



# NewsletterPro™

## User Guide

**The Hershman Group**  
**Phone: (800) 581-5678**  
**Fax: (703) 222-8815**

Mailing address:  
**10441 Metropolitan Avenue**  
**Kensington, MD 20895**

## NewsletterPro™ User Guide

NewsletterPro™ is a regular HTML email newsletter that you can personalize and send out via email to your own customer list.

NewsletterPro™ enables you to have the following options:

- Add/Update your name and address information
- Upload your personal photo
- Upload your company logo
- Include your own commentary within the editable region of the newsletter
- Include up to 3 links to mortgage calculator
- Manage your own distribution lists

You can do all this quickly from the comfort of your own personal computer. This quick guide will walk you through the simple instructions for using NewsletterPro™.

## How do I login into NewsletterPro™?

Enter your email as the user name and use your personalized password to enter the site and click login.

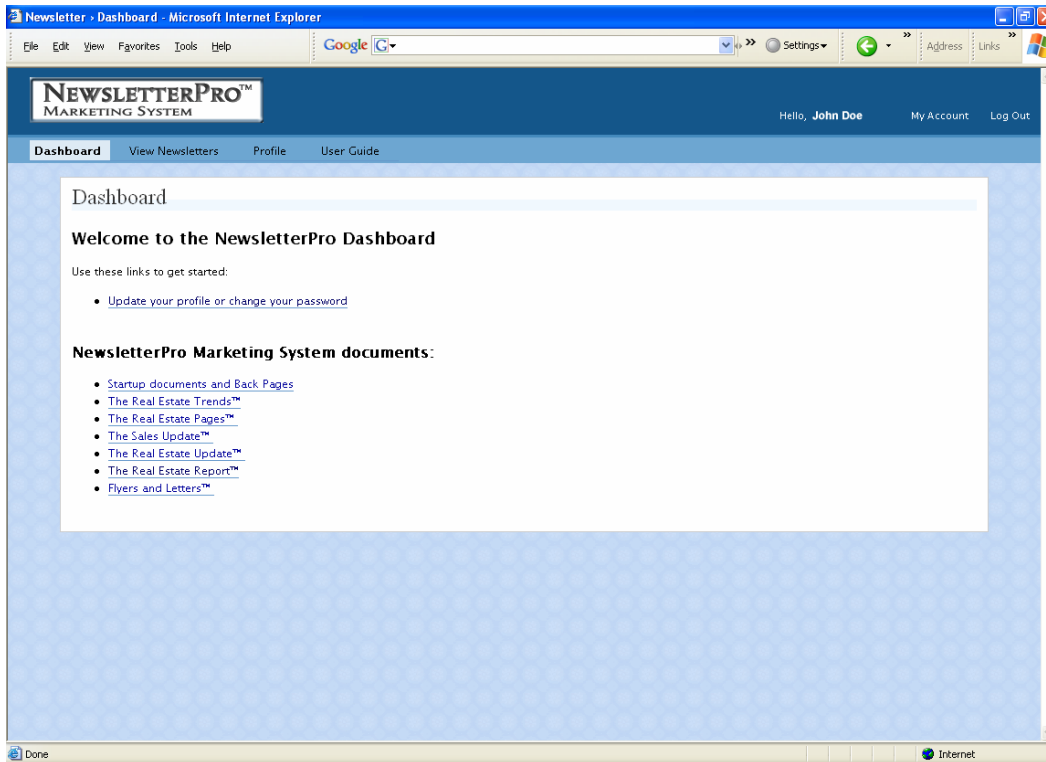
- **Note:** You should have received a previous email when you first subscribed which provided you with a valid username and password. If you did not receive this, please contact us for more information.

### Login:

1. Visit: <http://www.newsletterproonline.com/newsletters/wp-admin/>
2. Enter:
  - a. username: [john.doe@yahoo.com](mailto:john.doe@yahoo.com)
  - b. password: \*\*\*\*\*
3. **Click: Login Remember me** to have the website keep your security information so you can easily login the next time you enter the webpage.

