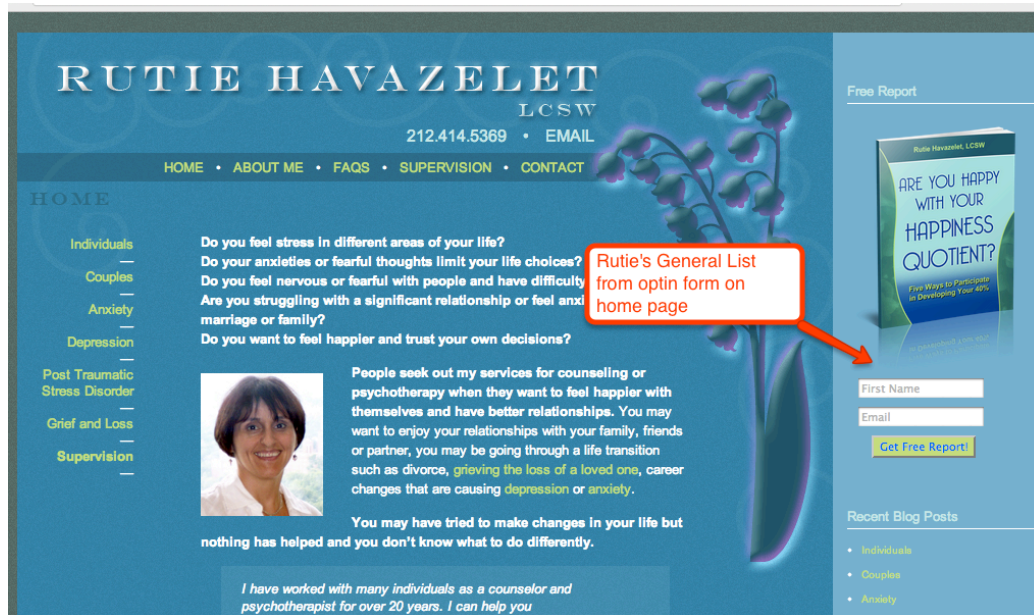
Getting to Know MailPoet – The Autoresponder / Newsletter System Installed in Your Wordpress Website

In addition to this document, there are a number of videos at mailpoet.com that will help you get familiar with the tool.

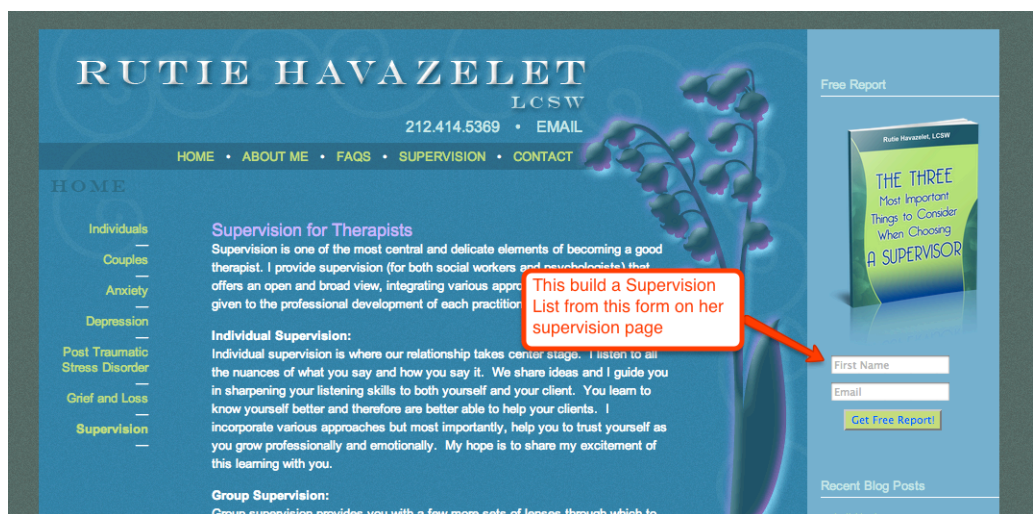
Building a list (or multiple lists)

When someone puts their name and email in the box on your site (usually associated with a free report), they get added to your list.

