



Ezine Assembly and Proofing Checklist

Created by Julie Perrine – November 2012

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1. Create the ezine in Dreamweaver.
2. Send the ezine via 1ShoppingCart.

Pretty simple, huh? 😊

THE EZINE ASSEMBLY (Dreamweaver Tips):

- Download the most recent ezine from the All Things Admin web page folder and begin your ezine updates from that HTML file.
 - The folder is located here: <http://www.allthingsadmin.com/newsletters>
- Always open the last ezine to start the next ezine from.
- “Save as” using the same six digit date format from week to week.
 - Example: <http://www.allthingsadmin.com/newsletters/2012/12-07-12.html>
- Update the “click here” LINK at the very top with the new week’s ezine URL:
“Having trouble viewing this email? Click here...”
- DATE: Always update the date at the top to reflect the date it’s being sent out.
- A PERSONAL NOTE FROM JULIE Section:
 - Always insert a picture. If one isn’t provided, suggest a suitable option related to the note.
 - Always have the images align “right”.
 - Always hyperlink the text in the personal note where appropriate to the related product page, blog post, etc.

FEATURE ARTICLE

- Article title and writer byline
- Title is always BOLD and HEADING 3
- Byline is BOLD but standard paragraph text size
- Article Text is standard paragraph text
- Always insert a picture.
- Always have the images align “right”.
- Make sure the © 2014 Julie Perrine International, LLC is at the bottom of each feature article unless it first appeared in another publication. If it appeared first in another publication, we use their copyright notice and a “reprinted here with permission” language, etc.

HOW TO USE THIS ARTICLE IN YOUR NEWSLETTER...:

- Include this section only when we’re publishing original blog posts or articles that haven’t appeared in someone else’s publications first.

ADMINPRO TRAINING SERIES UPDATES

- Update at the 1st of each month with new date, topic, description, graphic, registration info, etc.

ADMINTECH CRASH COURSE UPDATES

- Update weekly with the new date, topic, description, graphic, registration info, etc.

SUCCESS STORIES

- Update about once a month with a new testimonial that we’ve received or an older one we re-feature.

ABOUT JULIE PERRINE: Should always stay the same unless I indicate otherwise.

RIGHT SIDEBAR: UPCOMING EVENTS

- Update monthly with the AdminPro Training Series promo.
- Update weekly with the AdminTech Crash Course promo.
- Update monthly with any free calls or other training programs we’re offering (when applicable)

- JULIE FAVORITES:
 - Could be changing this monthly to tie in with other training we're promoting or something we haven't mentioned in a while.
 - Can also use this to promote affiliates we are associated with and want to promote such as the Executive Secretary Magazine, EAtoVA.com, etc.

- MANAGE YOUR SUBSCRIPTION: Should always stay the same unless I indicate otherwise.

- SAVE THE FILE.

- Make sure you've added the <http://www.allthingsadmin.com/> to the beginning of each URL or graphic inserted into the HTML file so they are visible when you send the email via 1SC.

- Make sure all URL targets are set to open in a "new window"

- UPLOAD THE HTML FILE and the NEW GRAPHICS to the All Things Admin website.

- Copy/Paste the code from Dreamweaver into 1ShoppingCart.

- SEND A TEST in 1ShoppingCart.com. (See tips on next page for 1SC)

- PROOF IT. TEST LINKS. Make appropriate updates/edits.

- SEND FINAL TO JULIE FOR APPROVAL.

- (OPTIONAL) SEND ONE MORE TEST, if requested.

- SCHEDULE THE EZINE TO BE SENT from the MOST RECENT CODE YOU COPY/PASTE into 1SC from Dreamweaver (not the latest test broadcast from 1SC).

- NEVER send the last TEST ezine from the broadcast dashboard!** Here's why...at the very bottom of the email it says "This is a Test". And it looks like we sent something we didn't intend to send. So if you save the latest draft, send the test, and then SEND THE LATEST DRAFT as the actual ezine once the test is approved, then that doesn't happen.

THE EZINE ITSELF (1ShoppingCart Tips):

- Do NOT create or edit the ezine code in 1Shoppingcart.
- The ezine MUST be created in Dreamweaver and the code copied and pasted into the CODE view of a 1Shoppingcart broadcast in order for it to show up correctly when it arrives by email.
- Do NOT do a preview of the ezine in 1Shoppingcart. Leave it on CODE VIEW in 1Shoppingcart when you send the test. The template we currently use in Dreamweaver does not play well with 1ShoppingCart if you use the preview mode.
- OPEN the previous week's broadcast, delete the code, and copy/paste the code from Dreamweaver into the screen.
NOTE: We always use the previous week's broadcast so we don't have to reselect all of the A/R lists that the broadcast goes to each week. **We do NOT send it to the entire 1SC database**; we only send it to those A/R lists that start with All Things Admin or are related to All Things Admin in some way.
- SUBJECT LINE: Always use [All Things Admin] followed by the feature article title for the current week as the subject line (unless directed otherwise)
- FROM FIELD: * All Things Admin | Julie Perrine International, LLC *
NOTE: There is a SPACE Between the asterisk (*) and the text at the beginning and end of this field of text.
- E-MAIL ADDRESS: AdminSuccess@AllThingsAdmin.com
- ALWAYS SEND A TEST BEFORE SENDING ANY BROADCAST so we can thoroughly proof, view all graphics, and test all links before the official broadcast is scheduled to send.

If you have any questions about this procedure, contact Julie Perrine at (319) XXX-XXXX or by email [insert email here].