When you have successfully logged into your account, the first thing you will see is the following screen:

## Example 1: NewsletterPro™ Welcome Page



## Your Profile and Personal Options-Dashboard

You are now at the Dashboard Screen. This is the NewsletterPro™ welcome screen. On this page helpful links will appear to guide you through the setup phase of NewsletterPro™.

You can edit your profile or change your password by simply clicking on the [Update your profile or change your password](#) link. This link will take you to the **Profile** tab which appears on the upper left hand corner of your screen.

- **Note:** Also on this page you will notice a few things... There is a welcome notation to your nickname which states, **Hello [name]**, (this will be the nickname you provide under the Profile section.)

On this screen, you also have the option to **Log Out**, or to visit **My Account**. The two areas are hyperlinked and you can visit either page by placing your mouse over the link and simply clicking once. This will take you to the page you want to visit.

## Profile

### Example 2: Your Profile and Personal Options

Newsletter > Profile - Microsoft Internet Explorer

File Edit View Favorites Tools Help Google Settings Address Links

**NEWSLETTERPRO™**  
MARKETING SYSTEM

Hello, Dawn L. Lodge. My Account Log Out

Dashboard View Newsletters **Profile** User Guide

Your Profile **Company Logo** Personal Photo

### Your Profile and Personal Options

#### About yourself

Username: (no editing)  
JDoe

First name:  
John

Last name:  
Doe

Display name publicly as:  
John F. Doe

Enter your personal co-branded text here to be displayed (in addition to your contact and address information) in your personalized section of each newsletter:

John Fitzpatrick Doe is the best mortgage loan officer in the WORLD. I have been trained by David Hershman, the best mortgage loan officer trainer in the world. Call me for all your mortgage needs, even if you can't afford one. And look at my great photo! I won't leave a phone number, just email me. Or go to www.elasticinteractive.com.

#### Contact Info

E-mail: (required)  
jdoe@mortgagerus.com

2nd E-mail: (can be the same as above; this is the "reply-to" email for unsubscribing)  
unsubscribe@mortgagerus.com

Phone 1: (419) 555 - 1299

Phone 2: ( ) -

Company:  
Mortgages 'R Us

Website: www.mortgagerus.com

#### Update Your Contact / Address block

This information is mandatory for CAN-SPAM email laws:

Address 1: 1089 Mason St

Address 2: Suite 300

City: Toledo

State: OH

Zip: 45890

#### Navigation Links

Pick the display order and number of calculators that you want displayed in your right-hand navigation bar.

Link 1:  
Calculate a mortgage payment

Link 2:  
Compare the cost of owning versus renting

Link 3:  
Lower your payments through debt consolidation

#### Update Your Password

If you would like to change your password type a new one twice below. Otherwise leave this blank.

New Password:

Type it one more time:

#### Disclosure

Enter any disclosures that your state and/or licensing status may require. If you require no special disclosures, then leave this field blank.

Update Profile »

## About Yourself

On this page, you can personalize your profile by editing your first name, last name, and your name as you want it displayed on your newsletters. **You should do this immediately upon receiving your login information the first time via email.** Your display name will appear on each screen as a welcome salutation.

You also have an area where you can enter personal co-branded text to be displayed with your profile within the personal section of your newsletter. Here you can provide any personal information that you feel might helpful or useful to your target audience.

Once you have completed any additions or changes to your profile, click on **Update Profile** to save the changes. New or updated information will not be saved unless you do so.

## Contact Information

In this section you must enter a valid email address. If you do not have a valid email address, you will not be able to operate NewsletterPro™. You must also enter a second email address (can be the same as the first) which will be used as the "Reply To" address for if your subscribers want to reply to your newsletter email.

You also have the option of entering a personal website address, which the targeted audience may want to visit for further news and information, as well as up to two phone numbers.

