

BULK EMAIL VIA EUDORA

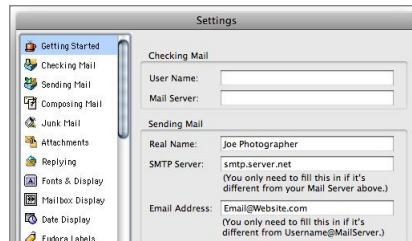
Contacts version 5.5.3 released in December 2008 introduced an additional method for sending quantities of email from Contacts.

WHAT'S DIFFERENT

This method of sending bulk email from Contacts provides by far the easiest method yet for sending bulk email - or even one message - including images and font styles within the email, or to send attachments.

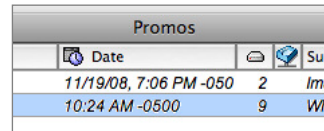
Unlike sending email through Correspondence, you cannot include personalization within the body of the email itself, so there is no ability to insert personalized touches like "Hi Joe, how's life in New York these days...". This new method does address each email individually though which helps prevent your message from being filtered as spam and does keep it personalized to that level.

You do need Eudora installed and set up on your computer. Eudora is a free and excellent email program available for download from <http://Eudora.com> If you prefer to utilize other software as your primary email program, Eudora can be configured solely for sending email. Just leave the Checking Email portions of the setup empty as shown here.



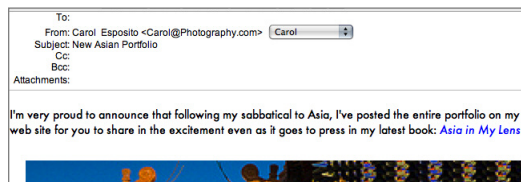
USAGE

Make a new Eudora Mailbox named Promos. Create an email message, sans Recipient, in Eudora exactly as you want everyone to receive it and save it in that Promos mailbox. To do that you simply Save the new message, then Transfer or drag it from the Out mailbox to Promos.



The message can include styled fonts and images or any other format that Eudora permits, making the potential very broad. *Tip* ♦

You can have any number of ready to go emails in the Promos mailbox. Whichever one is LAST in the list is the one that gets used. If the Promos mailbox is sorted by date, to make an earlier message become the last message, open it, make any minor change such as adding and deleting a space and Save. You can also sort the mailbox by Subject, Priority or any other column. Whichever message is at the bottom of the list is the one that will get used.



Now select the Contacts you want to receive this email. *Hold Option and click on the Email button in the Contacts Data Record.*



Your intentions are confirmed then Contacts starts processing the last message it finds in the Promos mailbox. You will have a chance to check them as they sit queued in the Out mailbox for sending.

A Mailing Notation is added to each Contact's record using the Subject of the email message.

While the process of creating messages is running it's best to avoid clicking between InView and Eudora. Their inter-dialog can be interrupted which creates an error message such as "There is no last message in the Promos mailbox." At that point the process comes to a grinding halt.

If the process of creating and queuing messages is interrupted for any reason, you can use Find/Select to SelectWithin Mailings Not Contains and some piece of the Mailings memo being added. That selects the remaining Contacts for whom no message has yet been created.

TOO MANY?

If you do come up with more names at once than your ISP allows you to send, Contacts 5.5.4 has the solution. In the Search menu is Select A Quantity.

Tip: Although you can include all sorts of exotic fonts in outgoing email, your recipient sees them using fonts installed on their computer.

Stick to relatively common fonts for the best results - no matter what email software you're using to send your email

This selection allows you to designate a number, then reduces the number of currently selected Contacts to that number.

This is useful, for instance, if you can only send 250 email messages per day but your targeted group is 600 names. Use this to select 250. The next day, select the targeted group, then use Find/Select to SelectWithin - Mailings - Not Contains and enter a key phrase of the previous day's Mailings Memo, or the date, to get those within the target group who have not yet received the email. Select another 250. On the third day you have just 100 remaining Contacts to get the email.

ADVISORIES

Send yourself as many test emails as it takes to get it right before sending to large numbers of people.

Be sure your ISP won't cut you off if you send too many emails in a single day. Some limit you to 200 and disable your service for 24 hours if you try to exceed it. Keep in mind that this is a per day limit, not per blast. Leave yourself a bit of wiggle room for some regular email exchanges.

Be aware of current spam rules before sending quantities of email. Look on our support forums at <http://hsltd.us/hsforums/Forums.html> in the FAQ section for a post on Email Promotions and SPAM for useful information.