If you have multiple free reports, you most likely have multiple lists.

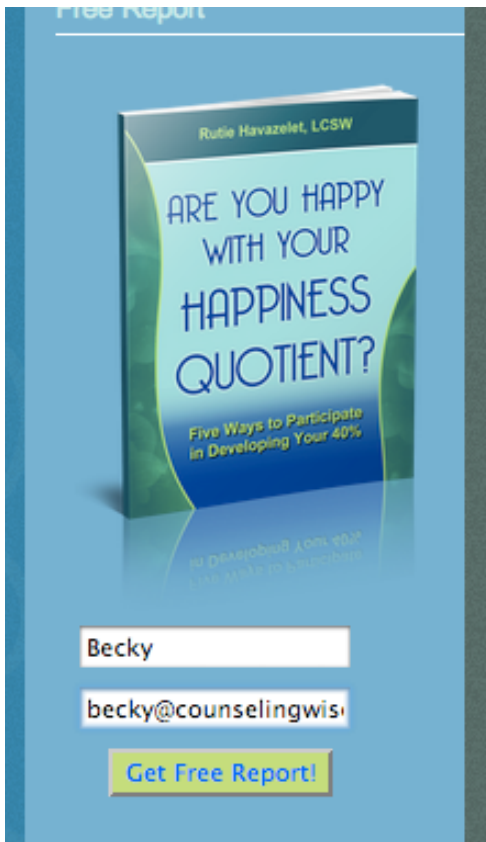


The screenshot shows the home page of Rutie Havazelet, LCSW. The page features a navigation menu with links for HOME, ABOUT ME, FAQs, SUPERVISION, and CONTACT. A sidebar on the left lists various topics: Individuals, Couples, Anxiety, Depression, Post Traumatic Stress Disorder, Grief and Loss, and Supervision. The main content area includes a profile picture of Rutie and text describing her services. A callout box with a red border and arrow points to the 'Get Free Report!' button on the right side of the page, which is associated with a 'Free Report' titled 'ARE YOU HAPPY WITH YOUR HAPPINESS QUOTIENT?'. Below the button are input fields for 'First Name' and 'Email'.



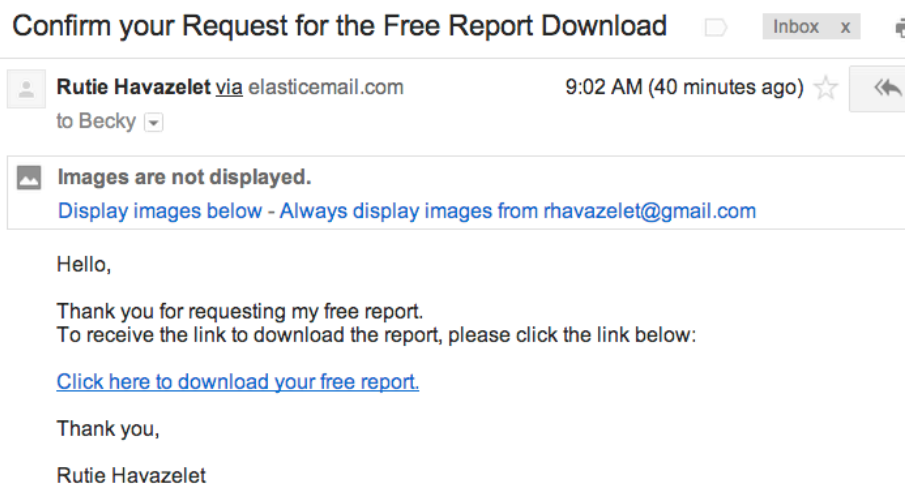
The screenshot shows the 'Supervision' page on Rutie Havazelet's website. The page features a navigation menu with links for HOME, ABOUT ME, FAQs, SUPERVISION, and CONTACT. A sidebar on the left lists various topics: Individuals, Couples, Anxiety, Depression, Post Traumatic Stress Disorder, Grief and Loss, and Supervision. The main content area includes text about supervision for therapists and individual supervision. A callout box with a red border and arrow points to the 'Get Free Report!' button on the right side of the page, which is associated with a 'Free Report' titled 'THE THREE Most Important Things to Consider When Choosing A SUPERVISOR'. Below the button are input fields for 'First Name' and 'Email'.

