

TRANSFORM YOUR BUSINESS IN 60 DAYS

If you're like most of the small businesses and organizations we know, you want to find new customers and grow relationships with the ones you have. Follow these easy steps and you'll get a real handle on what email marketing can do, and how it complements social media. Together they're a cost-effective powerhouse of a tool for your business!

Start your business transformation now!

We will help you get started with email marketing and social media — and show you how they work together to impact your bottom line.

- **YOU make a personal one-to-one connection** with customers and prospects **through Email Marketing**. Then you make it easy for them to share your content encouraging them to "spread your word."
- **Your friends, fans and followers spread the word for YOU**. They'll connect you with people they know, and you can "capture" that network by making it easy for them to join your mailing list.

Print and post this checklist in an easy-to-see place and monitor your progress! Let's get going!



Every trial comes with a small business coach!
Call 866-876-8464 for help and advice.

STEP 1: Sign up for your Email Marketing trial

It's easy, free and there's no obligation. We'll help you figure out who to send your email newsletters to and what to write about.

What to do	How to do it	Why
Sign up for your trial now	Visit Constant Contact and sign up for your FREE Email Marketing trial today. (No obligation, no credit card: It's really free.) www.constantcontact.com	The most important point here is "just do it!" There's no better way to get your feet wet and start getting results.
Upload your first list	<p>If you already have a list, it's easy to upload. And you can make a test list in just a few minutes. Just pick five people you have recently done business with or friends/family that are already in your address book.</p> <p>To upload your list, log into your account, visit the Contacts tab, and add your email addresses. Watch this tutorial to save you time: www.constantcontact.com/contacts</p>	A list of five is as good as a list of 500 — the important thing is to get started.
Pick an email template	<p>We've done the design work for you with our ready-to-use templates, formatted to fit your specific needs. Check out our template picker at www.constantcontact.com/templatepicker</p> <p>Pick something easy to get going — we recommend one of our Newsletter Templates.</p>	Using a formatted template is easy and it makes you look professional in your customers' and clients' inboxes.
Write your newsletter	<p>You probably already have the things you want to say. Pick something from your website, an existing brochure, blog post or promotional flyer.</p> <p>Visit the link below and find seven ways you can reuse, recycle, and repurpose your valuable content across multiple channels: www.constantcontact.com/reuse</p>	Sticking to what you know best is your fastest path to success.
Get the message out	<p>Your list is ready and your content is great, so hit "Send" and start reaping the benefits of email marketing. You can even see who's opening and clicking. Learn more at www.constantcontact.com/tracking</p>	You've hit your first milestone. Take a minute to pat yourself on the back; you just took a major step toward driving more success for your business. Nice job!

STEP 2: Start using social media for your business or organization

Everyone is social now, including your customers! The best way for new customers to find you is by having a page for your business where they can see what you are up to and share your business with their friends. It's super easy and free to get started.

What to do	How to do it	Why
Create a Facebook page for your business	<p>Pick one social networking site to start. We recommend creating a Facebook business page. You can find easy instructions on how to create a Facebook business page on the Facebook home page. Just scroll to the bottom and click on "Advertising."</p> <p>For more information on social media for your small business, use our "Get Started Building Your Social Media Presence" guide: www.constantcontact.com/getstarted</p>	<p>Your Facebook business page is a handy way for your customers and members to connect with your business, and a way for new ones to find you.</p>
Tell your friends	<p>Invite your personal Facebook friends to "like" your new business page. You can promote your new page in your next email newsletter.</p>	<p>When your friends and subscribers "like" your new page, their friends will see it. This exposes your business to their network and creates awareness.</p>
Sign up for a FREE NutshellMail account	<p>Visit www.nutshellmail.com and sign up for your free account today. This free service pulls all of your social media posts together — like Facebook, Twitter and LinkedIn — and delivers them right to your inbox. It's like a DVR for social media.</p>	<p>This saves tons of time. You won't have to navigate social sites to see what people are saying — it's all delivered to you in your email.</p>

Want help and advice during your transformation? Call a coach: **866-876-8464**.

