



Introducing MyOilEmail!

We are so excited to introduce MyOilEmail, MyOilMarketing's newsletter and email drip campaign feature!

MyOilEmail gives you the ability to capture subscriber information and send newsletters, email drip campaigns, and blog updates to those subscribers. It also integrates with your new prospecting page (http://your_url.myoilsite.com/prospects), making it easy to immediately subscribe new prospects to newsletters or drip campaigns. These tools allow you to communicate quickly and effectively with your downline and your prospects!

In this document, we are going to introduce the features provided by MyOilEmail, from both the perspective of your site visitors and from your perspective as a website owner.

Let's start with the pieces your visitors see on your website.

The Site Visitor Experience

Your website is designed with one goal in mind: to provide your visitors with the information they need to help them transition from being an interested prospect to a Young Living Distributor. Part of that is giving them the tools to hear from you and of course, helping you to know they are out there! The Newsletters and Email Drip features is designed for just that purpose!

Free Mini Book: Drop of Knowledge

To start, we want to give your visitors a reason to sign up for updates from you so we've developed a free mini book called *Drop of Knowledge* which your new subscribers get just for signing up! *Drop of Knowledge* provides some introductory notes about the Starter Kit Oils.

Sign Up Banner

The offer of the free mini-book is advertised prominently on your home page in a banner directly under your home page slider.



Clicking on this banner will take your visitor to the Newsletter Signup Page.

Newsletter Signup Page

The Newsletter Signup Page allows your visitors to sign up for newsletter and blog updates by simply providing their name and email address. This also adds them to your contact list in your website!



Thank you for subscribing to my news updates! I can't wait to share with you all the latest and greatest news about Young Living. And as a special thank you for signing up, I am going to send you a copy of my free mini book, *Drop of Knowledge!*

First name *

Last name *

Email *

Subscribe!

Contact Form

The Contact Form is a great resource for site visitors to contact you with questions. We made that resource even better by giving them the ability to opt-in to receiving news updates from you as well!

Contact Me

First Name



Last Name

Email

Phone

Subject

Message

Sign-up for updates and newsletters

Blog Updates

Users can also sign up for news updates on the blog page by clicking the Subscribe button on the page! This takes the user to the Newsletter signup page.

Essential News

KidScents Supplements are the Way to Go!



I'm often asked...should my kids take vitamins? What type of supplements should I be using? How can you tell which are the best? Let's face it. Kids are picky eaters and of course, fruits and veggies are not on the list. If it is difficult for you to convince your child to eat healthy foods, [...]

🕒 April 6th, 2018 📄 Edit 📌 Posted In: Uncategorized

Subscribe for Updates!

Get my latest news and blog posts delivered straight to your inbox! Click the button below to sign up!

Subscribe



Recent Posts:

KidScents Supplements are the Way to Go!

Check out this month's promo!

Live Your Passion 2018 is almost here!

The Website Owner Experience

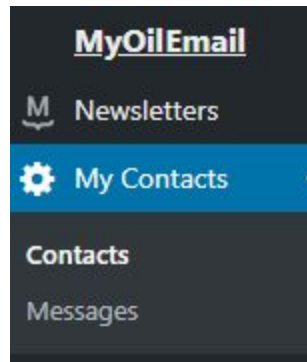
The majority of your interaction with MyOilEmail will happen in the dashboard of your site.

Let's begin with managing your list of contacts and prospects.

