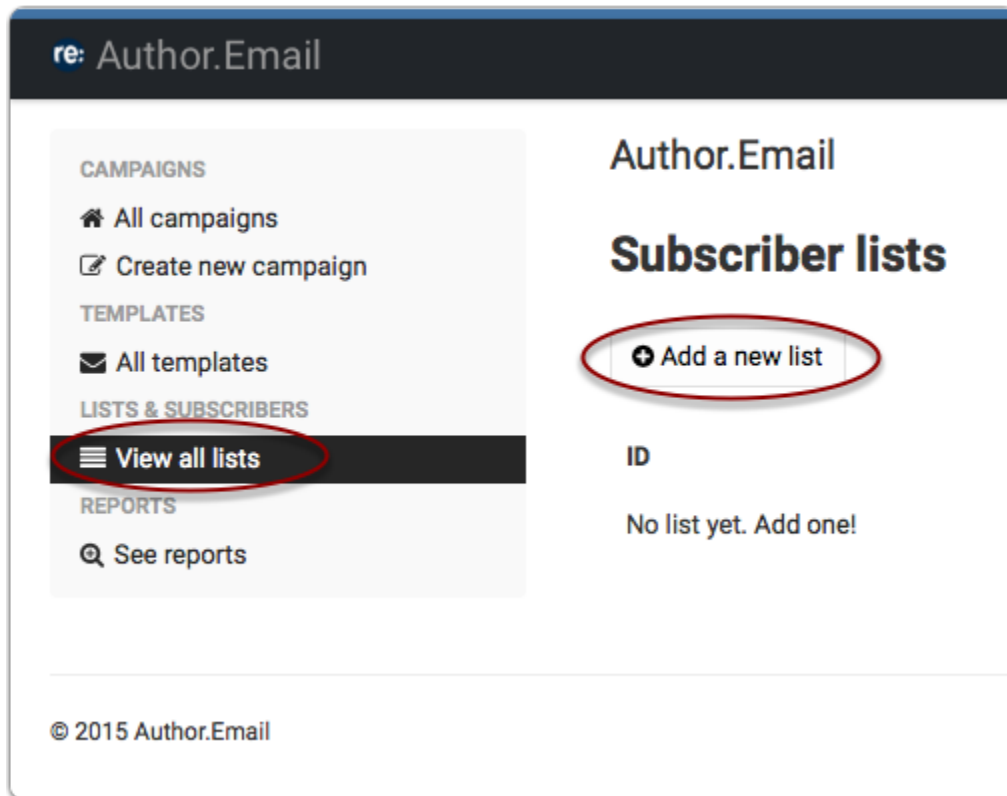


## 3 easy steps to a new list

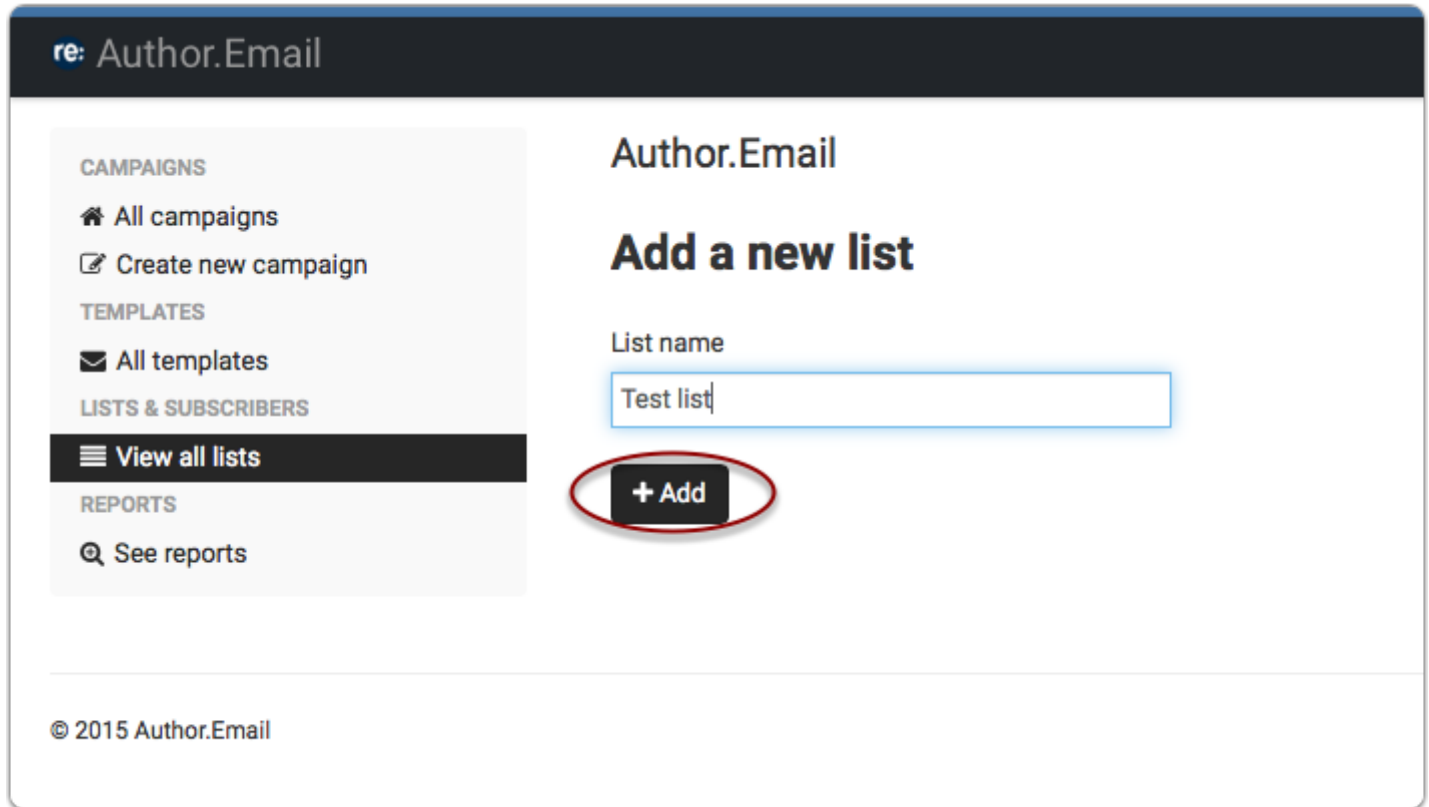
### 1. Click "View all lists"

...then click "Add a new list."



## 2. Name your list

Type the name of your new list, then click "+ Add."



The screenshot shows the Author.Email web interface. On the left is a sidebar with navigation links: CAMPAIGNS (All campaigns, Create new campaign), TEMPLATES (All templates), LISTS & SUBSCRIBERS (View all lists), and REPORTS (See reports). The 'View all lists' link is highlighted. The main content area is titled 'Author.Email' and 'Add a new list'. It features a 'List name' label above a text input field containing 'Test list'. Below the input field is a black button with a white '+ Add' icon, which is circled in red. The footer of the interface shows '© 2015 Author.Email'.

## 3. Import your list

If you would like to import a .csv file from another mailing list provider, click "Choose File," find the .csv file, and click "Import."

If you don't have a .csv file, you can copy/paste names and email addresses in the field "Add name and email per line."

Alternatively, you can upload your list later.

re: Author.Email

CAMPAIGNS

All campaigns

Create new campaign

TEMPLATES

All templates

LISTS & SUBSCRIBERS

View all lists

REPORTS

See reports

Author.Email

List: Test list

Import via CSV file

CSV format:

- Format your CSV the same way as the example below (without the first title row)
- The number of columns in your CSV should be the same as the example below
- If you want to import more than just name & email, [create custom fields first](#)

Name	Email
Philip Morris	pmorris@gmail.com
Jane Webster	jwebster@gmail.com

Choose File

no file selected

Import

Add name and email per line

Name and email

(to import more than just name and email, import via CSV)

Eg. Herman Miller,hermanmiller@gmail.com

Add

## Editing lists

You can add as many lists as you want! Keep your fiction fans separate from your nonfiction readers, or create new lists for each pen name you use. Each list has its own autoresponder series available, as well as a custom signup form code.