If I optin into this list on the home page (General) list,

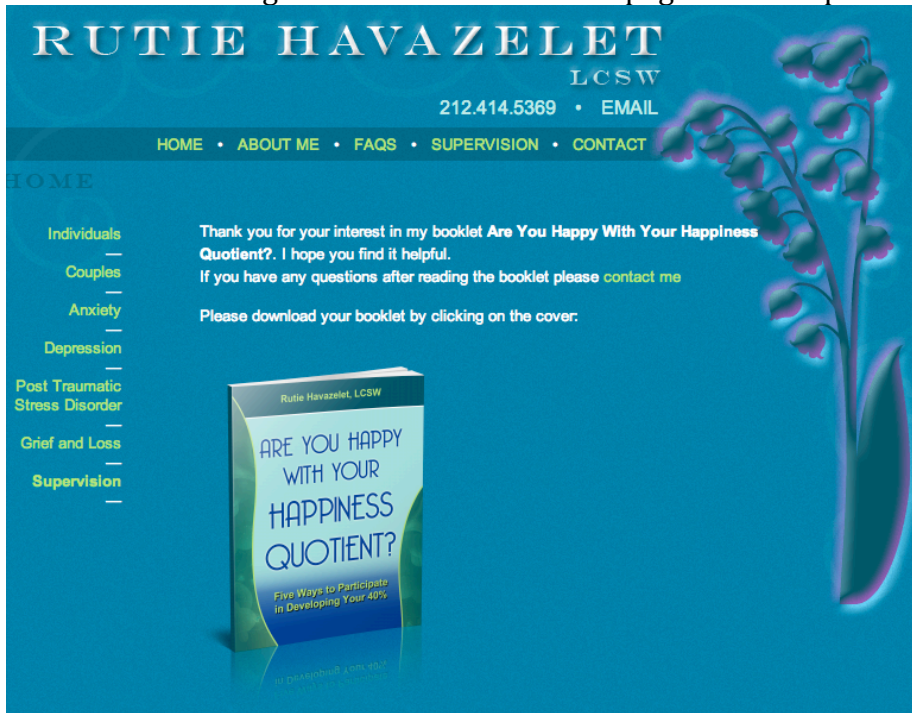


the following will happen:

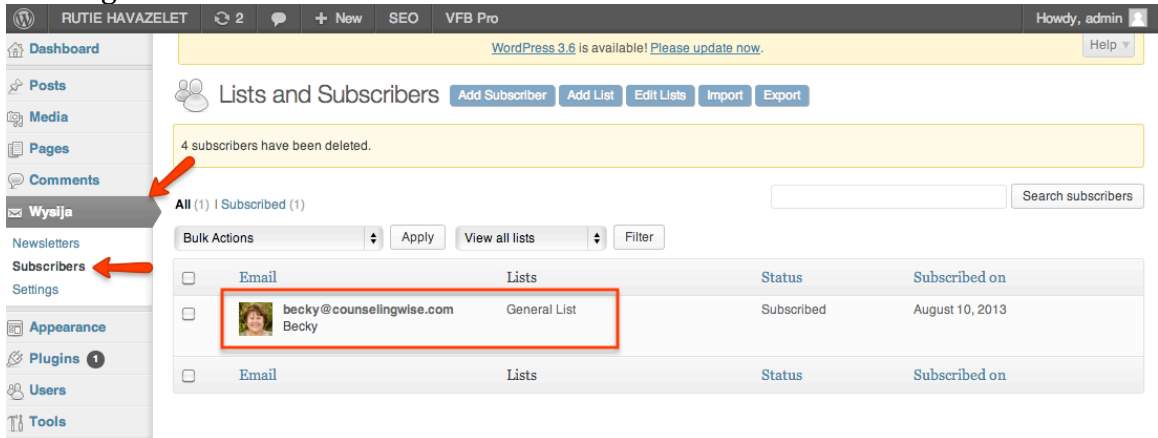
1. I'll be told to check my email to confirm my subscription.
2. I'll check my email and I'll have a confirmation note with a link.



