

SAVE TIME! INCREASE SALES!! RECRUIT MORE PEOPLE!!! By Using Usborne's *inTouch* Mailing Lists

Training by Becky Dean, UBAH Supervisor

What is an *inTouch* "Mailing List"?

Within *inTouch*, you can set up a "mailing list" which allows you to email SEVERAL people all at once by just typing in one email address. For example...

Set up a mailing list for all your prospective recruits. Then each month, simply send an email to your mailing list address: myprospects@myubah.com to let EVERYONE in the list know about the different recruiting specials each month. Your message is automatically sent INDIVIDUALLY to ALL the people you previously entered into your "myprospects" mailing list – but NOT as a blind carbon copy. And all you had to do was type in ONE email address.

How to Buy *inTouch*?

(*inTouch* is just \$5 a month and includes unlimited campaigns and up to 10 "email" addresses that can be set up as email accounts, auto-responders and mailing lists. Complete summary/pricing details can be found at: https://orderpro.ubah.com/inTouch_Summary.aspx)

1. Go to www.myubah.com { do NOT login }
2. Click on Renew/Upgrade Subscription if you have OPOL (or New Subscription if you have neither).
3. Enter your Consultant ID on next screen, then click submit
4. *inTouch* can be purchased under add'l products. (*inTouch* includes several features – the mailing lists feature is just one of them) NOTE: *inTouch* is included already in Deluxe OPOL Subscriptions.
5. Once you've purchased the product, your invoice will be emailed to you from the home office. *inTouch* will be available for you to use after you receive the initial e-mail.

What do you use *inTouch* Mailing Lists for?

Within the *inTouch* program, you have 10 email addresses total to work with - for email accounts, auto-responders and "MAILING LISTS". Utilizing the "Mailing List" feature of *inTouch*, you can create several different mailing list emails to keep "in touch" with several different groups of people...

1. Your potential recruits (from booths, parties, web) ex: mypotentialrecruits@myubah.com
2. Your customers from parties, booths, website, bkfairs... ex: mycustomers@myubah.com
3. A "temporary" list for those attending Convention ex: 2005Convention@myubah.com
4. A "temporary" list for those attending a Regional Mtg ex: MEGA-Regional@myubah.com
5. An "extra training" list for your potential supervisors ex: myleaders@myubah.com
6. A list for your team members for weekly training emails ex: myteam@myubah.com

Can also be used to announce contests or send trainings to different "categories" within your Team: Central Team - Total Team - Inactive Recruits - Those in Incentive Period

You can also use *inTouch* mailing lists as a "discussion loop" (like the superloop or S&L loop)). Mailing lists set up as "loops" can be used to broadcast messages/ask questions/find encouragement from *everyone* listed in this mailing list or "discussion loop" by just emailing to one address. (Remember, YOU need to add any new contacts to keep your mailing lists current.)

mysupervisors@myubah.com mysupervisors-to-be@myubah.com myuzziefriends@myubah.com

BENEFITS of the UBAH *inTouch* Mailing List Application:

- Everyone whose email you put in as a contact for your mailing list(s) will receive your message as addressed specifically to them - their name will be in the "To" box. This helps your emails look more personal and less like spam which means they are more likely to open and read them.
- When you send an email to one of your mailing lists, it will send the message to everyone individually so they don't see everyone else's email address. This helps protect the privacy of all the contacts within your lists and makes your recipients feel special as it looks like you are emailing them individually.
- Emailing to an *inTouch* mailing list address sends the email directly to each individual within the list but not as a blind carbon copy. This is very beneficial because blind carbon copies often get thrown out automatically by spam filters/servers.
- You can easily add different categories of your team members (central group, total group, inactive, active, those in incentive period, etc...) to a *inTouch* mailing list with just a few clicks of a button – just select Upload Team Members. (coming soon - website contacts added to mailing lists at a touch of a button!)
- The status of your upload will be listed – always check to make sure it worked.
- You cannot add people's email addresses more than once to a particular mailing list – *inTouch* Mailing Lists automatically throws out any doubles when you are uploading or adding manually.
- Unsubscribe instructions are listed at the end of each email you send to a mailing list.

You have received this email because you are a member of an email list owned by an Osborne Books At Home (UBAH) consultant. To unsubscribe from this list go to the website address below.