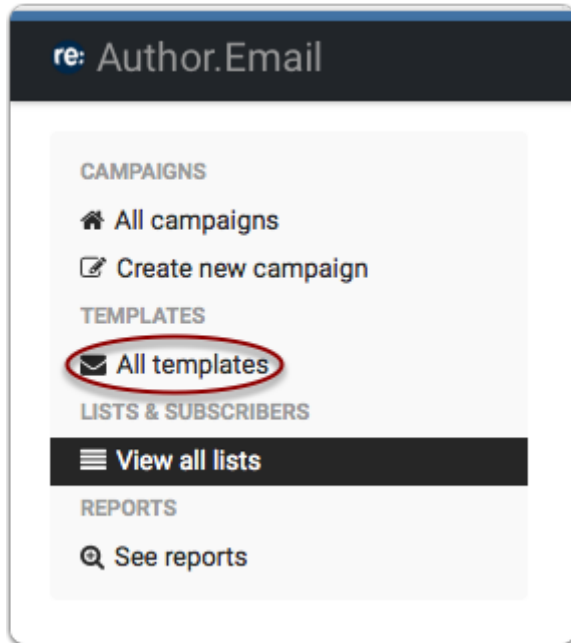
To edit your list in the future, click "View all lists" from the menu, then click on the "Edit" button next to the list you want to edit.

The screenshot shows the Author.Email dashboard. On the left is a sidebar menu with sections: CAMPAIGNS (All campaigns, Create new campaign), TEMPLATES (All templates), LISTS & SUBSCRIBERS (View all lists, highlighted), and REPORTS (See reports). The main content area is titled 'Author.Email' and 'Subscriber lists'. It features an 'Add a new list' button and a table of existing lists. The table has columns for ID, List, Active, Unsubscribed, Bounced, Edit, and Delete. A single row is visible for 'Test list' with 0 active subscribers, 0% unsubscribed, and 0% bounced. The 'Edit' button for this list is circled in red. A search bar is located at the top right of the table area.

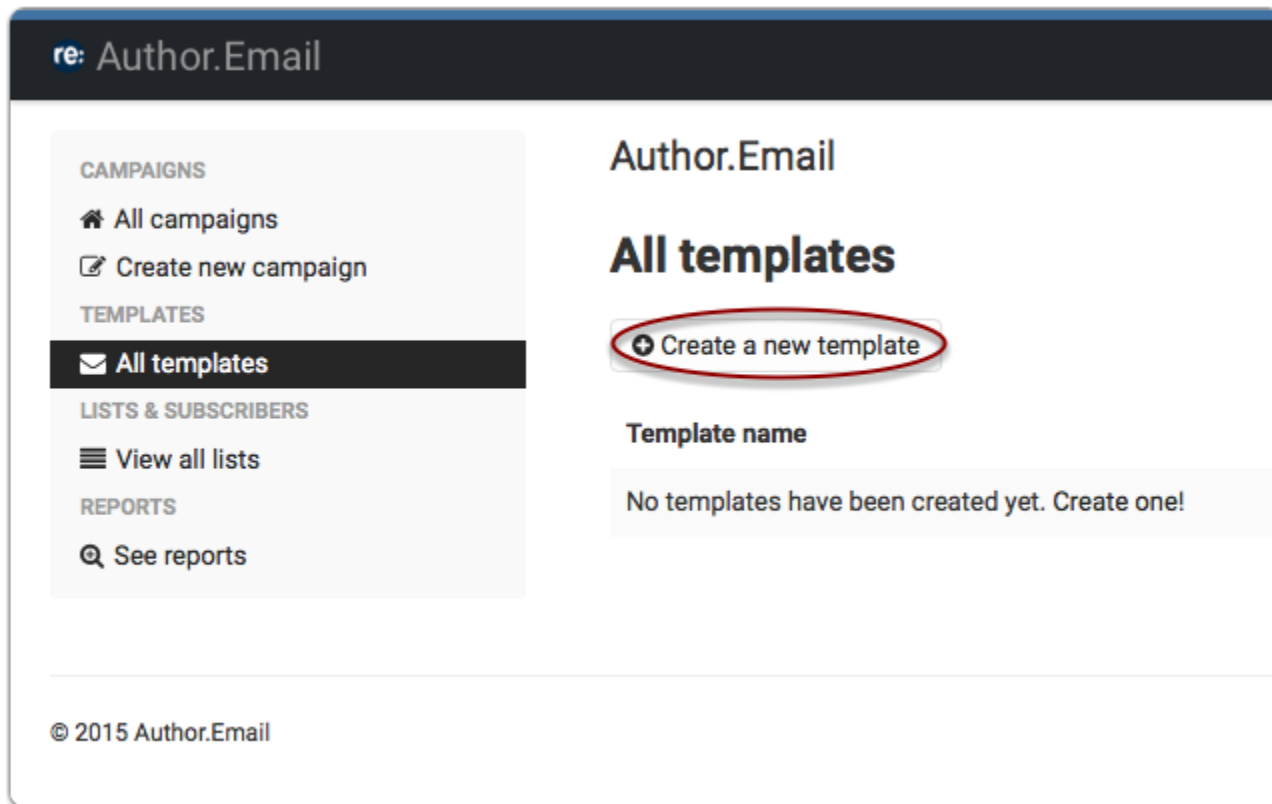
ID	List	Active	Unsubscribed	Bounced	Edit	Delete
LyPrV...	Test list	0	0% 0 users	0% 0 users	Edit	Delete

