



Campaigns

My Templates

Create Campaign



Folders

Filter

Our first step in creating a new Newsletter is replicating our most recent one using the template you wish to use. The option to do this is in the drop down menu next to the campaign title.



Susan



Campaigns



Lists



Reports



Autoresponders



Search



**Zebersky Payne – Church
Real Estate Sells For \$2.025
Million**

Regular · Zebersky Payne, LLP -
Email Blast List

Sent on Oct 23, 2013 03:04 pm

447

Subscribers

25.8%

Open Rate

0.7%

Click Rate

View Report

View email

Replicate

Social share

View Report



**Zebersky Payne – Racecar
Driver DUI
Manslaughter/Wrongful
Death Case – Settled!!**

Regular · Zebersky Payne, LLP -
Email Blast List

[Open Inbox Inspection](#)

Sent on Oct 09, 2013 10:52 am

458

Subscribers

32.9%

Open Rate

1.1%

Click Rate

View Report



To which list shall we send?

Zebersky Payne, LLP - Email Blast List (444 recipients)

Send to entire list



After replicating we want to choose which email list we want to send our Newsletter to

Send to a saved segment

Send to a new segment

Zebersky Payne, LLP List (1 recipients)

Recipients

Setup

Design

Plain-Text

Confirm

Next >



Next we want to change the campaign names in BOTH places

Campaign Info



"Name your campaign" is for your eyes only and is to help organize your campaigns in MailChimp

Name your campaign

Zebersky Payne – Church Real Estate Sells For \$2.025 Million (copy 01)

From name

81 characters remaining

Zebersky Payne, LLP

Email subject

88 characters remaining

Zebersky Payne – Church Real Estate Sells For \$2.025 Million

From email address

whatsnew@zpllp.com

Keep it relevant and non-spammy to avoid spam filters.

[Subject line advice](#) · [Research subject lines](#)

[Recent subject line performance](#) ▾



Manage replies from my subscribers

new



Info



"Email subject" will be the subject line of your Newsletter



Personalize the "To:" field



Info

Specify ***|MERGETAGS|*** for recipient name

|FNAME|

▶ [Tracking](#)

▶ [Social Media](#)

▶ [More Options](#)

◀ Back

Recipients

Setup

Design

Plain-Text

Confirm

Next ▶



Campaign Info

Name your campaign

Newsletter Example

Email subject

124 characters remaining

Zebersky Payne – Example

From name

81 characters remaining

Zebersky Payne, LLP

From email address

whatsnew@zpllp.com

Keep it relevant and non-spammy to avoid spam filters.

[Subject line advice](#) · [Research subject lines](#)

[Recent subject line performance](#) ▾

Manage replies from my subscribers

new

[Info](#)

Personalize the "To:" field [Info](#)

Specify ***|MERGETAGS|*** for recipient name

|FNAME|

▶ [Tracking](#)

▶ [Social Media](#)

▶ [More Options](#)



◀ Back

Recipients

Setup

Design

Plain-Text

Confirm

Next ▶



Church Real Estate Sells For \$2.025 Million

Is this email not displaying correctly?
[View it in your browser.](#)

zebersky | payne



Church Real Estate Sells for \$2.025 Million

edit



After Zebersky Payne's commercial real estate client tried for over eight (8) years to sell 7.5 acres of its Pompano Beach church property, Zebersky Payne, LLP's real estate team successfully closed the deal for \$2,025,000.00 in July, 2013. The property was purchased by one of America's largest home builders who expects to add affordable townhouse units which will also improve the property values in the area. Zebersky Payne, LLP also assisted the client with leasing another portion of the church's property which consisted of lease negotiations, drafting and revising the lease

agreement, and performing a comprehensive search on the proposed tenant(s) and any guarantor(s) to the Lease Agreement. Zebersky & Payne is now assisting the client with screening prospective buyers for the purchase of another portion of the church's property.

Clicking in any "box" area you want to edit will bring up the "edit" button, you can also double click in the box and it will bring you to the edits page



The "chain link" is the button that you will use to add links

The "picture" is the file manager button, you will use it when adding an image.