<http://myubah.com/unsubscribe.aspx>

- Mailing list recipients can unsubscribe themselves from any of your mailing lists by going to the above link to remove their email address. Once there, they simply type in their email address and choose which mailing list(s) to be removed from. This process then permanently unsubscribes them from the mailing list(s) they selected. Automatic removal is a MUCH easier way to maintain an accurate list - especially as your list grows.
- You can see who has requested to be removed in each of your mailing lists.
- When someone emails you and requests to be removed from your mailing list, always go through the unsubscribe link to remove their email address instead of within *inTouch* – see next point.
- Once email addresses are removed from mailing lists through the unsubscribe link - you can never re-add that same email address to that particular mailing list in the future. Thus, you never have to worry about accidentally adding someone back in your mailing list when uploading your team contacts or website contacts that had requested to be unsubscribed years earlier!! ☺
- You can permanently unsubscribe people yourself from your mailing lists, knowing only their email address. Ex: If ever you get a request to remove someone's email address from your mailings, just go to the unsubscribe link: <http://myubah.com/unsubscribe.aspx>, enter their email address and check which mailing list(s) to remove them from. No need to look through numerous mailing lists or know their full name to remove them.
- You can now “re-use” mailing list names by removing contacts with the new “delete all” button – (which does NOT remove those permanently unsubscribed). This Mailing List can then be reused for different applications w/o worrying about adding back in those that had previously unsubscribed. Ex: use TeamContest@myubah.com for different contests for different sets of people – those in incentive - those in your central group – those in your total group - etc...

HELPFUL HINTS - when picking *inTouch* Mailing List names:

- Whatever you use as a mailing list name - ex: MySupervisors@myubah.com - it will show up in the subject line as [MySupervisors] just like the [Superloop]. So THINK of what name you would want your customers/potential recruits/team to see and pick less condescending names than what I used in my examples. No one likes to be “owned” so for example, don’t use “MYteam” but also ask yourself... would potential recruits want to receive an email called [MyProspects]??
- Make sure the mailing list name would make sense in the subject line to those RECEIVING the email and for the purpose of the mailing list. For example – [CentralGroup] as a mailing list name may describe those receiving the email but does it make sense as a part of the subject line? Is it related to your email content?? Or can you think of a better email “identifier”? - [TeamTraining]?
- If you have a really long mailing list name, the recipients will not see any of the actual subject line for your email – just your [VeryLongMailingListNameForMyCustomers].
- Mailing list names show up with capitals or lower-case in the subject line. Meaning... maybe capitalize your mailing list name to make it stand out better. Ex: By capitalizing the U and B in your customer mailing list, UsborneBooks@myubah.com, it would show up as: [UsborneBooks] within the subject line. This stands out better as an advertisement than [usbornebooks].

HELPFUL HINTS - when thinking of *inTouch* Mailing List applications:

- Make things simple – don’t over-burden yourself with keeping track of multiple lists for the same types of people. Think through how you would actually *use* the application on a consistent basis. Would you really have time to compose several emails individually for... Booth customers?, Party customers?, website customers?, Hostesses?, Direct Sale Customers??? What about just lumping them all together in a mailing list for ALL your customers – making your email generic enough to apply to all? THINK BIG!! ;-)
- You are limited to 10 accounts/ mailing list names/ email addresses total. Make sure you have some left-over for “temporary” mailing lists or auto-responder trainings. For example, it is nice to be able to set up a temporary mailing list for those attending the Nat’l Convention or those attending a Regional Mtg. Or you may want to have a temporary auto-responder for the Ethics 101 answers for example. The possibilities are endless!!
- Set up ALL your mailing list names at once so those that unsubscribe permanently from one won’t be added inadvertently into a different mailing list that you create later. Personal Example: I had set up a [TeamTraining] list for our weekly email trainings for our entire team. Then I decided to set up a contest list about 9 months later to use it for different “categories” within my team – a contest for only those in their incentive period or a contest for only our central group or a contest for our entire team. However, the problem with this was that those on my team that had previously unsubscribed permanently from my [TeamTraining] list 1-9 months ago, were now added back in to my new mailing list for [TeamContests]. Thus, I received several angry emails from those that had permanently unsubscribed from the first list [TeamTraining], who were now getting emails from this newly created list [TeamContests]. Oops!

How do you solve this? Think of ALL your mailing lists names that you would want to use and set them all up at the same time!! Make sure you keep updating all of them and then when recipients are unsubscribing from one they can also unsubscribe from any others they are on – even if you aren’t emailing to it yet. Learn from our goof!

HELPFUL HINT - when you are uploading contacts to Mailing Lists:

When you are saving an Excel file as a csv (comma delimited file), follow this process to make it compatible:

- First, remove ALL columns/rows that are "extra" - it must have ONLY: a "Member Name" column and a "Member Email" column – in that order.
- **Select Save As and choose CSV (Comma Delimited)(* .csv)** in the “Save as Type” drop-down menu box. When you click on save a message will come up that says "The selected file type does not support workbooks that contain multiple sheets" - **click OK**
- Another message will come up: "...may contain features that are not compatible with CSV (Comma Delimited). So you want to keep the workbook in this format?" **Click on YES**
- Then you **MUST** close out of Excel **BEFORE** you upload your csv file. When you close out it will come up with a message asking if you want to save your csv file. **Say NO!!**

(Remember, you already saved it and for some reason - which I don't know why - if you save it again when closing out of Excel it will "flip" it back to an Excel document, making it incompatible to upload to your UBAH mailing list. In addition, if you don't close the Excel program before trying to upload, it will also "flip" your file back to an Excel document making incompatible to upload to your mailing list even though it says csv as a file extension).