## Create a template

### 1. Click "All templates"



## 2. Click "Create a new template"



## 3. Design your template

Click source to edit or cut-and-paste HTML to import a template, or use the WYSIWYG editor to create your template from scratch!

Author.Email
















































**Create template**


Template name

✓ Save template

HTML code

Source



**B** **I** **S** **I<sub>x</sub>** Styles Format Font Size A A 

Use the following tags in your subject, plain text or HTML code and they'll automatically be formatted when your campaign is sent. For web version and unsubscribe tags, you can style them with inline CSS.

## 4. Save your template

Enter your new Template name and click "Save Template"

re: Author.Email

**CAMPAIGNS**

- All campaigns
- Create new campaign

**TEMPLATES**

- All templates**

**LISTS & SUBSCRIBERS**

- View all lists

**REPORTS**

- See reports

Author.Email

### Create template

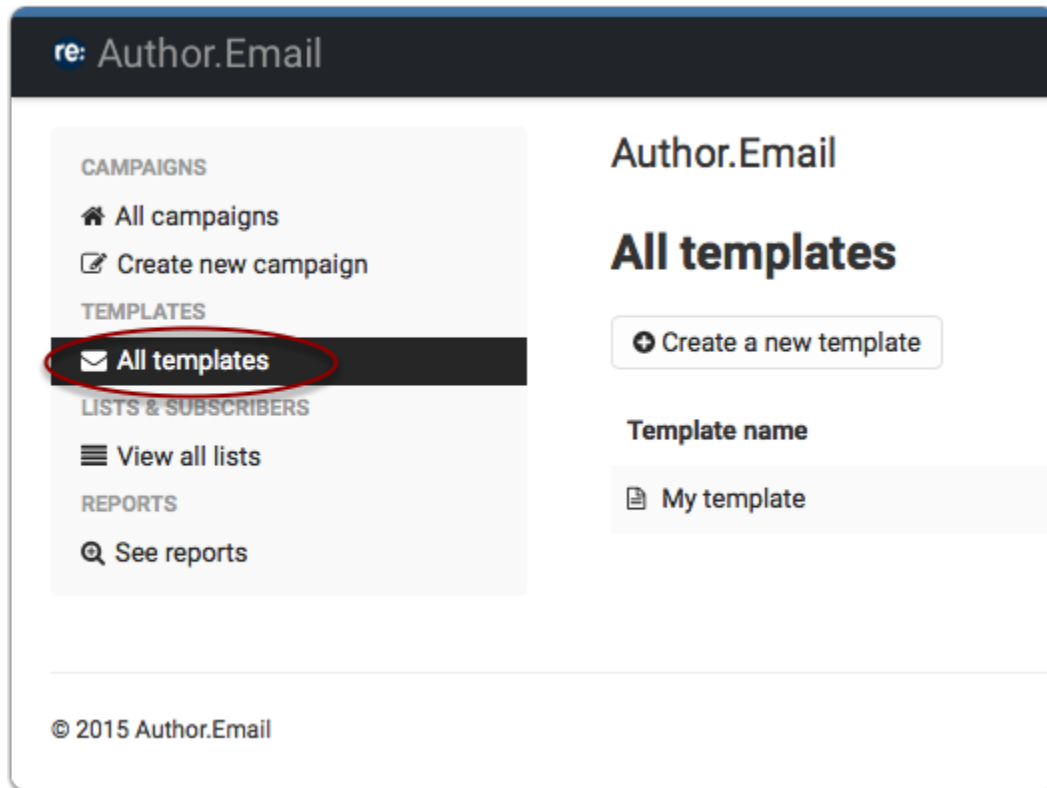
Template name

✓ Save template

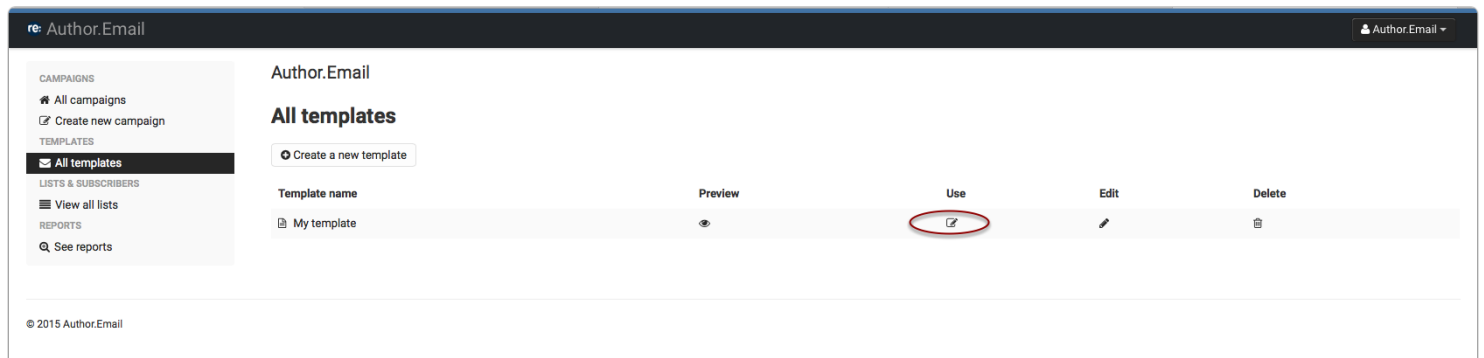


## Send an email

### 1. Click "All templates"



### 2. Click "Use"







## 3. Type your email






When you're finished typing your email, be sure to copy/paste the content into the "Plain text" field (to the left), so plain-text-only subscribers will be able to see your emails!




HTML code





Save and switch to HTML editor Switch to HTML editor if the WYSIWYG editor is causing your newsletter to look weird.



Source



















**B** *I* S *I<sub>x</sub>*


Styles ▾

Normal ▾

Font ▾

Size ▾





Typing typing typing...  
Email email email...

body p

Send an email

Page 2

