

SAVE TIME! INCREASE SALES!! RECRUIT MORE PEOPLE!!!
***inTouch* Mailing Lists – The *MAGIC* to Keeping In Touch**
Training by Becky Dean, UBAH Senior Executive Supervisor. Want free training like this for YOUR team? Link to: www.Usborne-Training.com

What is an *inTouch* “Mailing List”?

inTouch has several features... the “Mailing List” feature is just one of them.

The *inTouch* Mailing List feature is an EASY and TIME-SAVING way to keep “in touch” with several people simultaneously, by just sending *one* email to *one* address.

For example...

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 use like an email distribution list to keep "in touch" with several different groups of people like...

1. _____ ex: mypotentialrecruits@myubah.com
2. _____ ex: mycustomers@myubah.com
3. _____ ex: ConventionNews@myubah.com
4. _____ ex: MEGA-Regional@myubah.com
5. _____ ex: TeamLeaders@myubah.com
6. _____ 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.)

TeamSupervisors@myubah.com Aiming4Supervisor@myubah.com myuzziefriends@myubah.com

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ESSENTIAL HINTS – to make your Mailing List work:

You MUST add your own email address to your mailing lists.

Moderated - only the specified moderator can send emails to the list.

Unmoderated - anyone whose email is in the list can send an email to that list – ex: superloop.

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

- Mailing list names show up in the email’s subject line. For example, MySupervisors@myubah.com 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!!
- 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. [CentralGroup] or [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 are case sensitive. Which looks better? [UsborneBooks] or [usbornebooks]

BENEFITS of Usborne’s *inTouch* Mailing List application:

- Messages are addressed specifically to contacts – _____!
- Contacts receive messages individually (not as a cc) - _____!
- Messages are NOT sent as blind carbon copies – _____!
- Team members can be added to a list automatically - _____!
- The status of your contact uploads will be listed – check to make sure it worked.
- *inTouch* automatically throws out any doubles - _____!
- Unsubscribe instructions are listed at end of each *mailing list* email you send

You have received this email because you are a member of an email list owned by an Usborne 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 - _____!
- You can see who chooses to unsubscribe from your mailing lists within *inTouch*.
- ALWAYS go through the unsubscribe link to unsubscribe someone yourself instead of deleting their name within *inTouch* – see next point.
- Contacts are PERMANENTLY unsubscribed when removed through the unsubscribe link.
- Contacts can be unsubscribed with just their email address – don’t need their name to remove them.
- Mailing Lists names can be used for different groups of people for different applications when “emptied” using the “delete all” button within *inTouch*.
Ex: use TeamContest@myubah.com for different contests for different sets of people – those in their incentive period - those in your central group – those in your total group - etc...

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

- You are limited to 10 accounts/ mailing list names/ email addresses total.
- Make things simple and THINK BIG!!
- 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.

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

(taken from information previously posted by Deb Blencoe)

- Do not include graphics or pictures of your signature in your emails because:
 - 1) _____
 - 2) _____
 - 3) _____

Thus, use PLAIN TEXT when sending emails via UBAH webmail to your *inTouch* mailing lists.

SECRET HINT for Emails – Shorter URL's: _____

- ALWAYS use UBAH webmail to send to your *inTouch* mailing lists because:

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

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)

- More acceptable to spam filters AND servers.
Free web-based accounts and/or foreign email accounts example:
- Can be ANYWHERE or on ANY computer with Internet access to keep “in touch”.
Even with a last-minute family emergency...

Not a problem with extended vacations or overseas travel...

- You don't even have to own a computer to use *inTouch*!!! 😊