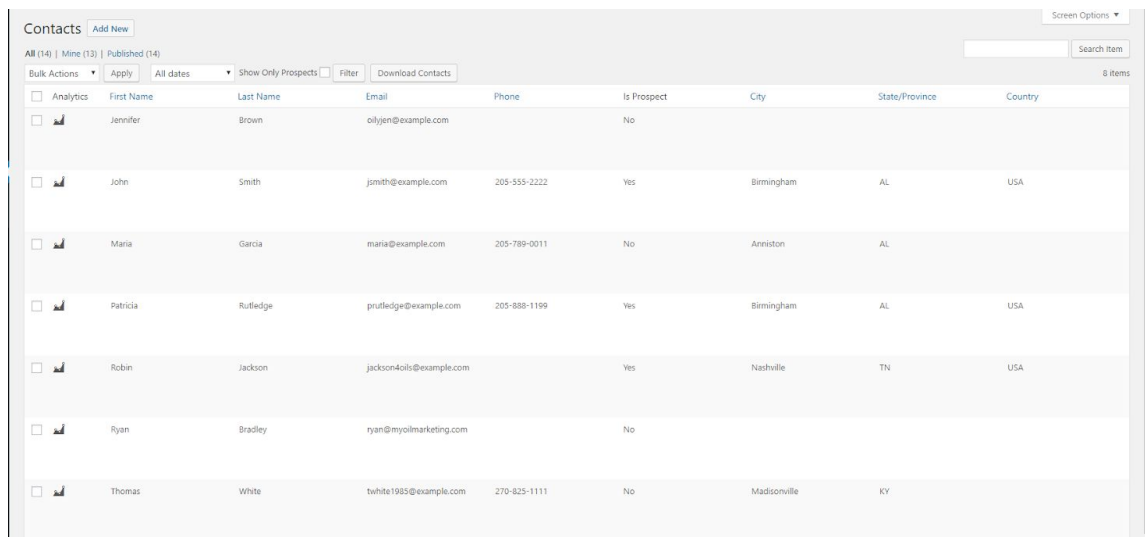
Contacts and Prospects Management

Contacts are added to your website when a visitor subscribes to a newsletter, contacts you through the contact form, or when you add the contact through either My Contacts in the Dashboard or the Prospecting Page.

To your list of contacts, choose "My Contacts" under MyOilEmail in the dashboard.



My Contacts - Dashboard Menu Option



<input type="checkbox"/>	Analytics	First Name	Last Name	Email	Phone	Is Prospect	City	State/Province	Country
<input type="checkbox"/>		Jennifer	Brown	oiljen@example.com		No			
<input type="checkbox"/>		John	Smith	jsmith@example.com	205-555-2222	Yes	Birmingham	AL	USA
<input type="checkbox"/>		Maria	Garcia	maria@example.com	205-789-0011	No	Anniston	AL	
<input type="checkbox"/>		Patricia	Rufledge	prufledge@example.com	205-888-1199	Yes	Birmingham	AL	USA
<input type="checkbox"/>		Robin	Jackson	jackson4oils@example.com		Yes	Nashville	TN	USA
<input type="checkbox"/>		Ryan	Bradley	ryan@myoilmarketing.com		No			
<input type="checkbox"/>		Thomas	White	twhite1985@example.com	270-825-1111	No	Madisonville	KY	

My Contacts - Contact Management Page

Private: Prospects

Use the form below to add the contact information for your new prospect or contact! You can also add them to your newsletter and drip campaigns.

First Name

Last Name

Business Name

Email

Telephone Number

Cell Phone

Home Phone

Work Phone

Street Address

City

State/Province

Postal Code

Country

Is Prospect

Notes

Subscribe to:

- Starter Kit Oils - US
- Newsletters
- Blog Updates

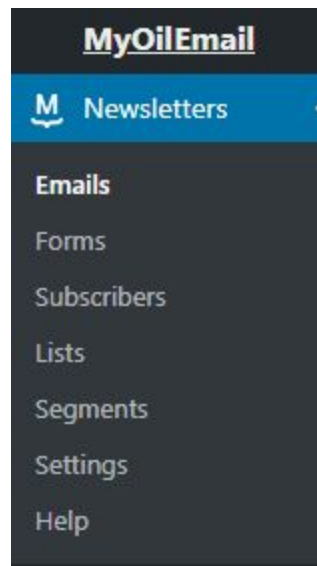
Prospecting Page

My Contacts is designed to provide a central place to manage all of your contact information. From this section, you can add, edit, and delete contacts, change newsletter subscriptions, and see messages sent to you through the Contact Form.

The Prospecting Page is on your website at http://<your_website_url>/prospects. You must be logged in to use this form. The goal of this page is to enable you to add prospect information quickly, such as when you are in front of people at trade shows or when you are just meeting someone.

Newsletter and Emails

The next component of this system is the Newsletter and Email system. Start by selecting Newsletters from the Dashboard.



From this area, you can do the following actions:

- In Emails, create, edit and delete Newsletters, Email Drip Campaigns (Welcome Emails) and Post Notifications.

Newsletters can be sent immediately or at a scheduled time to every person in a selected subscriber list.

Email Drip Campaigns are sent based off the time each person was added to the selected subscriber list (i.e. an email can be scheduled to be sent immediately after a person subscribed, 1 day later, 2 days later, etc).

Post Notifications are sent daily when new blog posts are added to your website.

Emails [Add New](#) Screen Options ▼

Newsletters Welcome Emails Post Notifications

All (10) | Draft (0) | Scheduled (0) | Sending (0) | Sent (10) Search

Bulk Actions ▼ Apply All Lists ▼ Filter 10 items

Subject	Status	Lists	Opened, Clicked	Sent on ▼
<input type="checkbox"/> A Tenth Newsletter	100% Sent to 7 of 7	Newsletters	14.3%, 0.0%	September 7, 2017 1:35 pm
<input type="checkbox"/> 7th Test	100% Sent to 6 of 6	Newsletters	0.0%, 0.0%	September 6, 2017 9:00 pm
<input type="checkbox"/> 9th Email	100% Sent to 6 of 6	Newsletters	16.7%, 0.0%	September 6, 2017 8:58 pm
<input type="checkbox"/> 8th Email	100% Sent to 6 of 6	Newsletters	0.0%, 0.0%	September 6, 2017 8:58 pm
<input type="checkbox"/> 6th Test	100% Sent to 6 of 6	Newsletters	0.0%, 0.0%	September 6, 2017 8:28 pm
<input type="checkbox"/> A Fifth Test	100% Sent to 6 of 6	Newsletters	0.0%, 0.0%	September 6, 2017 6:46 pm
<input type="checkbox"/> A 4th Test	100% Sent to 6 of 6	Newsletters	0.0%, 0.0%	September 6, 2017 6:27 pm
<input type="checkbox"/> A Third Test	100% Sent to 6 of 6	Newsletters	0.0%, 0.0%	September 6, 2017 6:16 pm