Once you have completed any additions or changes to your profile, click on **Update Profile** to save the changes. New or updated information will not be saved unless you do so.

## Update Your Contact / Address Block

This section has mandatory information that must be supplied in order to comply with CAN-SPAM laws – your company address information. This information will be displayed in the personalized section of your newsletter.

Once you have completed any additions or changes to your profile, click on **Update Profile** to save the changes. New or updated information will not be saved unless you do so.

## Mortgage Calculator Links

NewsletterPro™ lets you add up to three mortgage calculator for your newsletter subscribers -- Pick the display order and number of calculators that you want displayed in your right-hand navigation bar, or you can also choose not to have them displayed at all. The default calculators and display order are:

### Mortgage Calculator Links

Pick the display order and number of calculators that you want displayed in your right-hand navigation bar.

Link 1:

Calculate a mortgage payment ▼

Link 2:

Compare the cost of owning versus renting ▼

Link 3:

Lower your payments through debt consolidation ▼

Once you have completed any additions or changes to your profile, click on **Update Profile** to save the changes. New or updated information will not be saved unless you do so.

### Update Your Password

In this section; you may change your password to one you would like to have. To perform this option, you must type your new password once under **New Password** and again under **Type it one more time**. If you do not want to change your password, please leave this section blank.

Once you have completed any additions or changes to your profile, click on **Update Profile** to save the changes. New or updated information will not be saved unless you do so.

### Personal Photo

To upload or change your personal photo, click on **Personal Photo (see Example 2 above)**, within the User Profile section, and you can upload your personal photo with the extension of **.jpg**, or **.jpeg**, as long as it is no larger than 300 KB in size and no larger than 200 x 200 pixels.

Click on **Browse** and then you can visit the site on your personal computer where you stored your picture. Find the picture you wanted to select as yours and click on the photo to select it. Once you have completed that task, you can hit **update file** to upload the picture.

Once you have completed this task, click on **back to your profile** to get you back to your main screen.

Once you have completed any additions or changes to your profile, click on **Update Profile** to save the changes. It is as simple as that.

\*\*\*Need help sizing your logos and photos? For a nominal fee, Colorworks Promotions will resize your logos and photos to accommodate this new system. Please contact Joy Reiher at [jreiher@colorworkspromotions.com](mailto:jreiher@colorworkspromotions.com) for a quote and more information.\*\*\*

## Company Logo

To upload or change your company logo, click on **Company Logo (see Example 2 above)** within the User Profile section and you can upload your company logo with the extension of .jpg, or .jpeg, as long as it is no larger than 300 KB in size and no larger than 200 x 200 pixels.

Click on **Browse** and then you can visit the site on your personal computer where you stored your picture. Find the picture you wanted to select as yours and click on the photo to select it. Once you have completed that task, you can hit **update file** to upload the picture.

Once you have completed this task, click on **back to your profile** to get you back to your main screen.

Once you have completed any additions or changes to your profile, click on **Update Profile** to save the changes. It is as simple as that.

\*\*\*Need help sizing your logos and photos? For a nominal fee, Colorworks Promotions will resize your logos and photos to accommodate this new system. Please contact Joy Reiher at [jreiher@colorworkspromotions.com](mailto:jreiher@colorworkspromotions.com) for a quote and more information.\*\*\*

