

# How to Send Your Syner-C+ Launch Email

Everything is built. You just need about 20 minutes and Outlook.

START HERE

## Your three files

Click each one to download. Save them somewhere easy to find, like your Desktop.

### 1. Syner-C-Launch-Email.htm

Your finished email, photo and all. Do not open this by double-clicking yet, Step 2 below tells you how.

### 2. Prospect-List-Template.xlsx

A blank spreadsheet with two columns: First Name and Email. This is your send list.

### 3. View the email in your browser

Opens a preview so you can see exactly what people will receive.

## Pick your subject line

Copy one of these. You will paste it in later.

New chapter, same familiar face: join me for the Syner-C+ launch

Guess where I landed. And what we are launching August 24th.

Gina Corbin here, now with HydroPeptide. Come see Syner-C+ with me.

METHOD 1, RECOMMENDED

## Send to your whole list at once, personalized

Everyone gets their own individual email that starts with their own first name. Nobody sees anybody else's name or address. This takes about 20 minutes the first time and 5 minutes every time after.

**You need:** a Windows computer with Outlook, Word, and Excel. If you are on a Mac, skip to Method 2.

## Part A: Build your list

1. Open **Prospect-List-Template.xlsx**.
2. You will see two headings in the top row: **First Name** and **Email**. Do not change or delete those two headings.
3. Delete the three example rows underneath, then type or paste your own people in. One person per row. First name in the left column, email address in the right column.
4. Save the file, then **close Excel completely**. This matters. Word cannot read the list while Excel has it open.

## Part B: Open the email in Word

5. Right-click on **Syner-C-Launch-Email.htm**.
6. Choose **Open with**, then choose **Word**. The email opens as a Word document with the photo and layout in place.
7. If Word asks anything about editing or a protected view, click **Enable Editing**.

**If Word is not in the "Open with" list:** double-click the file so it opens in your web browser instead. Click once on the page, press **Ctrl** and **A** together to select all, then **Ctrl** and **C** to copy. Open a blank Word document and press **Ctrl** and **V** to paste. Same result.

## Part C: Tell Word it is an email blast

8. At the top of Word, click the **Mailings** tab.
9. Click **Start Mail Merge**, then click **E-mail Messages**.
10. Click **Select Recipients**, then **Use an Existing List**.
11. Find and pick your **Prospect-List-Template.xlsx** file, click **Open**.
12. A small box appears asking which sheet. Pick **My List**, make sure **First row of data contains column headers** is checked, click **OK**.

## Part D: Make it say their name

13. In the email, find the line that says **Hi [First Name]**,
14. Select just **[First Name]** including both square brackets, and delete it. Leave your cursor right there between "Hi " and the comma.
15. Click **Insert Merge Field** on the Mailings tab, then click **First Name**. The line now reads **Hi «First\_Name»**,
16. Click **Preview Results** on the Mailings tab. You should now see a real person's name. Click the arrow buttons next to it to flip through a few and make sure they all look right.

### Part E: Send a test to yourself first

17. Go back to your Excel file for one minute. Make a second copy of it with just **one row** in it: your own first name and your own email address. Name it **Test List.xlsx**. Save and close.
18. In Word, click **Select Recipients** again and point it at **Test List.xlsx**.
19. Do the send steps below. Check the email that arrives in your inbox on both your computer and your phone.
20. Happy with it? Switch **Select Recipients** back to your real list and send for real.

### Part F: Send

21. Make sure **Outlook is open** and you are connected to the internet.
22. In Word, click **Finish & Merge**, then **Send E-mail Messages**.
23. In the box that appears, set:
  - **To:** Email
  - **Subject line:** paste the subject line you picked
  - **Mail format:** HTML
  - **Send records:** All
24. Click **OK**. Word hands everything to Outlook and Outlook sends them one by one. Do not close Outlook while it works.
25. Check your **Sent Items** folder in Outlook. Every person on your list should be there as a separate email.

**Send in batches of 50.** If your list is big, do 50 people at a time with a break in between, rather than 400 at once. Sending hundreds in one burst is the fastest way to get flagged as spam, which means nobody sees it.

## METHOD 2, THE SIMPLE ONE

### Send them one at a time

Use this if you are on a Mac, or if your list is small, say under 25 people. It is more clicking but there is nothing to set up and nothing to break.

1. Open the email preview in your browser: [click here](#).
2. Click once anywhere on the email, then press **Ctrl** and **A** together to select everything. On a Mac use **Command** and **A**.
3. Press **Ctrl** and **C** to copy. On a Mac, **Command** and **C**.
4. In Outlook, click **New Email**.
5. Click in the big empty message area and press **Ctrl** and **V** to paste. On a Mac, **Command** and **V**. The whole email appears, photo and all.
6. Paste your subject line into the Subject box.
7. Change **[First Name]** to that person's actual name.
8. Put their email address in the **To** box and click **Send**.
9. For the next person: instead of starting over, go to your **Sent Items**, open the one you just sent, and use **Actions** then **Resend This Message**. Swap the name and the address, send. Repeat.

**Never put a big list in the BCC line.** It kills the personal feel, and a single email addressed to 200 people is very likely to land in junk folders.

### Things people usually ask

#### The photo did not show up for my recipient

Most email programs hide images until the reader clicks "download pictures." That is normal and it happens to every company newsletter. The words all still read correctly without the images.

### **It went to someone's junk folder**

Smaller batches help a lot. So does asking a few close accounts to reply, because replies teach the email system that you are a real person worth delivering.

### **Can I change the wording?**

Yes. Once it is pasted into Word or Outlook you can edit any of the text like a normal document. Just leave the Register Now button alone so the link keeps working.

### **Someone asked to be taken off the list**

Take them off the spreadsheet right away, before the next send.

Built for Gina Bernardini-Corbin. Questions, just ask Nick.