## 4. Enter your subject line

Enter the subject, "From" name, and the plain-text version of your email, then click "Save & next."

### Edit campaign

Subject

Set a title for this campaign? ⓘ

From name

From email

Reply to email

Plain text

Plain text of this email

Query string

Optionally append a query string to all links in your email newsletter. A good use case is Google Analytics tracking. Don't include '?' in your query string.

Attachments

no files selected

## 5. Send a test email

Don't forget to send a test or three! Type the email address in the box and click "Test send this newsletter."

re: Author.Email

CAMPAIGNS

[All campaigns](#)

[Create new campaign](#)

TEMPLATES

[All templates](#)

LISTS & SUBSCRIBERS

[View all lists](#)

REPORTS

[See reports](#)

Author.Email

Test send this campaign

Test email(s)

Email addresses, separated by comma

☒ Test send this newsletter

Define recipients

Select email list(s)

No list found, click to add one.

Recipients: 0

[✓ Send newsletter now!](#)

[Schedule this campaign?](#)

[✎ Edit newsletter](#)

Newsletter preview

**From** Author.Email <hello@author.email>

**Subject** Awesome subject line everyone will open!

Typing typing typing...

Email email email...

## 6. Send!

When you're ready to send the email, choose the list(s) you want to send to from the "Select email list(s)" box, then click "Send newsletter now!"

If you want to schedule the email, click "Schedule this campaign?" and follow the onscreen instructions.

Additionally, if you're not quite ready to send it yet, click "Edit newsletter."

### Define recipients


Select email list(s)

No list found, click to add one.

Recipients: 0

✓ Send newsletter now!

