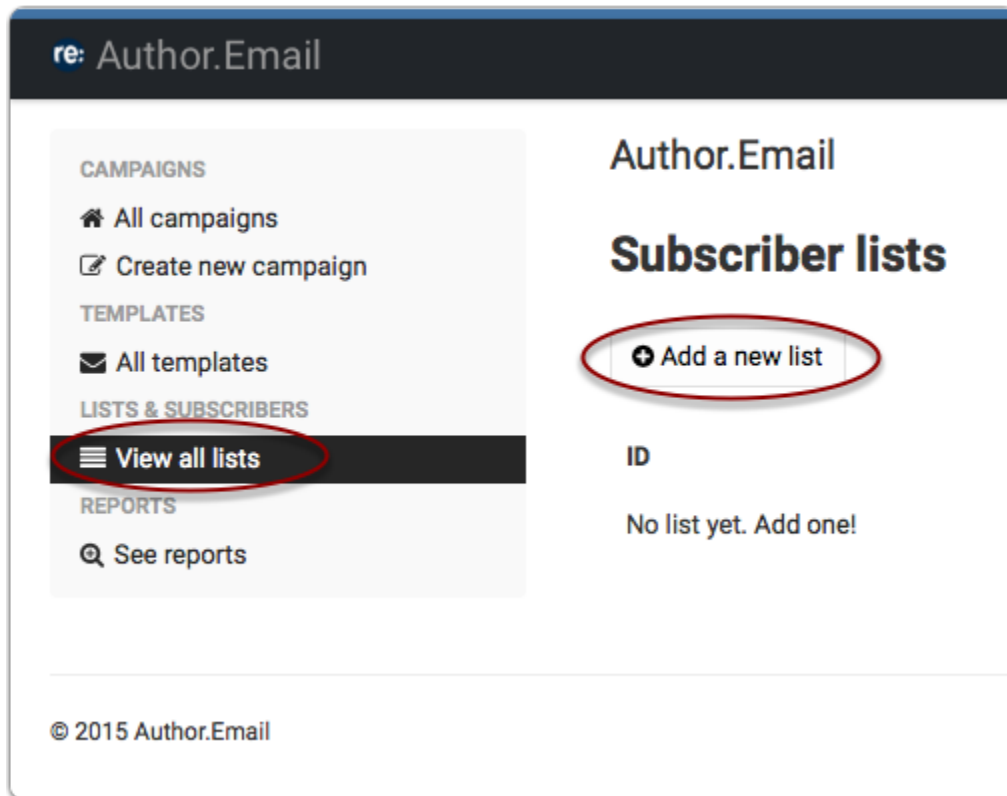# 3 easy steps to a new list

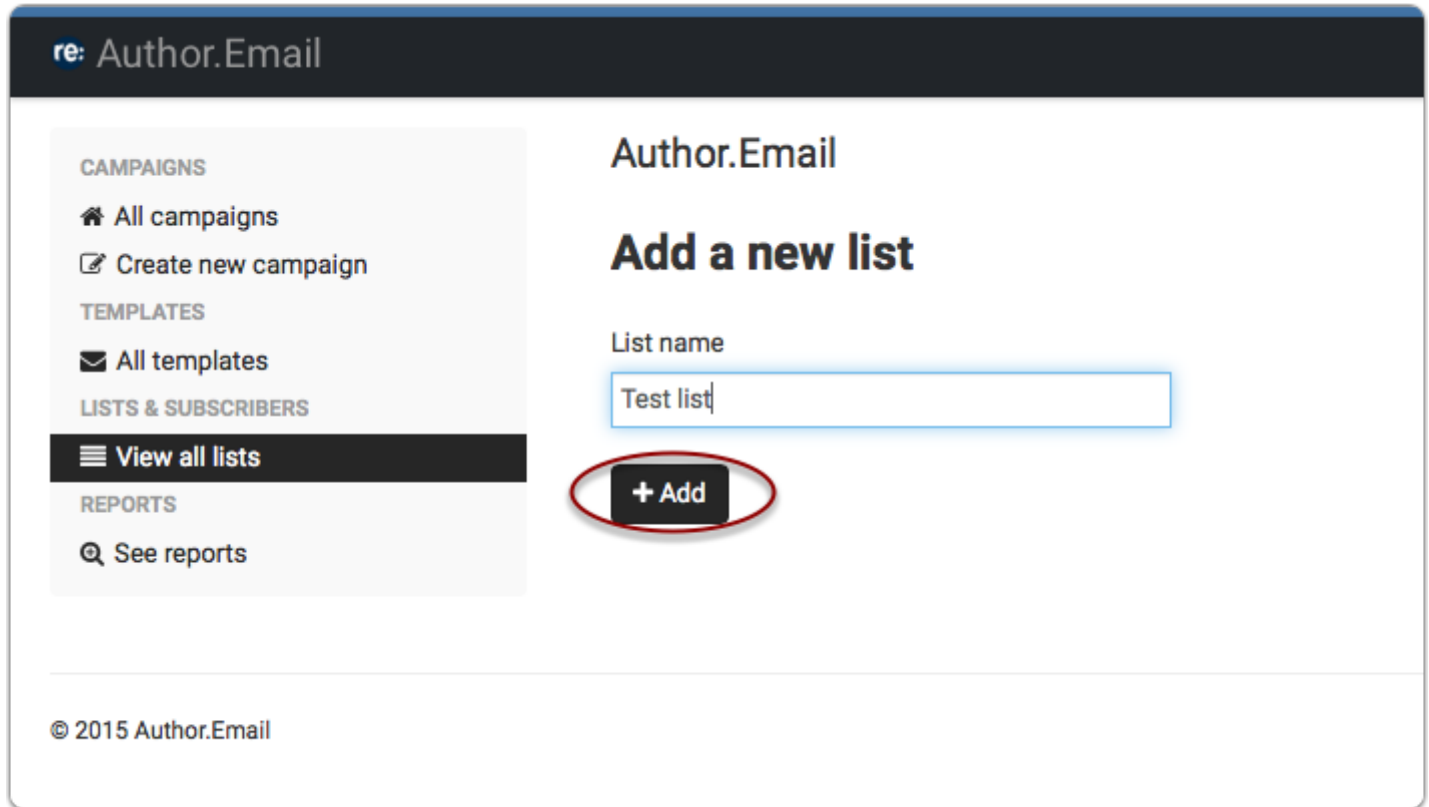## 1. Click "View all lists"

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

2. Name your list

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

