

SIMPLE E-MAIL BLAST INSTRUCTIONS

Most e-mail programs have a feature that allows you to add images into the body of your email. Before getting started, check to see if your e-mail program has this ability.

STEP 1

Download file “Style_A_Header.psd” or “Style_B_Header.psd” and open it with Adobe Photoshop. This is the header for your e-mail template. Next, download the file “Simpleblast_footer.psd.” This is the footer for your e-mail template.

STEP 2

In your layers panel, select the layer called “NAME AND DATE...”

STEP 3

In the tool bar, select the “text” tool. In your canvas, click on the text “Name and Date of Event.” You can now add your company name or event information. You can also adjust the size of the text to fit the space by changing the point (pt) size, located at the top of the page.

STEP 4

Go to File > Open. Locate your company logo and open it.

STEP 5

Drag the layer containing your company logo to the header. Your company logo should appear in the location where you released your mouse button. (You may need to resize your logo before dragging in.) Next, delete the layer currently titled logo. This will remove the temporary “Event Logo” icon from the header.

STEP 6

To add your information to the template footer, follow steps 2 through 4 using the file “Simpleblast_footer.psd.”

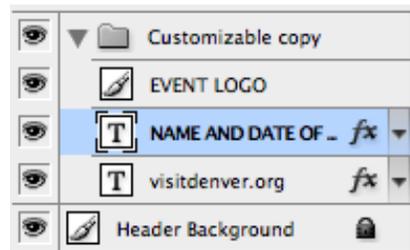
STEP 7

Save the changes you have made to the files.



Headline

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STEP 8

Once you have completed your header and footer go to File > Save for Web. A new window will open with several settings on the right. Next, change the file type setting to “JPG” and the quality setting to “60.” This will dramatically reduce the size of your file, making it easier for your recipients to download your e-mail blasts. To finish, click the save button. (Note: Using the “Save for Web” settings will create a copy in JPG format. Do not save over your original PSD files.)

STEP 9

Open your e-mail program. Start by inserting the Header image into the top of your e-mail. Next, add the content you would like to send to your recipients. Then add the Footer image to the bottom of the page.

STEP 10

To secure the identity and e-mail addresses of your recipients use the “BCC” (blind carbon copy) option provided by your e-mail program. You might also want to consider sending out a test e-mail to yourself. This way you can see exactly what your recipients will be getting.

STEP 11

You’re finished!

Note: If you’re having trouble with any of the steps in the instructions, please review the help files included with Adobe Photoshop.