HELPFUL HINTS – to prevent your emails being flagged as spam:

taken from information previously posted by Deb Blencoe

- Always use UBAH Webmail to email to your inTouch mailing lists - and have all your campaigns send from your myubah.com account. Otherwise, systems think you are just passing the email through a third party to send out spam and will block your customer/potential recruit emails if your email is from *outside* myubah.com.
- DO NOT include any graphics in your emails for the following reasons:
 - 1) Any time there is a graphic on the page it requires an attachment to be sent which increases the chance it being “flagged” as spam.
 - 2) MANY spam filters when they see graphics will block those messages altogether - EVEN if you are a known user and in their contact list!!
 - 3) Most people will not open messages with attachments, even from people they know, because of the fear of viruses.

Thus, just use PLAIN TEXT messages if you want your customers to receive your emails and feel it is safe to open and read them. For pretty pictures, give them links to your ubah website.

- DO NOT USE pictures of your signature - for the same reasons not to use graphics.

For complete step-by-step instructions on UBAH webmail, go to:

[ftp://www.ubah.com/OPOL_Training&Documentation/UBAH Webmail Step-by-Step Instructions.doc](ftp://www.ubah.com/OPOL_Training&Documentation/UBAH%20Webmail%20Step-by-Step%20Instructions.doc)

BENEFITS of *inTouch* Mailing Lists in conjunction w/UBAH Webmail:

- By sending emails to your mailing lists from your UBAH webmail account, it would help your messages appear more “acceptable” to spam filters/servers. Some spam filters automatically throw out all emails originating from foreign AND also free web-based email accounts. (especially if sent as a bcc – blind carbon copy!) Personal Example: Before *inTouch* and UBAH webmail, many of our team members were not receiving our weekly emails when emailing from Germany because it was coming from a foreign email acct - “t-online.de” and their server/spam filter threw it out. But... by using UBAH webmail to email to my team training mailing list I was again able to have a .com email address that servers/spam filters would allow through.
- You can be ANYWHERE or on ANY COMPUTER with Internet access to keep in touch with your customers, prospective recruits, team members, etc... If you use a UBAH webmail account to send your messages to your mailing lists, then when you are out of town you can still keep “in touch” by getting online anywhere, (library, relatives computers, Internet café) and emailing from UBAH webmail to your mailing lists. For example, if you earn a UBAH travel contest, go to an Internet café to log on to UBAH webmail - then send an email to: mydownline@myubah.com to let them know how fabulous UBAH travel contests are!! Or, if you were called out of town on a family emergency, you can still communicate with your supervisors by getting on UBAH webmail and emailing to your mailing list: mysupervisors@myubah.com or send a message to your prospective recruits that the recruiting kit special is ending soon: myprospects@myubah.com
- You don’t even have to own a computer to keep in touch with your team!! Just get online at the library or on a friend/family’s computer and send emails via UBAH webmail to your mailing lists or create campaigns, w/the contact info you have previously uploaded/entered.
- UBAH webmail allows you to choose a "reply-to" address under the "Advanced" tab of where you want recipients to reply to. This allows you to “sort” responses to different mailings by having them reply to different email addresses. OR, if you email your team while you are on a UBAH travel contest, have your "reply-to" address go to another UBAH webmail address with an auto-responder text saying: “Having a GREAT time on the UBAH travel contest trip!! I’ll be back in a few days so email me back then or contact our upline supervisor _____” or “If you have any questions/concerns while I am gone, please email me at: me@home.com and I’ll answer your email when I get back from this once-in-a-lifetime vacation.”

HELPFUL HINT - about the *inTouch* “Auto-Responder” feature:

Currently, the *inTouch* auto-responder feature does NOT save or forward the emails sent to the auto-responder email – it just responds with a pre-written email. This is useful in some scenarios where you may want to disseminate information but not have to read their email – ex: information about a meeting, driving directions, *inTouch* training, etc... However, there may be some scenarios where, although you want to give out information automatically, you also want to SEE their email in case there are questions – ex: recruiting info or automated training responses.

Thus, if you want an auto-responder where you will SEE the emails sent to that address; don’t use the auto-responder within *inTouch*. Instead, set up another UBAH Webmail account/email address and enable the auto-responder feature within that particular email address – found under options, then personalize.