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.

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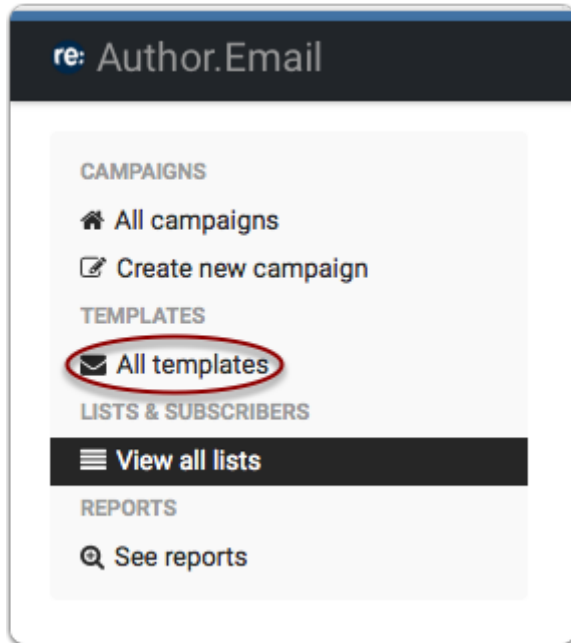
To edit your list in the future, click "View all lists" from the menu, then click on the "Edit" button next to the list you want to edit.