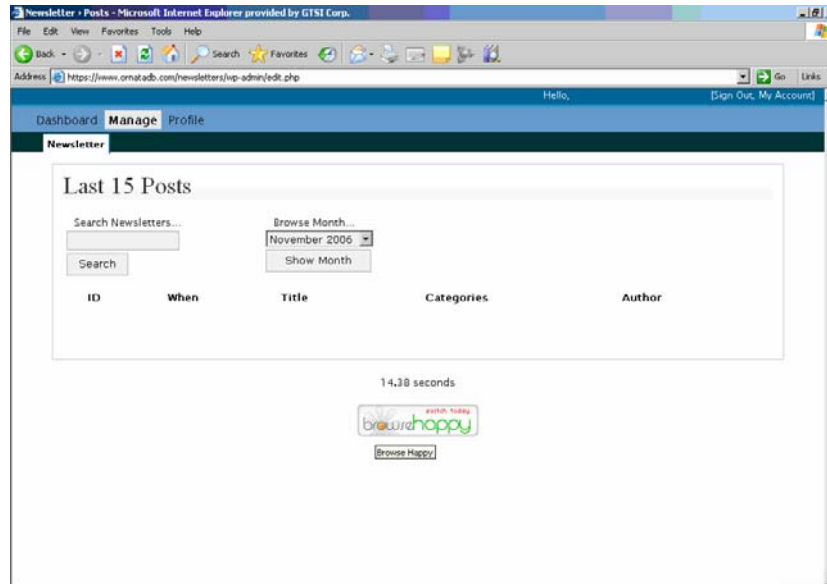
## How it Works:

Every week you will receive the HTML email newsletter in your email inbox, personalized with whatever information you currently have in your personal profile (see instructions above on how to personalize.) You will forward this email to whatever email distribution list you own. NewsletterPro subscribers that "spam" with the newsletter will have their NewsletterPro accounts terminated immediately.

## Managing NewsletterPro™

### Example 3:

Example of the  
"Manage" Screenshot



Again, you will notice a couple of items that appeared in the first screen labeled **Dashboard**:

- There is a welcome notation.
- You have the option to **Log Out**, or visit **My Account**. Click on "My Account" to get to your account information, and "Log Out" to log out of your NewsletterPro account page.
- You have the option to visit the three tabs for managing NewsletterPro™. You can click on the following tabs:
  - Dashboard
  - View Newsletters
  - Profile

Under the **View - Newsletters**, you will see the most current editions of the newsletter. You also have the option to search and browse for NewsletterPro™ editions from the past or present.

If you click on **Search Newsletters** box, you can search for a particular date or title of the newsletter.

You also have the option to search for newsletters by month. If you click on the **Browse Month drop down box arrow**, you will get a drop down listing of past issues of your newsletter.

**Example:** How to search for a past month's newsletter.



Click the arrow under the **Browse Month** section, a listing of the previous months that are available appear. Highlight what month you want to see, i.e., "**June 2007**" and then hit **show month**. Once you hit show month, all of the June 2007 newsletters will appear and will provide information on:

- When the newsletter was published
- Title
- Category
- Author
- Actions you can take on that newsletter

### **Actions For An individual Newsletter:**

For each of the individual newsletters, you can do one of 3 different actions:

