



How to Add a Newsletter Sign-Up Link to Other Emails

Step 1: Get the Link to your Email Newsletter Sign-Up Page

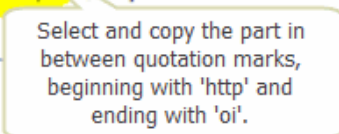
1. Go to <http://www.constantcontact.com>
2. Log in with your Username and Password.
3. Click the “My Settings” tab.
4. Click “Site Visitor Signup”.
5. In section 1, click “Start Wizard to generate HTML code.”

(Don't worry, you do not need to know HTML – you are only going to copy a link.)

6. Select “Text Links”, then click “Next”.
7. Ignore the options on the next page and click “Next”.
8. In the box containing HTML code on the next page, select and copy just the link as shown below:

HTML Code:

```
<td nowrap width="100%"><a  
href="http://visitor.constantcontact.com/d.jsp?  
m=110140986052&p=0" target="_blank" style="font-  
family:Verdana, Geneva, Arial, Helvetica, sans-serif; font-  
size:13px; color:#000000;">Sign up for our Email  
Newsletter</a></td>  
</tr>
```



(When the text is highlighted, you can copy by typing the “Ctrl” and “C” keys at the same time on a PC.)

Congratulations! This is the link that takes people to the sign-up page for your email newsletter.

Step 2: Make the Link Shorter

The link you just got is long, and may become broken by line returns in emails, etc. The next step is to make it shorter and therefore more usable.

1. First, open up a program like Notepad or Microsoft Word, and paste the link into a document so that you don't lose it.

(You can paste by typing the “Ctrl” and “V” keys at the same time on a PC.)

2. Go to <http://www.TinyUrl.com>.
3. Paste the link into the empty text field box, and click “Make Tiny Url”.
4. You may be asked to let the site access your clipboard in order to receive the tiny url.
5. When you see the shortened link (the tiny url), select and copy it, and paste into the file where you put the first link so that you do not lose this one either.
6. Test the link by also pasting it into the url field of your browser and clicking ‘Go’ or ‘Enter’. It should take you to the sign-up page for your email newsletter.

Step 3: Put the Link in the Signature Line of your Regular Emails

1. Log into your regular email account, such as Outlook, Gmail, etc.
2. Find the section that allows you to customize your email signature. This is usually under a heading such as “Options” or “Settings”.
3. Include your newsletter sign-up link underneath your name and contact information in the signature, along with a call to action. Here’s a suggested format:

Your Name
Your Company
Your Website/Blog | Direct Number

Stay in the loop, with my monthly tips on remodeling,
home safety, tax savings and more!

Sign up here for free: <http://yourtinyurllinkgoeshere>

(Your email will never be shared and you can always
unsubscribe with just one click.)

4. Click “Save” or “Update” to save your changes.
5. Test your email signature by starting a new email. The signature should automatically append to the bottom. (Some email programs require you to check an option stating that you always want your email signature added to all emails, but most will include it automatically.)
6. Test the link by sending an email to yourself and opening it up. When you click the link in the email signature it should take you to your newsletter sign-up page.