DD MailChimp and Domain Setup

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STEP 1: Find a **.com** domain

- ☐ Google "Domain Search"
- ☐ If it's available (not a premium domain), let us know and we can buy it.
- ☐ Provide me with your login credentials to your hosting account/FTP
  - Username
  - Password

STEP 2: Edit your Site Info

- ☐ Once I set up your site on your domain, I will let you know so you can edit the info.
- ☐ Site will be edited on: https://inbrowserediting.adobe.com/login/
  - I will give you login credentials.
  - Editing is in-browser editing, so it's simple.

STEP 3: Open MailChimp.com Account

- ☐ If you're buying the domain and don't yet have an email address. We can create one for you.
- ☐ Use your new email address **(tied to your personal domain)** to open a MailChimp.com Account

STEP 4: Upload a list of contacts

- ☐ MailChimp sends based on Lists, not individuals
  - You can upload lists of names and email addresses
  - You can add or subtract from lists
- ☐ These lists should be people from whom you have consent to send an email

STEP 5: Create or Import email templates

- ☐ Import from Fathom Email Depository (https://www.fathomwiki.com/knowledgebase/email-depository/)
  - You must edit your personal info
- ☐ Create one (try duplicating an existing email template)
- ☐ Don't include your fathom email address anywhere. If you want to send them somewhere, send them to your personal website.
- ☐ Do me a favor, if you create an email that you think would be helpful, please share it with me and I can add it to the depository for other to use.

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STEP 6: Test your email

☐ Send it to your inbox and make sure everything looks good before blasting the whole list.

STEP 7: Send It to your List

☐ **Note, you can't send these emails to one person at a time.** The MailChimp platform is designed to send to a list of people.

☐ **HOWEVER!** you can segment the list by "Date Added."

- This means if you have an Introduction email that you want to send out to all **NEW** contacts every week, you can **segment the list** by contacts added within the last so many days OR you can segment the list by those added AFTER the last campaign you sent.
- So, in other words, you can send an email to the new people to get them in the drip system.