Create a template

1. Click "All templates"

2. Click "Create a new template"
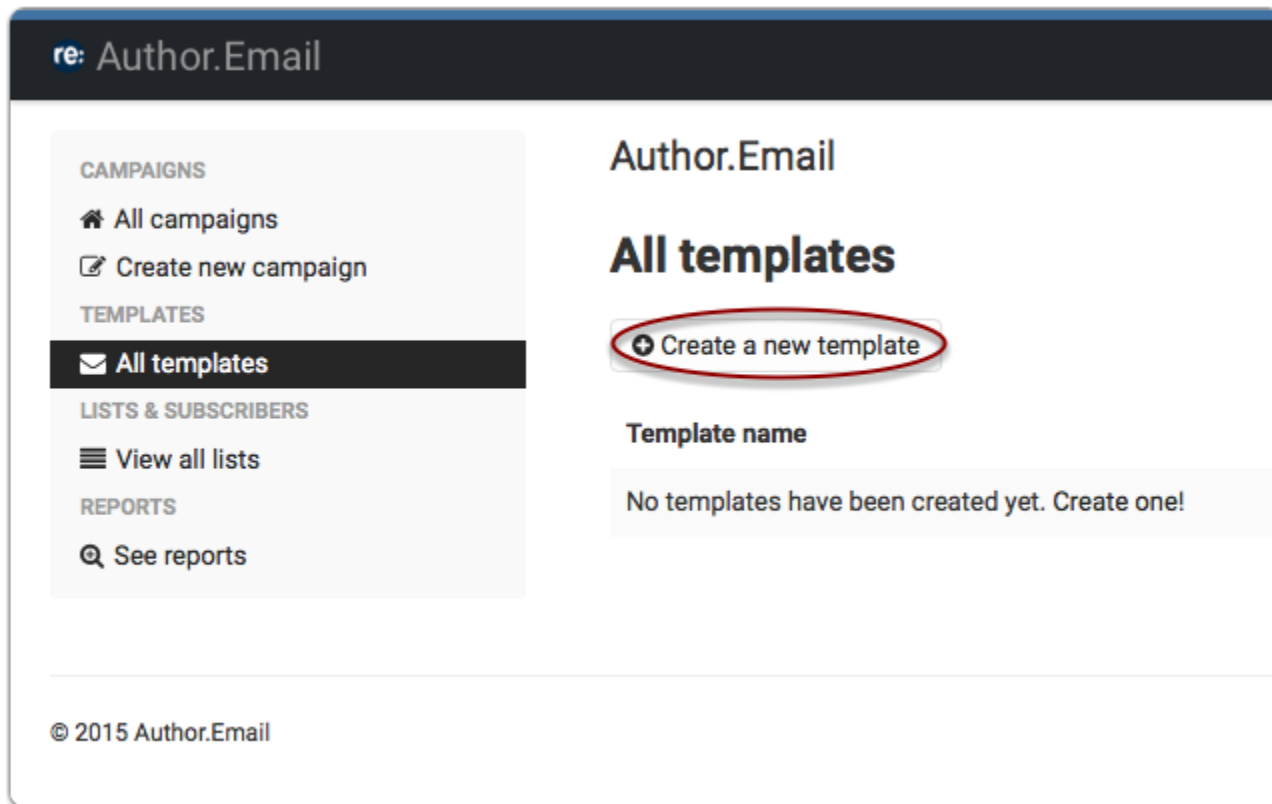
3. Design your template

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

4. Save your template

Enter your new Template name and click "Save Template"

