



**Performance
Marketing**

client update

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Trusted Choice Email Templates

February 5, 2014

Creating a Trusted Choice Email in Vertical Response

Six files have been included. Three are html files. The html allows you to view the template as it appears in a browser. The display is similar in email. The text files allow you to see the code. You will use the text files to construct your email blast.

Vertical Response Instructions

- Double-click one of the text files; it will open in either Notepad or a version of Microsoft Word.
- Select and copy all of the text; it is important not to miss any of the code.
- Open your Vertical Response account in your browser.
- Create a new email by locating "New" under the Email menu item.
- Fill out the spaces as you normally would. NOTE: a subject is required, then click "Next."
- From the choices on the right, select Email Canvas, then click "Next."
- You will see three tabs. Choose "HTML Code."



- Select the existing copy in the box and delete it.
- Paste in the copy that you have on your clipboard from the text file.



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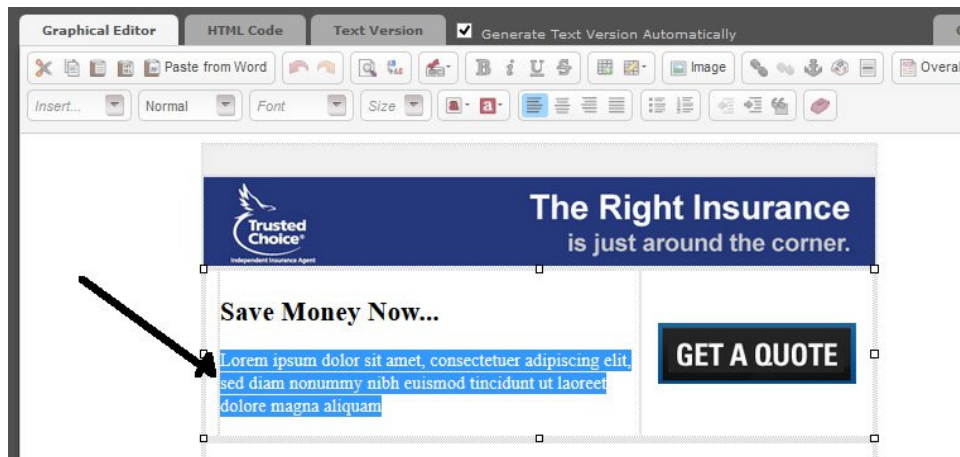
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- From the tabs, choose Graphical Editor
- You may now edit the Greek text in the template file by clicking in the box



Once you have edited your message, unclick the “Generate Text Version Automatically” box and edit the text as you normally would. You may have to check and then uncheck the box to get the text to appear.

After you’ve edited both HTML and the text version, click “Next” and send the email as you normally would.