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:
- Upload your personal photo
- Add/Update your name and address information
- Include your own commentary within the editable region of the newsletter.
- 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.*

Example 1:

1. Visit: http://www.newsletterproonline.com/newsletters/wp-admin/

2. Enter:
    a. username: johndoe@yahoo.com
    b. password: ********

3. Click: **Login** and if you'd like, put a check in the **Remember me** box to have the website keep your security information so you can easily login the next time you enter the web page.

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

Example 1: NewsletterPro™ Welcome Page
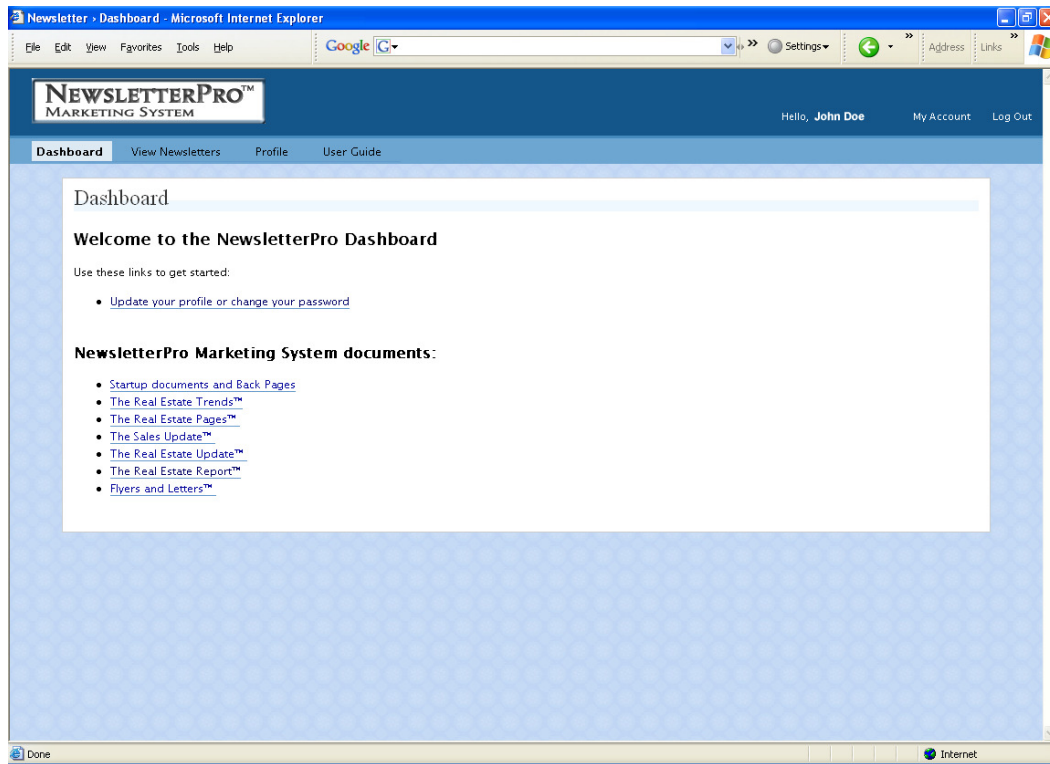
Your Profile and Personal Options-Dashboard

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 Nickname,** *(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 hyper linked 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 Page

About Yourself

On this page, you can personalize your profile by creating your username, first name, last name, and nickname. **You should do this immediately upon receiving your login information the first time via email.** Your display name will be the nickname you have provided under the nickname box and 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. If you would like your web address to appear on the newsletter you should enter it here.

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™.

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.

Personal Photo/Company Logo

If you click on the **Personal Photo or Company Logo** links**,** you can you can upload your person photo/company logo with the extension of **.jpg**, or **.jpeg** as long as they are no larger than 300 KB in size and no larger than 150 x 150 pixels.

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

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

Once you have completed the two sections, **Your Profile and Personal Photo/Company Logo**, and have filled out all vital information, press **Update Profile** to post your vitals. 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 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.