Send an email

1. Click "All templates"
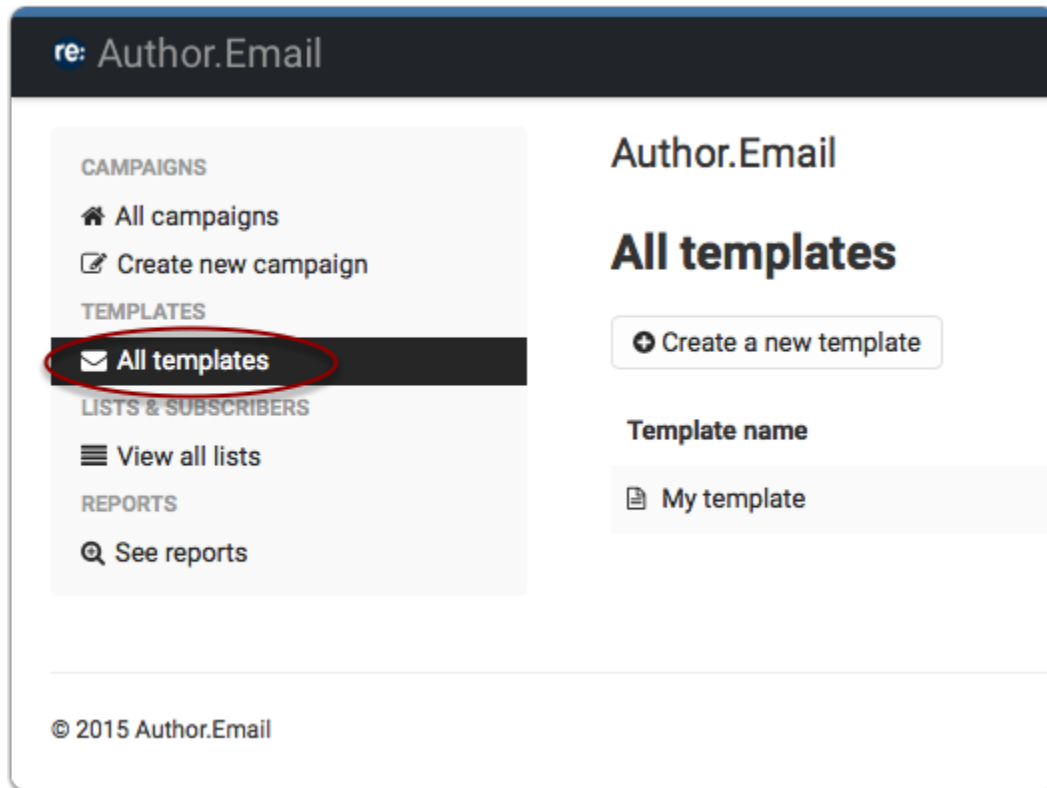
2. Click "Use"
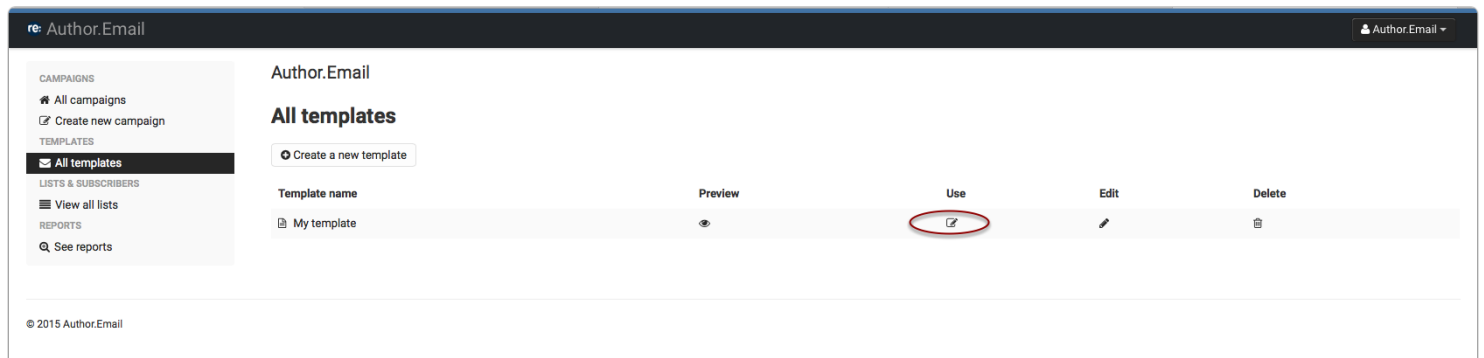
3. Type your email

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 | | | | | | Ω | | | | | | | | | | | | | | | |

B *I* S̶ I_x | Styles ▾ | Normal ▾ | Font ▾ | Size ▾ | A▾ | A▾ |

Typing typing typing...