How To Get Your Email Messages Read

By **Angela Booth** - www.digital-e.biz - Contributing Writer - Article Date: 02.19.03 Permission granted to Becky Dean for re-printing.

Who's reading the email messages you send out? Not as many people as you think. For example, research by Internet marketing firms suggests that only ten per cent of email ezines are opened and read.

Email's turning into a spam-filled jungle to which the only sensible response is a flame-thrower or a machete.

Here's what I do, and I expect that I'm typical. I get around 200 email messages a day. I delete 150 unread. I move 30 to a "follow up" folder, and read 20. By "read", I mean I open the message and scan it quickly.

Will your message be read? Think about how your message will appear in someone's overcrowded Inbox, and structure it carefully to differentiate it from all the spam and other trivia.

The From field

When you're scanning your list of messages, your glance moves first to the From field. Is it from a friend or foe? Will you read or delete? If it's an address which sounds genuine, the message has passed the first test.

Therefore, your email address is important. Use your own name, or that of your business.

Your email name shouldn't be cute, or weird. When someone's cutting through swathes of spam, after the tenth invitation to view utterly vile images, your cute email address will inspire rage, not a smile.

Remember that you're conducting business, and strive for professionalism.

Because I'm a writer, much of my email is from other writers. Many beginning writers select strange email addresses. Such as:

ialwayswantedtobeawriter@freemail.com. Or
writergr127@atanotherfreemails-service.com.

Even if you're forced to use a Web-based, free service because you don't have a computer at the moment, or because you're traveling, read the Help file to see how to set the From field to your own name, rather than to your User Name for the service. Many people have their email filters set to automatically delete mail from free services.

The Subject line

The primary rule: be clear.

Many people you're communicating with won't have any idea who you are, so your Subject line should make your reason for communicating with them plain.

If your message's Subject line is blank, or if it has a weird subject line, it will be deleted, unread.

Drop cute, friendly, or mysterious subject lines. Spammers use cute, friendly and mysterious subject lines.

I automatically delete: "Hi!" (sounds like someone sending me a virus); "Hey come see" (not while you live and breathe); "Re: your account payment" (the address has to be from someone I do business with); "Auto-response confirmed" (you're an idiot); "thanks for your subscription" (I didn't subscribe, and I hope you die a slow, miserable death).

If you're sending an article proposal, for example, say so right on the Subject line, with:

"Article Proposal: 10 ways to fold your socks"

Can't think of a Subject line? Take a moment. Ask yourself why you're sending the message.

About the Author:

Veteran multi-published author and copywriter Angela Booth crafts words for your business --- words to sell, educate or persuade. E-books and e-courses on Web site. FREE ezines for writers and small biz: www.digital-e.biz

Think of your subject line as a headline. If you're having a sale at your business, come out and say so: "Sale: Ten per cent off everything at Sally's Garden Center this month".

An honest, up-front subject line ensures your message will be read, if the addressee is interested. For example, if I'm a customer of Sally's Garden Center, I'll be interested that she's having a sale, and will save the message.

The Message

TELL ME WHAT YOU WANT! Please. Don't obfuscate or waffle. If I don't know what you want after giving the message a quick read, I'm not going to read it twice. It's easier to hit the delete button.

Make your message short. Try to keep it at one screen, which means less than 200 words. Use plenty of white space, don't send me the entire 200 words without a paragraph break.

HTML or text?

Your choice. However, I admit I'm biased against HTML. Not only because it's becoming the format of choice for spammers, but also because people who use HTML emphasize the medium, not the message.

A year or two ago Flash-animated Web sites were all the rage. They had the same problem. Nothing much to say, and they said it with pretty pictures and glowing colors. Look, I read magazines. I watch TV. I don't need pretty pictures. I just want to know why you're sending me a message.

Don't send message attachments

With all the viruses around, this one should be obvious, but it's not.

If you want to send someone an attachment, send them an email message first, to let them know what the attachment is, and ask them whether they want to receive it. (If you want to send someone a two megabyte file, the answer will be NO. Whatever it is, send it by postal mail.)

Like most people, I don't open an attachment unless I know who the attachment is from, and what the attachment is. I expect to receive attachments from my clients. My students also innocently send attachments until I tell them that I prefer their exercises pasted into a text email, not sent as five DOC attachments.

If I don't know you, and you send me an attachment, I'll delete your message, including the attachment.

Include ALL your contact details

Spammers never include verifiable names, phone and fax numbers, and postal addresses.

So you MUST include them if you want someone to take your email message seriously. This is the easiest way to differentiate yourself from spammers.

If someone trusts me enough to send me their phone and fax numbers, and their postal address, I know they're sending a serious message, and I'll read the message carefully.

Getting your email messages read is easy. Just treat the people you contact the same way you want to be treated. If you do that, your messages will be read.