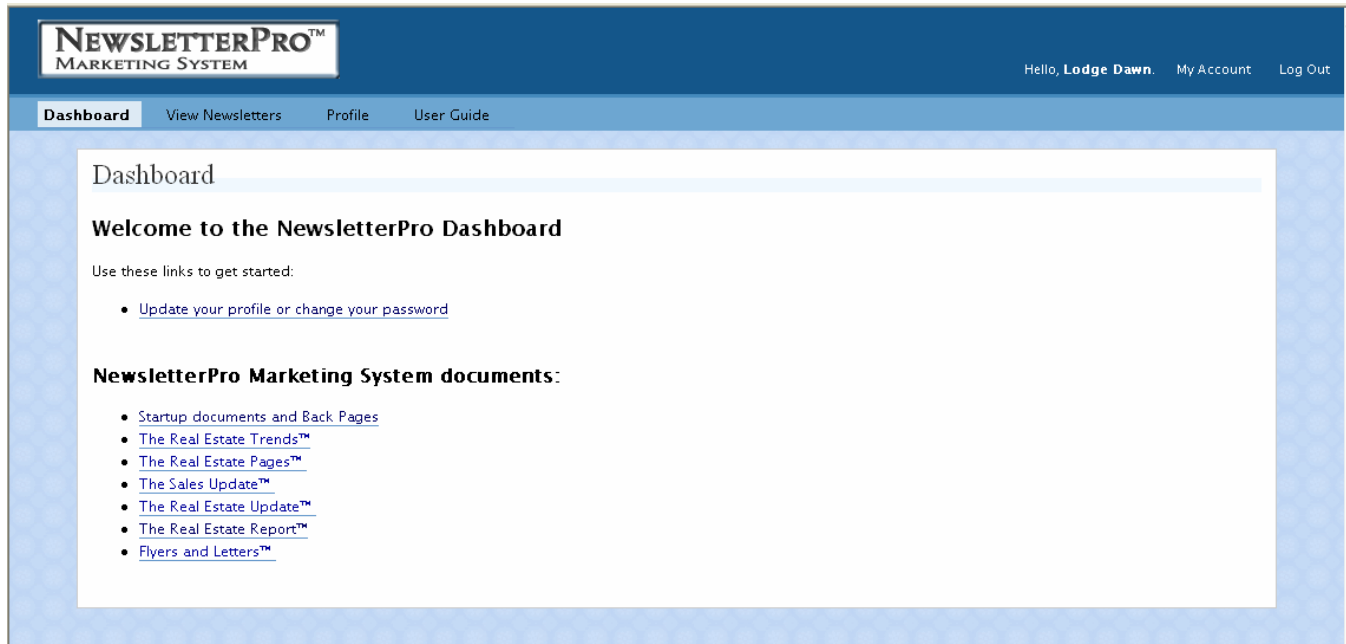
1. Copy its web address ("URL") to your clipboard to send to later paste in an email to send to someone
2. View this newsletter – a new browser window will pop up displaying that newsletter, including your personalization box
3. Email this newsletter to me – in case you lose a copy of a newsletter, you can simply have it emailed to you again (to the email address in your User Profile settings) so that you can forward as desired

### **Use Guide:**

Click on the "User Guide" navigation button to view a PDF copy of the User Guide.

### **NewsletterPro Marketing System Documents:**

On your "Dashboard" page, there are also additional reports and documents available to you that are updated on a periodic basis:



1. **The Real Estate Trends:** *The Real Estate Trends™* is designed to keep busy real estate professionals as well as your prospects and previous customers informed as to the status of their most important investment. It is designed in a one-page compact format to deliver **hard-hitting news**. We believe that your customers do not want to wade through pages of handy housekeeping hints—they want **quick**, concise professional news designed to help them grow.

Components of *The Real Estate Trends™* cover the state of the economy, news on mortgage programs, interest rate trends and government activity affecting real estate. It is more than a recitation of facts—it contains explanations as to how these trends may affect their **investments and business**. Dave Hershman, the mortgage industry's number one author, has been writing these economic columns for over twenty years.

The Trends will often refer to accompanying articles and these **response mechanisms** are designed to make the phone ring. For example, a story on increased refinance activity may include an invitation to call to receive an article on the **benefits** of taking equity out of the home. Of course, we also supply the article using this advanced marketing technique.

2. **The Real Estate Pages:** *The Real Estate Page™* contains articles that help all homeowners understand how to make the most of their most important economic investment—their home.
3. **The Sales Update:** *The Sales Update™* gives you the ultimate value tool for all of your business targets—Realtors®, title companies, insurance agents, financial planners, CPAs and more. What kind of value? *The Sales Update™* is designed to teach all sales personnel and business owners how to **increase their production** through advanced marketing and sales techniques. A new topic every month puts you in a position of expertly advising each and every one of your business targets—without even making a phone call. Let your competitors deliver newsletters containing recipes while you steal the show.

## **Conclusion:**

Once you have personalized your NewsletterPro™ settings, you are ready to go. Now you can review past and present versions of NewsletterPro™ and send personalized NewsletterPro™ versions via email to your own personal distribution list so you can keep your targeted audience on top of the latest information and news. Welcome again to NewsletterPro™ and we look forward to working with you in the future!

~The Hershman Group and the OriginationPro Team