Email email email...

body p

4. Enter your subject line

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

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."

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."

Get a report

1. Click "See reports"

2. Click on your campaign

Find the campaign you want to track, and click on the title.
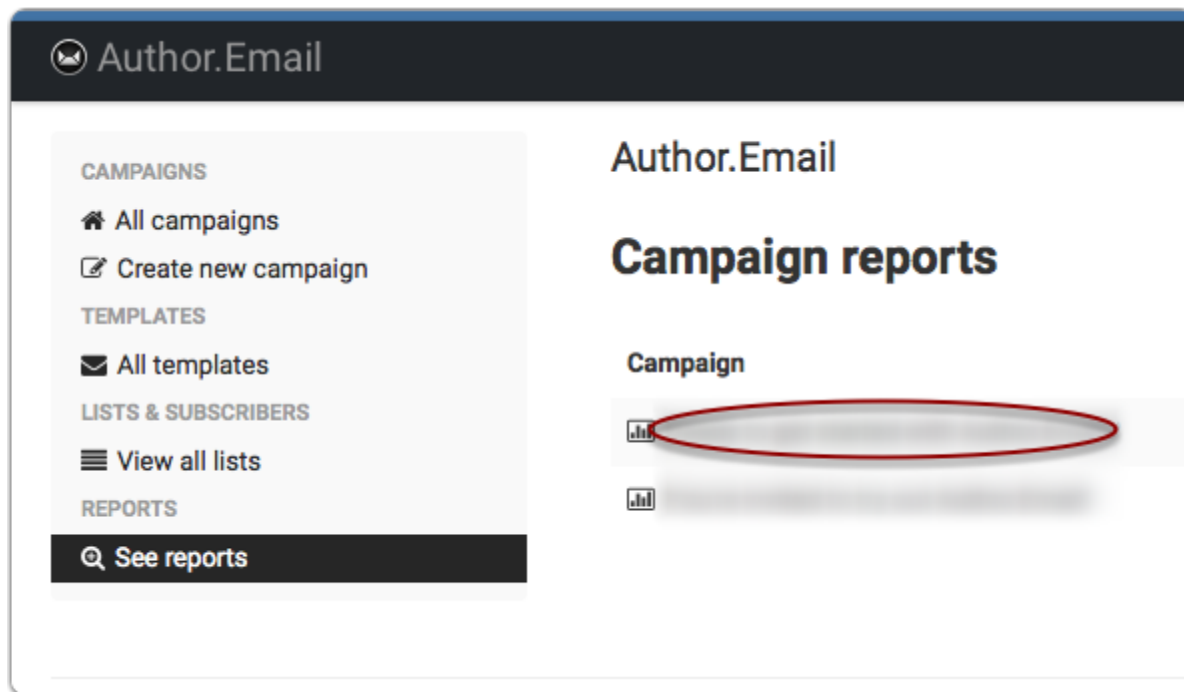
3. View the gorgeous, glorious reports in all their splendor!