Viewing NewsletterPro™

Example3:

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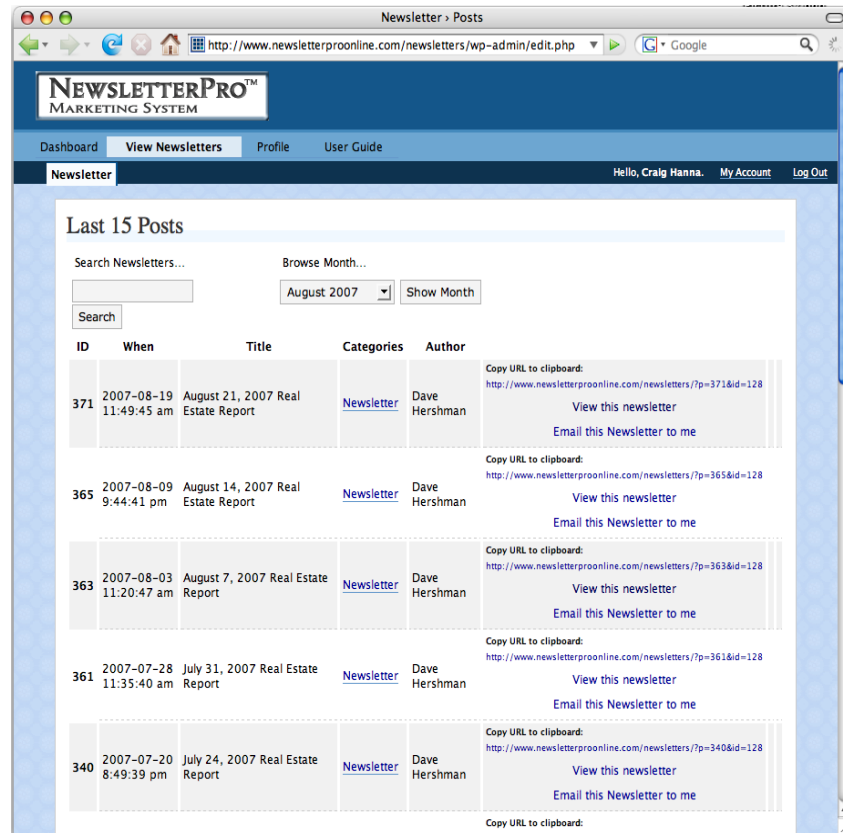
Again, you will notice a couple of items that appeared in the first screen labeled **Dashboard:**

- 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 three tabs:

    - Dashboard
    - View Newsletters
    - Profile

Under **View Newsletters**, you have the option to search and browse for NewsletterPro™ editions current, past or present.

If you click on the **Search Newsletters** box, you will have the ability to review each newsletter by categories that have been published in the past weeks. Click the **Search** option, and you will be able to review each letter by categories such as:

- ID
- When

- Title
- Categories
- Author

Type a keyword or keywords into the **Search** box for the content of the newsletter you are searching for.

Example 4:

1. Type "the spreads" into the **Search** box and click **Search.**
2. You will see the posts: 363 2007-08-03 August 7, 2007 and 198 2007-04-08 April 10, 2007

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 5:

1. Click the arrow under the **Browse Month** section and a listing of all postings from October 2006 through August 2007 will appear.
   2. Highlight the month you want to see, i.e., August 2007 and the click on **Show Month**.
3. The August 2007 newsletter will appear and provide information on:

- ID
- When
- Title
- Categories
- Author

*Note: The drop down menu may contain posts that are only available to the site administrators.

Back Pages/Start Up Pages/Flyers and Letters:

Back Pages – Our back pages enable you to include advertisements on the back of your newsletter or convert the newsletter into a self-contained mailers by printing a newsletter page on the blank side. There are several back page alternatives posted both in legal and regular size to accommodate the newsletter pages. The publisher version can be completely personalized/customized. The pdf version can be personalized by adding your personal information in the text boxes provided. Distribution can be applied via mail, fax or in person.

To print a newsletter page onto the back-page, simply print the back page of your choice, then place the back page back into the printer, text up, with the top of the page to the back of the printer. Once printed, the page is now ready to be folded, addressed and distributed.

Start Up Pages – These are documents provided to help you begin to market yourself using the NewsletterPro ™ Marketing System. They may contain information on how to use the system or as an announcement for you to distribute to let others know that you have this service. For an example, see the start up page posted with the August Newsletter.

Flyers and Letters – Throughout the year, a variety of flyers and letters will be posted along with the newsletter pages that will be targeted to the substance of the written material of the newsletters or articles. For example, if we have a written article on sub prime mortgage alternatives, there may be a flyer or letter posted to advertise the fact that your company is the sub prime expert. The flyers and letters aim to entice others to call you to receive a free copy of an article that may help those with blemished credit history. Response mechanisms work.

Newsletter Target Audiences:

The Sales Update – The ultimate tool for all of your business targets-Realtors, title companies, insurance agents, financial planners, CPAs and more. The Sales Update is designed to teach all sales personnel and business owners how to increase their production through advanced marketing and sales techniques.

The Real Estate Page – Articles that help all homeowners understand how to make the most of their most important economic investment – their home. Jointly mail these articles with realtors and financial planners to their customer sources. You will be providing value to synergy partners as well as directly to consumers while presenting yourself as an expert.