STEP 3: Make your list grow (and grow and grow)

You'll be surprised how many people want to hear from you — and how easy it is to collect their information. Remember, most new business comes from people you know. We've got many easy ways to help you.

What to do	How to do it	Why
Create a sign-up button and post it on your website	Watch this 7-minute tutorial and learn how to create a "Join My Mailing List" button to post on your website so visitors can easily sign up to receive your emails. This is the perfect way to stay in touch with people who visit your website. Visit www.constantcontact.com/capturevisitors to watch the tutorial.	It's easy, and once you create it and post it, you'll get permission to email new prospects without lifting a finger!
Post it on your blog	Good news — you already know how! Just repeat the same steps you used to add the "Join My Mailing List" button to your website.	If they read your blog, they'll probably want to get emails from you too! Now, you can reach out to them; they don't have to seek you out.
Add a sign-up tab to your business and personal Facebook page	The "Join My Mailing List" app for Facebook allows you to install a tab right into your Facebook profile or fan page. Visit www.constantcontact.com/capturefans and download the app now.	Your friends and fans like to hear from you. Take that relationship to the next level and ask them to join your email list. Before you know it, they'll be loyal customers.
Put a sign-up sheet at your place of business	Visit the link below and download a printable sign-up sheet to put at your register, at your event, or just carry with you: www.constantcontact.com/signupsheet	There's no better place to motivate a prospect to sign up for your newsletter!

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STEP 4: Keep your momentum going through your readers and fans

Once a month, once a week — whatever is right for your business — commit to sending emails on a regular basis so people remember you. Make sure you post regular updates to your Facebook page, too. When your content is fresh, it makes it easy for your readers to spread YOUR message to THEIR network.

What to do	How to do it	Why
Add a share bar to your newsletters	With one click, you can add a share bar to your newsletters. This makes it easy for your friends and followers to share your message across the web. Learn more at www.constantcontact.com/SMM	The share bar makes it easy for your readers to repost your newsletter to their network — and helps you reach new people.
Use the “Forward to a Friend” link in your newsletters	This tool allows your readers to forward your email to their friends’ inboxes. Learn more at www.constantcontact.com/forward	This button makes word-of-mouth easy. Your subscribers can share your message with their friends in just a click.
Send your next campaign to your growing list	You already know how — just go back to Step 1!	Keep reminding your readers that you are there and valuable, and you’ll stay top of mind.
And remember to post it on Facebook!	Read this <i>Hints & Tips</i> article and learn how to bring your email and social media marketing efforts together: www.constantcontact.com/getsocial	Share and re-use your content often. Re-publishing your newsletter on Facebook will get new fans and followers interested in what you’re up to.
Track your success and find out what people like	Our brand-new Social Stats feature — which is built right in to our email marketing tool — allows you to easily track and monitor how your message is spreading in social media. Visit www.constantcontact.com/measuresocial to learn more.	See who opens, who clicks, AND how often they share with their social network — your email works hard for your business. Now you can see just how hard!

Use the **checklist on the next page** to post and easily track your progress!

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CHECKLIST

We will help you get started with email marketing and social media and figure out how they work together to impact your bottom line.

1. Sign up for your Email Marketing trial

- Build or upload a test list
- Pick an email template
- Write your first newsletter
- Send the message out

2. Start using social media to build NEW business

- Create a Facebook page for your business
- Tell your friends
- Sign up for a FREE NutshellMail account

3. Make your list grow (and grow)

- Create a sign-up button for your website
 - Post it on your blog
- Add a sign-up tab to your Facebook page
- Put a sign-up sheet at your place of business

4. Keep your momentum going through your readers and fans

- Add a share bar to your email newsletter
- Add the "Forward to a Friend" link in your email newsletter
- Send your next campaign
- Post your newsletter on Facebook
- Track your success and find out what people like

Tell us how this is working for you:

www.constantcontact.com/transform

- Post your story on Facebook (facebook.com/constantcontact)
- See how others are finding success
- Share the guide with your friends

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