Seriously. These things are *slick*!
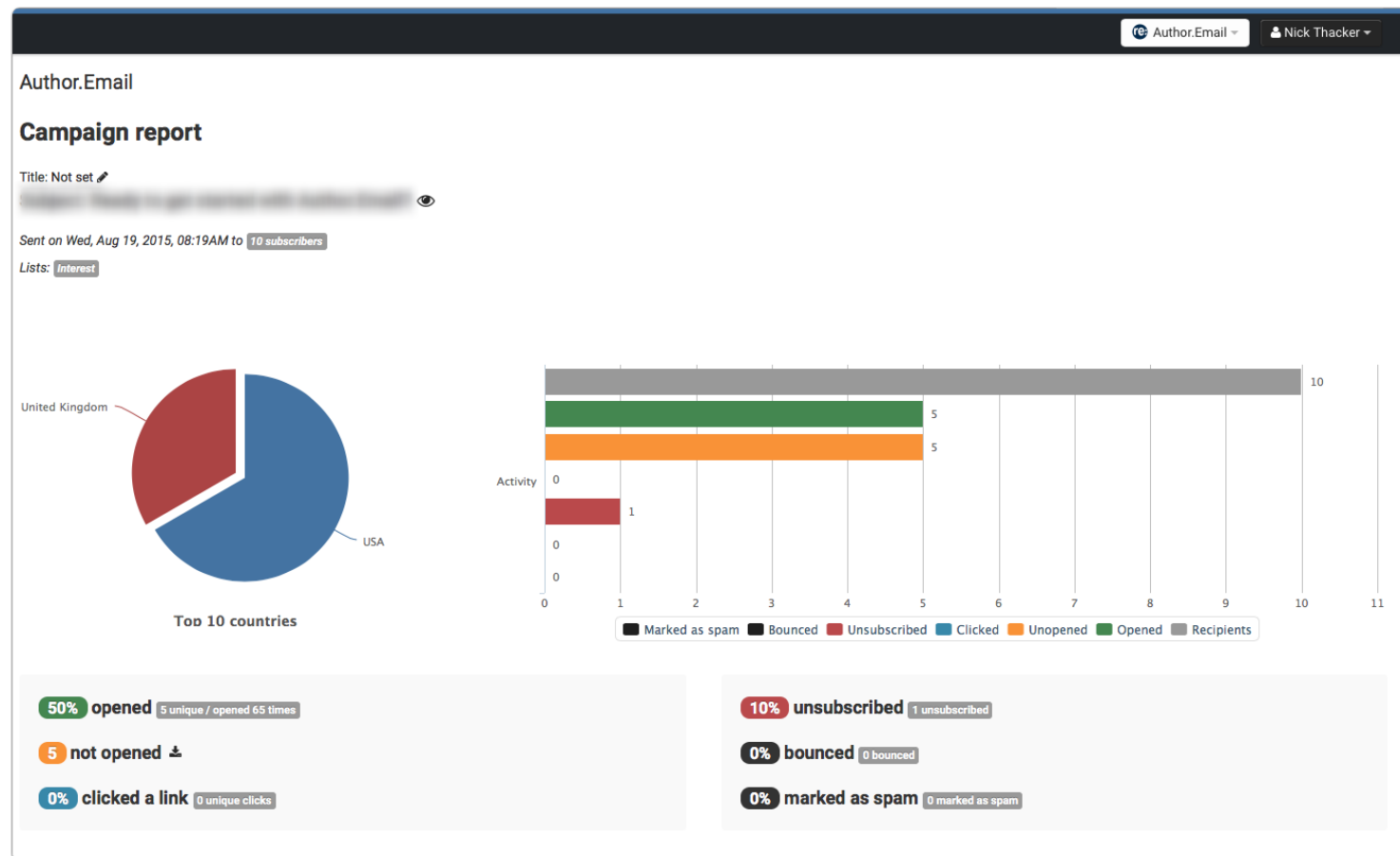
Other things you can do with reports...

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	Subscribed
		Interest	Subscribed
		Interest	Unsubscribed
		Interest	Subscribed
		Interest	Subscribed
		Interest	Subscribed
		Interest	Subscribed

Last 10 unsubscribed ⤓

| Name	Email	List	Status	Date
		Interest	Unsubscribed	4 hrs ago

Last 10 bounced emails ⤓

Name	Email	List	Status	Date
No emails bounced from this campaign!				

Click here to download sub-lists as .csv files

Last 10 marked as spam ⤓

Name	Email	List	Status	Date
No one marked your email as spam!	No complaints were registered			