

CREATING YOUR MAILING LIST!

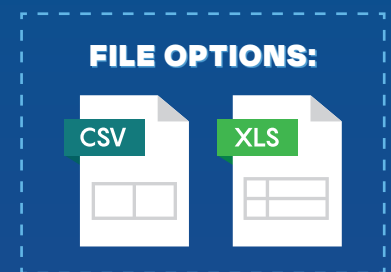


Before we can send your newsletter out to your readers, we need to know where we're mailing. You likely already have an audience in mind, whether they're current clients, potential clients, other businesses in the area, or investors. To reach these individuals, you need to assemble a mailing list and provide it to your newsletter project manager as soon as possible. This will help ensure we can mail your first edition shortly after you approve your template and any written content.

When you send your mailing list, it must be in CSV or Excel spreadsheet format. Thankfully, most billing systems and client address databases can easily export your clients' names and addresses into one of these formats. At the very least, we will need each recipient's name, address, city, state, and zip code in separate columns within the spreadsheet.

It should look something like this:

Name	Street Address	City	State	Zipcode
John Doe	123 Main Street	Jordan	UT	67890
Jane Smith	987 Beach Drive	Carmel	CA	98765



If you want to make it even easier on us, you can break it down with more columns like this:

Salutation	First Name	Middle Name	Last Name	Business	Full Name	Address 1	Address 2	City	State	Zipcode
Miss	Jane	Marie	Doe	ABC Law	Jane Marie Doe	123 State Street	Ste 100	Bliss	ID	83490

WHAT IF I DON'T HAVE ENOUGH NAMES TO MEET MY CONTRACT SIZE?

Maybe you signed up for a specific package size before realizing you didn't have enough names and addresses to fill your mailing list. While this can be a concerning situation, our team has your back! We work with a list broker who can pull names and addresses based on specific parameters, such as zip code or age, to create a cold list. This benefit is entirely free with your newsletter package!

WHAT IF I'M UNSURE IF THE ADDRESSES ON MY LIST ARE STILL ACCURATE?

Once we receive your mailing list, we'll do everything possible to ensure it's as precise as possible. As part of your contract, you'll receive 60 minutes of list editing for your first edition. By scrubbing your list, we'll make sure your newsletters don't go to waste. There are a few different parts to this process.

Address Correction: We'll compare the addresses on your list against those in the United States Postal Service database. This will help us remove bad addresses and search for duplicates.

Move Updates: We'll also compare your addresses against the USPS National Change of Address database to update your list with new addresses for people and businesses that have moved recently.

DO I NEED TO PROVIDE MONTHLY UPDATES TO MY LIST?

For every subsequent edition, you'll receive an additional 15 minutes of list management support. After you approve each edition, your project manager will ask if you have any mailing list updates. If you have any additions, deletions, or other updates to your mailing list, this is the time to let us know! You can send us a new list formatted in the same format as your original list, or you can simply let your project manager know of any needed changes.

If you have any questions about your mailing list or need help compiling it, please let your project manager know immediately!