

MEDICINETALK^{PRO}
Shareable

Quick Start Guide

Learn how to grab the files and send
out your first email newsletter



Step 1



You will need an email service.

We recommend MailChimp because it lets you paste the code in for a super quick newsletter. But there are many to choose from:

<https://moosend.com/blog/mailchimp-alternatives/>

If this is your first time using MailChimp or any mail service, you will need to set it up with your basic information and import contacts (create a list, audience, or whatever they call it) before you can send your first newsletter.

Step 2



Get your files

1. Log into your account at Medicine Talk Pro.
<https://www.medicinetalkpro.org/my-account/>

2. Go to "Download Newsletters".

3. Download the monthly files by clicking on "download".

These files consist of:

- 6 text only files with image links.
- 1 file that is the html code (used for MailChimp and perhaps other email companies but NOT Constant Contact).
- Newsletter images.
- References.

4. Save to a folder on your computer.

5. Go to where you saved the files and right-click and extract all (unzip) files.



Download newsletters

Download formatted newsletters



Step 3



Set up the newsletter in the email service

1. Go to your mail service and create a campaign/ new email, etc.

2. Choose a template that you like.

3. Insert your own clinic logo at the top.



Newsletter Extras

Grab headers and footers for the newsletter



4. Insert a header or footer. We have several available to you as part of your subscription and these can be found by clicking “Newsletter Extras”

Decide if you want to send out a weekly email, with 1 or more of the articles or a monthly email with the entire newsletter.

Step 4



SEND OUT THE NEWSLETTER

Sending out 1 article at a time

1. From the files you downloaded, decide which article you want to use.

2. Open it and copy the text (not the image link).

3. Insert or edit a text block in your new email/campaign.

4. Paste the article in the text block.

5. Insert the image using the tool they provide to you (icon of a photo in toolbar).

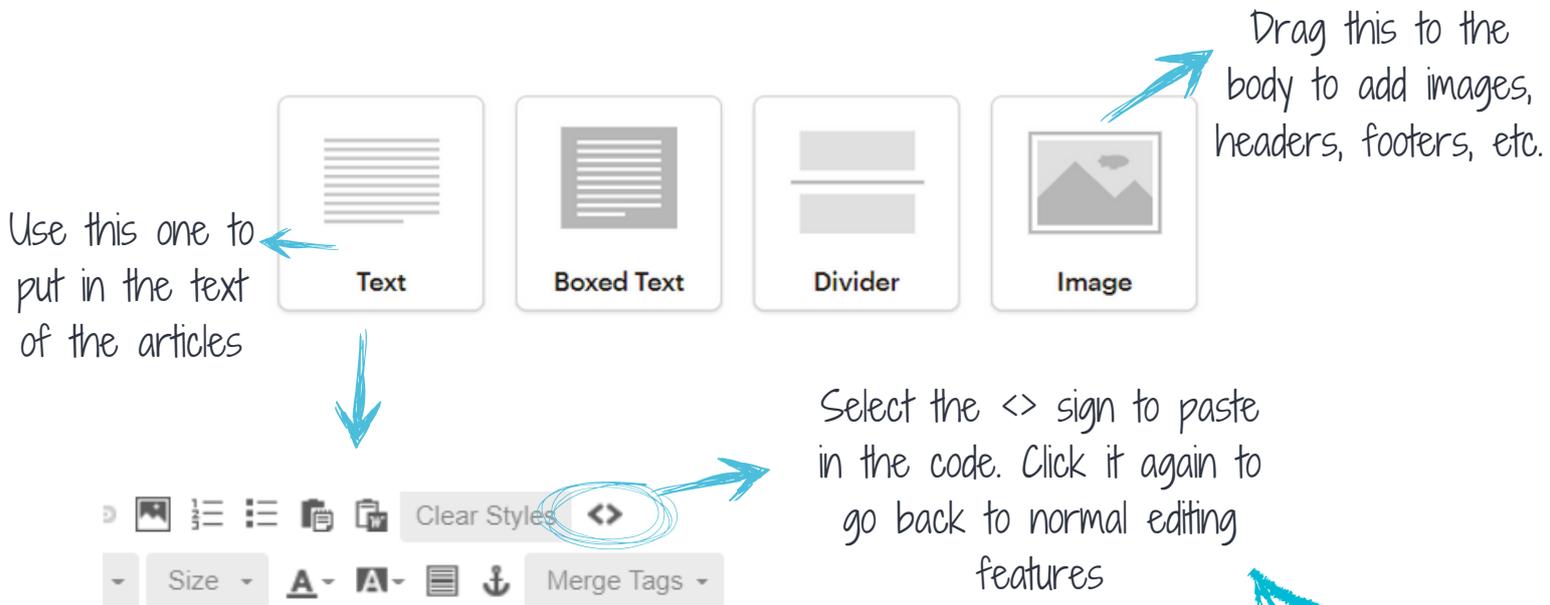
Note: In some email service providers you cannot insert an image in the text block, only to the right, left, top or bottom. This requires that you add an “image” block. But it is all drag and drop so it is super easy.

6. Add any additional information to the article, change any text you would like to customize.

7. Add any announcements to your email using a new text block.

8. Send yourself a test.

9. Make any necessary changes and when it is the way you like, send!



Sending out a monthly newsletter

1. This is done exactly the same way as when sending 1 article at a time. The difference is that for most email companies you will insert multiple text blocks, 1 for each article.

If you use MailChimp, you can use the html code file we supply to insert the code into 1 text block and this produces a formatted newsletter for you. To do this:

- Open the html code file
- Copy all the code
- In MailChimp, put in a text block and click on the icon in the toolbar that looks like this: <>.
- Paste the code you copied
- Click <> again to return to normal view.

2.Add any additional information to the article, change any text you would like to customize.

3.Add any announcements to your email using a new text block.

4.Send yourself a test.

5.Make any necessary changes and when it is the way you like, send!

Very Important things to remember

- If you post an article + image in the public domain (Website, Blog or Social Media) you MUST add the image attributions to the post. Link to all image attributions:
https://www.medicinetalkpro.org/pt_newsletter_images/01_Image_Attributions.html
- You cannot publish this material in a third-party publication (Natural Awakenings, Prevention, etc.) and claim it as your own.



We are here for you. Reach out to us if you need any help getting started.

Ideas of how to use the content

- Newsletter – weekly, biweekly, monthly
- As a script for a video blog/post
- On any social media channel
- On your blog
- Print it out for your waiting room
- Print it out for local businesses – make sure and brand it!