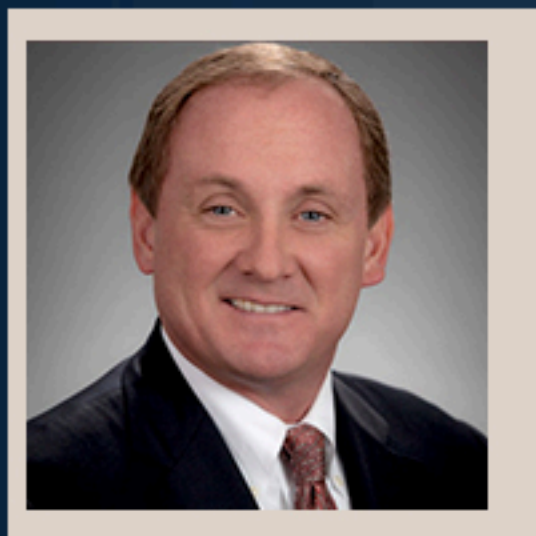
We'll autosave every 20 seconds

Save Now



Church Real Estate Sells for \$2.025 Million

After [Zebersky Payne's](#) commercial real estate client tried for over eight (8) years to sell 7.5 acres of its Pompano Beach church property, [Zebersky Payne, LLP's](#) real estate team successfully closed the deal for \$2,025,000.00 in July, 2013. The property was purchased by one of America's largest home builders who expects to add affordable townhouse units which will also improve the property values in the area. [Zebersky Payne, LLP](#) also assisted the client with leasing another portion of the church's property which consisted of lease negotiations, drafting and revising the lease agreement, and performing a comprehensive search on the proposed tenant(s) and any guarantor(s) to the Lease Agreement. [Zebersky & Payne](#) is now assisting the client with screening prospective buyers for the purchase of another portion of the church's property.



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File Manager



Upload

Images

Files

Flickr

iStockphoto

Image Properties

Width

200

Height

200

Keep proportions

▶ show image style options

Link to URL

<http://www.zpllp.com/our-team/todd-s-payne/>

Open in a new window

Save & Insert Image

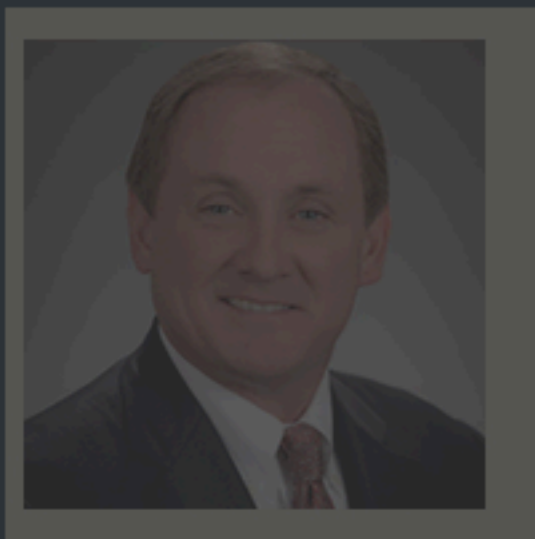
This is how File Manager looks when a photo has been uploaded. You always want to check "Keep Proportions" and can resize your photo in the body of the Newsletter. My recommendation when adding photos is to double click the existing photo in the body of the newsletter, that will bring you to this page. Then go to "Upload" photo and it will insert your photo in the same place. This is helpful when trying to keep the same formatting



Edit


crop, resize and more

Church Real Estate Sells for \$2.25 Million



Insert/Edit Link

Link to:
Web Address

Web Address (URL) 

[Remove Link](#) | [Advanced Options](#)

[Cancel](#)

This is where you can add a link. Just simply highlight the words you want linked, click on the "chain link" button, paste in your url and hit insert.

Dedicated Trial Attorneys for the people. ▶

Schedule a Consultation ▶

When adding in your content, I would suggest to go paragraph by paragraph, as it will be easier to ensure your formatting stays the same (MailChimp can be finicky sometimes). For the headings in the letter you can go to under "Styles" and pick a heading size based on its placement in the content.

We'll autosave every 20 seconds

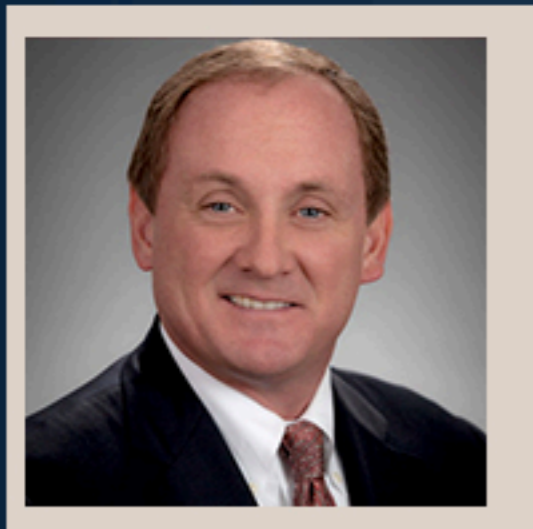
Save Now

Rich text editor toolbar with options: Bold (B), Italic (I), Underline (U), Text Color (A), Background Color (A), Font, Size, Bulleted List, Numbered List, Link, Unlink, Image, Table, Indent, Outdent, Undo, Redo, Merge Tags, Styles, Clear Styles.