3. I click the link and get taken to the download page for the report.



4. Then I get added as a subscriber



This is how lists are built.

Managing the lists

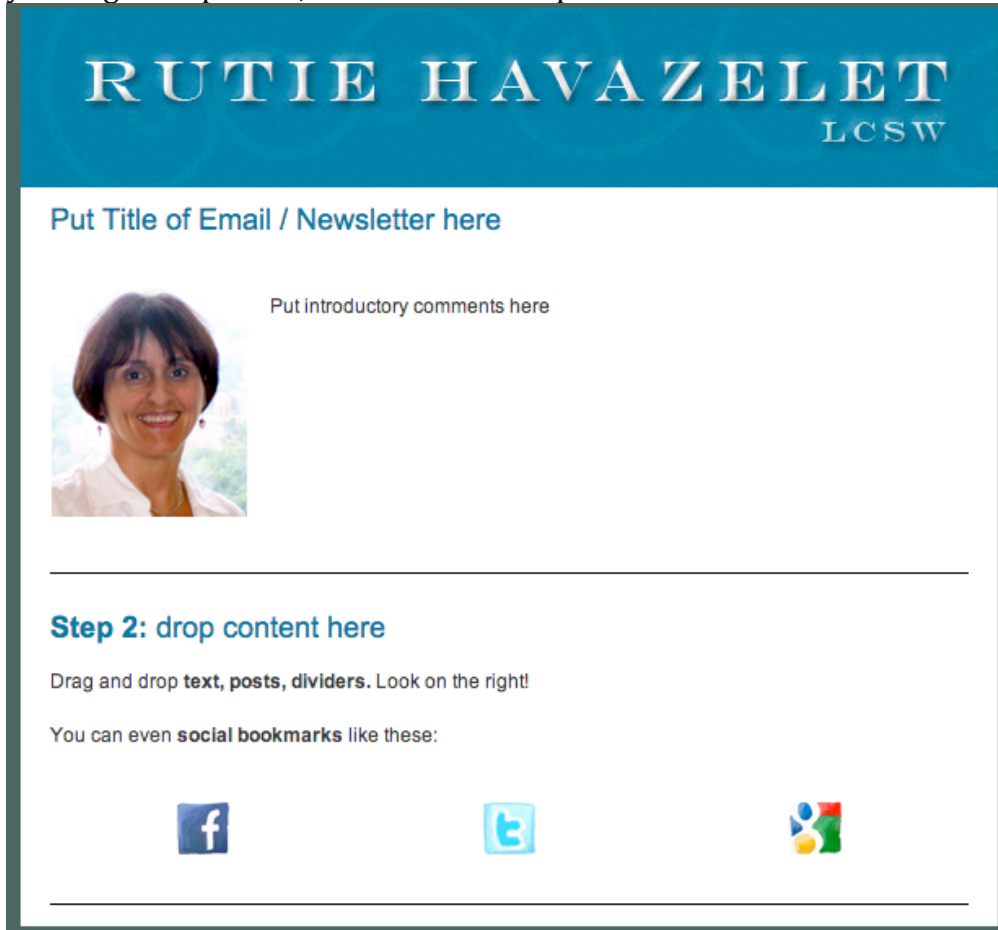
You can go into the subscriber's area and you can delete people if you want to. You can also add them, either one at a time or by uploading a csv file.

NOTE: If you have an existing list in aweber or constant contact, etc., then you need to download that list into a csv file and use the Import function to add it to MailPoet.

Sending Email to Your List

To send email to a list, you click on **Newsletters** under the Wysija (or MailPoet) tab in your admin panel.

1. You can change the standard templates to match your site colors, include your logo and picture, etc. Here is a sample:



2. Once you create this, you can save it as a file called Newsletter Template
3. Then, each time you want to send an email to your list, you simply **duplicate** the template, and fill in a new title and new content.
4. You can see a demo of me creating a monthly newsletter in less than 5 minutes, here: <http://www.counselingwise.com/monthly-newsletters-in-5-minutes-or-less/>