Real Estate Trends/Update/Report – These pages are designed to deliver quick, concise professional news to keep real estate professionals, prospects and previous customers informed as to the status of their most important investment. The articles cover and explain the state of the economy, news on mortgage programs, interest rate trends, government activity and how these may affect their investments and business.

How to Personalize the Newsletters:

A. Publisher Files
   If you have Publisher 2000 or greater, the newsletter publisher files can be completely customized. You can add or delete text within the body of the newsletter, add your own graphics; change the font type and color. The text box on the bottom right hand side of the page is for your contact information. You can type it into the text box or photocopy your business card. Once you have customized a page, you many want to convert it to a pdf file as most of your recipients will have Acrobat Reader on their computers. If you send a publisher file, your recipient will not be able to view it unless they have Microsoft Publisher. Please see the following section on How To convert a Publisher file to a PDF file.

B. PDF Files
   The PDF files are available for those who are not comfortable using Microsoft Publisher or who don't want to customize the newsletter pages. This is a simplified version of the newsletter pages that allows for personal information to be entered into the text box on the bottom right without the use of Microsoft Publisher. Information such as that listed below can be entered into the personalization area(s) That have been setup on each document (please note that some pages have more than

The box on the bottom right side that can be personalized):

Sally Smith
Senior Loan Officer
USA Mortgage Company
123 Mortgage Way
Mortgagetown, MD 11111
301-222-2222
800-222-2222
www.usamtg.com

How To Convert a Publisher File to a PDF File:

To convert a file to a pdf file, you can download a free program called CutePDF Writer. Go to **http://www.cutepdf.com** and follow the directions to download the program. To use CutePDF Writer, open a newsletter publisher file, select **file** and then **print** making sure to select CutePDF as your printer. The file **will not print**…..you will be asked where you want to **save** the file. The file will save as a pdf file.

How To Distribute Your Newsletters:

For those of you who have higher versions of Publisher, you have the option to convert your Publisher files to HTML/Posting on a Web Site or email the Publisher file directly from Publisher as the body of an email. To email as an HTML you/your company must
have it's own server.

Publish files to the Web:

You can publish a Web site to a Web server, a network server, a File Transfer Protocol (FTP) server, or to a folder on your own computer.

⊟ Publish a Web site to a location on the Internet or on a network

To publish your Web site on the World Wide Web (WWW), you must subscribe to a Web hosting service. A Web hosting service provides Internet access and storage space on Web servers. Before you publish your Web site, contact your Internet service provider (ISP) or system administrator to get the information that you need to publish and the Uniform Resource Locator (URL) of the Web site where you can save files.
On the File menu, click **Publish to the Web**.
In the File name box in the Publish to the Web dialog box, type the URL of the Web or network server where you want to save your Web site — for example, http://www.northwindtraders.com — and then click **Save**.
If prompted, type your user name and password, and then click **OK**.
The directory associated with your URL will appear in the Publish to the Web dialog box.
Double-click the folder where you want to save your Web site.
In the File name box, select **index** as the default name for your home page, and then click **Save**. When prompted, click **OK**.

⊟ Publish a Web site using FTP

Before following this procedure, contact your Internet service provider or system administrator to get the information that you need to publish to an FTP site. You also have to create an FTP site in FTP Locations.
⊞ How?

On the File menu, click **Publish to the Web**.
In the Save in box, click **FTP Locations**.
Double-click, **Add/Modify FTP Locations**.
Enter the information you received from your Internet service provider, and then click **OK.**
Click **Cancel**.
On the File menu, click **Publish to the Web**.
In the Save in box, click **FTP Locations**.
In the list of FTP sites, double-click the site you want, and then double-click the folder where you want to publish your Web site.
 NOTE If your Internet service provider (ISP) requires you to use a specific program to upload your Web site, or if you are publishing your Web site to a corporate intranet, you may need to save a version of your Web site in a specific HTML file format and follow a different procedure to publish your Web site. Ask your ISP or your system administrator for information about how to save and publish your Web site.

How to Email as an Attachment:

Once you have the document you would like to email open in Publisher:
- Go to **File** and select **Send Email**. (Some versions offer options once you select this while others just bring up the email.) If you are given options, you will want to select **Send As Message**. Then simply enter the email address for those that you would like to distribute the newsletters to and send.
- Some versions of Publisher also have the email option on the menu bar running across the top of the screen. You will see an icon next to the print or save button that looks like a letter and an envelope. Click on this button and it will bring up the same feature listed above.

Web Addresses:

Web addresses will no longer upload onto the Real Estate Update. We have come across issues with spamming. Larger companies have filters in place that will identify your emailed newsletter as spam. Enter your web address on the profile page under **co-branded** text.

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