[Schedule this campaign?](#)

 Edit newsletter

## Get a report

### 1. Click "See reports"

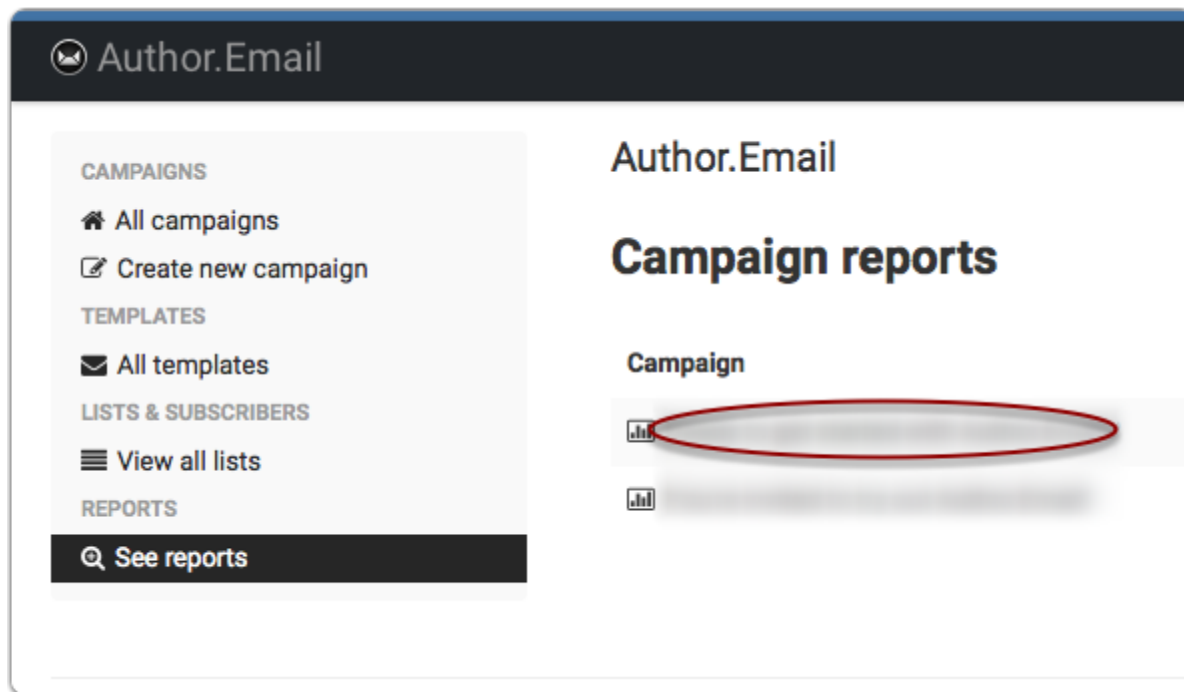
The screenshot shows the Author.Email dashboard. On the left is a sidebar menu with categories: CAMPAIGNS, TEMPLATES, LISTS & SUBSCRIBERS, and REPORTS. Under CAMPAIGNS, 'All campaigns' is selected. Under REPORTS, 'See reports' is highlighted with a magnifying glass icon. The main content area is titled 'Author.Email' and 'All campaigns'. It features a button 'Create & send new campaign' and a table of campaigns. The table has three rows: the first is a 'Draft', and the next two are 'Sent'.

Campaign	
Draft	[blurred text]
Sent	[blurred text]
Sent	[blurred text]