- heading 1
- TOC heading 1
- heading 2
- TOC heading 2

Church Real Estate Sells for \$2.025 Million



After [Zebersky Payne's](#) commercial real estate client tried for over eight (8) years to sell 7,000 sq. ft. church property, [Zebersky Payne, LLP's](#) real estate team successfully closed the deal for \$2,025,000 in 2013. The property was purchased by one of America's largest home builders who expects to add affordable townhouse units which will also improve the property values in the area. [Zebersky Payne, LLP](#) also assisted the client with leasing another portion of the church's property which consisted of lease negotiations, drafting and revising the lease agreement, and performing a comprehensive search on the proposed tenant(s) and any guarantor(s) to the Lease Agreement. [Zebersky & Payne](#) is now assisting the client with screening prospective buyers for the purchase of another portion of the church's property.

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Dedicated Trial Attorneys for the people. ▶

Toll Free: 1-800-634-1808
Local: 954-989-6333
Fax: 954-989-7781

Schedule a Consultation ▶



Church Real Estate Sells For \$2.025 Million

Is this email not displaying correctly?
[View It in your browser.](#)

When you are done editing the body of the letter don't forget to change the information at the top!

zebersky | payne



Church Real Estate Sells for \$2.025 Million



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Change Template

Save To "My Templates"

After we are done with all our edits you can review them in two ways. First is the Open Popup Preview, which will open a window showing you the finished product. You can also send yourself a test email, which is a great thing to do before sending out to make sure everything looks the way you want.

Open Popup Preview

Send a Test Email

Push to MailChimp Mobile

Run Inbox Inspection

Page Header Body Footer MonkeyRewards

background color email border heading 1 heading 2 heading 3 heading 4

Background

#0E223D

Church Real Estate Sells For \$2.025 Million

Is this email not displaying correctly?
[View It in your browser.](#)

zebersky | payne

z | p

TRIAL LAWYERS

Church Real Estate
Sells for \$2.025 Million

Back

Recipients

Setup

Design

Plain-Text

Confirm

Next



Church Real Estate Sells For \$2.025 Million

Is this email not displaying correctly?
[View It in your browser.](#)

zebersky | payne



Church Real Estate Sells for \$2.025 Million



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After we are done with the design, we don't want to forget to change the Plain-Text version to match. We can get to it by clicking "Next".

< Back

Recipients

Setup

Design

Plain-Text

Confirm

Next >



Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

|ARCHIVE|

** Church Real Estate Sells For \$2.025 Million

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This campaign was replicated, but the text portion has not been edited. Please review it.

Plain-Text Message

This plain-text email is displayed if recipients can't (or won't) display your HTML email. Your message might get trapped in spam filters without a plain-text message.

Copy Text From HTML Email

► Merge tag cheatsheet for list Zebersky Payne, LLP - Email Blast List

MailChimp has a feature that will update the plain-text from your design portion. This can be done by clicking the "Copy Text From HTML Email" button.



Church Real Estate Sells For \$2.025 Million

|ARCHIVE|

** Church Real Estate
Sells for \$2.025 Million

** <http://www.zpllp.com/our-team/todd-s-payne/>

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This text part was automatically generated from your HTML content. Please look it over and make sure everything was converted correctly.

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Copy Text From HTML Email

► Merge tag cheatsheet for list Zebersky Payne, LLP - Email Blast List

All you have to do after is make sure that all the text was copied over correctly and make any necessary changes, if needed.



Plain-Text Message has the same feature as the Design tab. You can choose to open the Popup Preview, Send a Test

Church Real Estate Sells For \$2.025 Million

* | ARCHIVE | *

** Church Real Estate Sells for \$2.025 Million

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Email or both.

This text part was automatically generated from the HTML content. Please look it over to ensure it was converted correctly.

Open Popup Preview

Send a Test Email

Push to MailChimp Mobile

Run Inbox Inspection

Plain-Text Message

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Copy Text From HTML Email

► Merge tag cheatsheet for list Zebersky Payne, LLP - Email Blast List



List

MailChimp will deliver this to the Zebersky Payne, LLP - Email Blast List list. [\(444 recipients\)](#)

Edit



Subject Line

"Zebersky Payne – Example" - [Test your subject line](#)

Edit



Replies

All replies will go to **Zebersky Payne, LLP** <whatsnew@zpllp.com>.

Edit



Tracking

You chose to track clicks and opens in the HTML email and clicks in the plain-text email.

Edit



HTML Email

You're sending an HTML email using the **Single Notification** template.

Edit



Plain-Text Email

You included a plain-text version.

Edit



Email Authentication

Automatic email authentication will be enabled for this message.

Edit



MonkeyRewards

You chose not to include a MonkeyRewards link in your campaign.

Edit

Last step is to confirm and send, this is an area where you can double check that everything is set up properly: correct email list, subject line, etc. You can also choose to preview and test here. Just click "Send" and you're done!



Back

Recipients

Setup

Design

Plain-Text

Confirm

confirm campaign details then send it

Send