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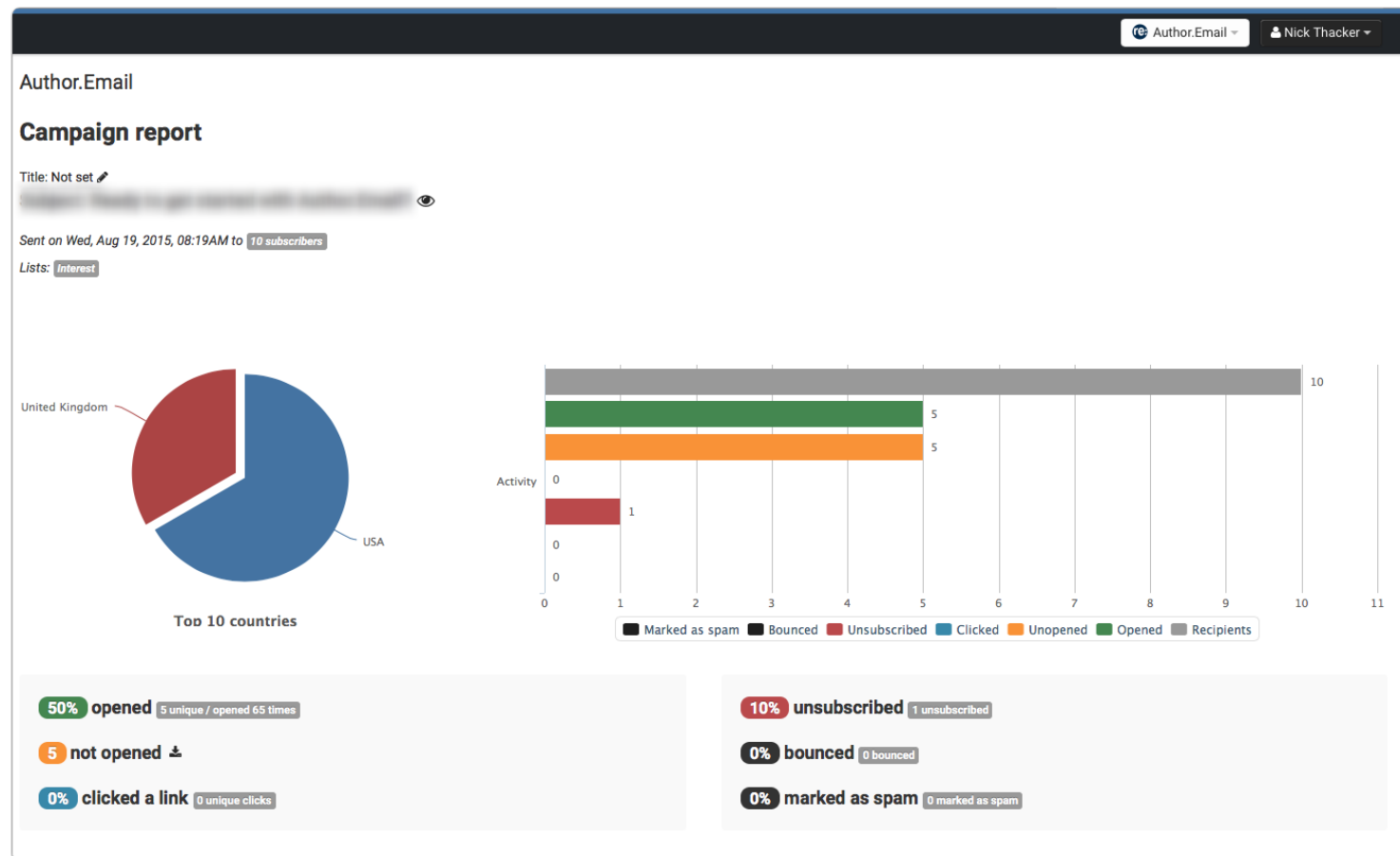
## 2. Click on your campaign

Find the campaign you want to track, and click on the title.



## 3. View the gorgeous, glorious reports in all their splendor!

Seriously. These things are *slick*!







## Other things you can do with reports...

1. Download subscriber data (who clicked, who unsubscribed, who bounced, etc.)
2. See which of your links were clicked on the most (and the least!).
3. See more awesome reports, like which country your emails are being opened in.

### Link activity

Link (URL)	Unique	Total	Export
http://author.email/	0	0	
http://author.email	0	0	

### Last 10 opened

Name	Email	List	Status
		Interest	<span>Subscribed</span>
		Interest	<span>Subscribed</span>
		Interest	<span>Unsubscribed</span>
		Interest	<span>Subscribed</span>
		Interest	<span>Subscribed</span>
		Interest	<span>Subscribed</span>
		Interest	<span>Subscribed</span>

### Last 10 unsubscribed

Name	Email	List	Status	Date
		Interest	<span>Unsubscribed</span>	4 hrs ago

### Last 10 bounced emails

No emails bounced from this campaign!

### Last 10 marked as spam

No one marked your email as spam!

No complaints were registered

Click here to download sub-lists as .csv files