Newsletters

Emails [Add New](#) Screen Options ▼

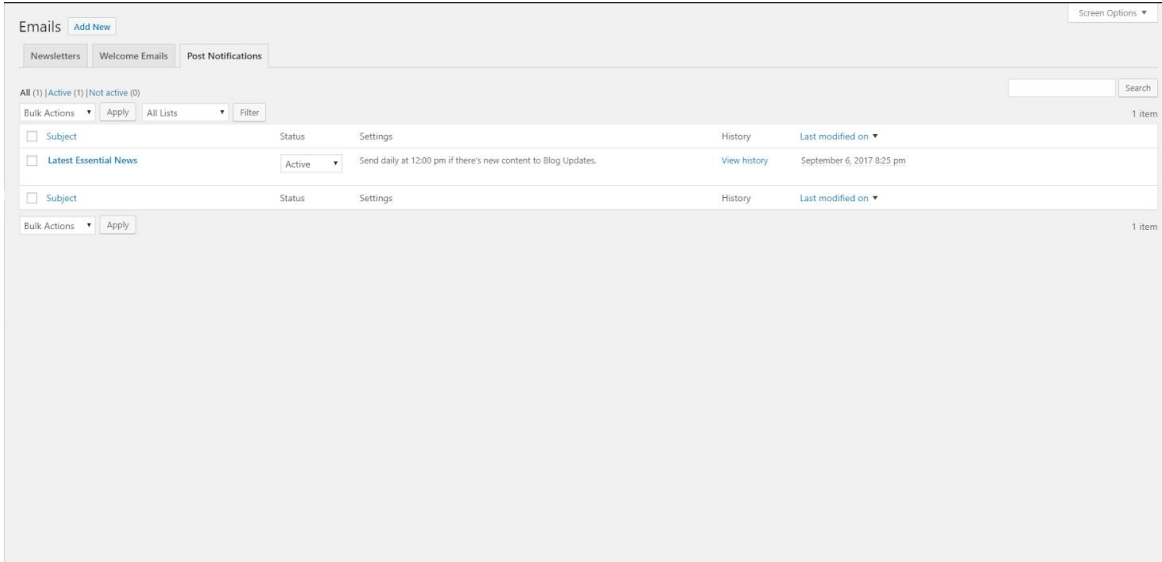
Newsletters Welcome Emails Post Notifications

All (14) | Active (14) | Not active (0) Search

Bulk Actions ▼ Apply All Lists ▼ Filter 14 items

Subject	Status	Settings	Opened, Clicked	Last modified on ▼
<input type="checkbox"/> Thieves Vitality Essential Oil	Active Sent to 0 subscribers	This newsletter is sent when someone subscribes to the list: "Starter Kit Oils - US" [10 day(s) later].	Not sent yet	September 6, 2017 8:25 pm
<input type="checkbox"/> Your Free Guide to Essential Oils	Active Sent to 8 subscribers	This newsletter is sent when someone subscribes to the list: "Newsletters".	100.0%, 0.0%	September 6, 2017 8:25 pm
<input type="checkbox"/> Checking In	Active Sent to 0 subscribers	This newsletter is sent when someone subscribes to the list: "Starter Kit Oils - US" [14 day(s) later].	Not sent yet	September 6, 2017 8:25 pm
<input type="checkbox"/> R.C. Essential Oil	Active Sent to 6 subscribers	This newsletter is sent when someone subscribes to the list: "Starter Kit Oils - US" [9 day(s) later].	0.0%, 0.0%	September 6, 2017 8:25 pm
<input type="checkbox"/> Your Free Guide to Essential Oils	Active Sent to 7 subscribers	This newsletter is sent when someone subscribes to the list: "Starter Kit Oils - US".	100.0%, 14.3%	September 6, 2017 8:25 pm
<input type="checkbox"/> Purification Essential Oil	Active Sent to 3 subscribers	This newsletter is sent when someone subscribes to the list: "Starter Kit Oils - US" [8 day(s) later].	33.3%, 0.0%	September 6, 2017 8:25 pm
<input type="checkbox"/> Peppermint Vitality Essential Oil	Active Sent to 6 subscribers	This newsletter is sent when someone subscribes to the list: "Starter Kit Oils - US" [6 day(s) later].	0.0%, 0.0%	September 6, 2017 8:25 pm

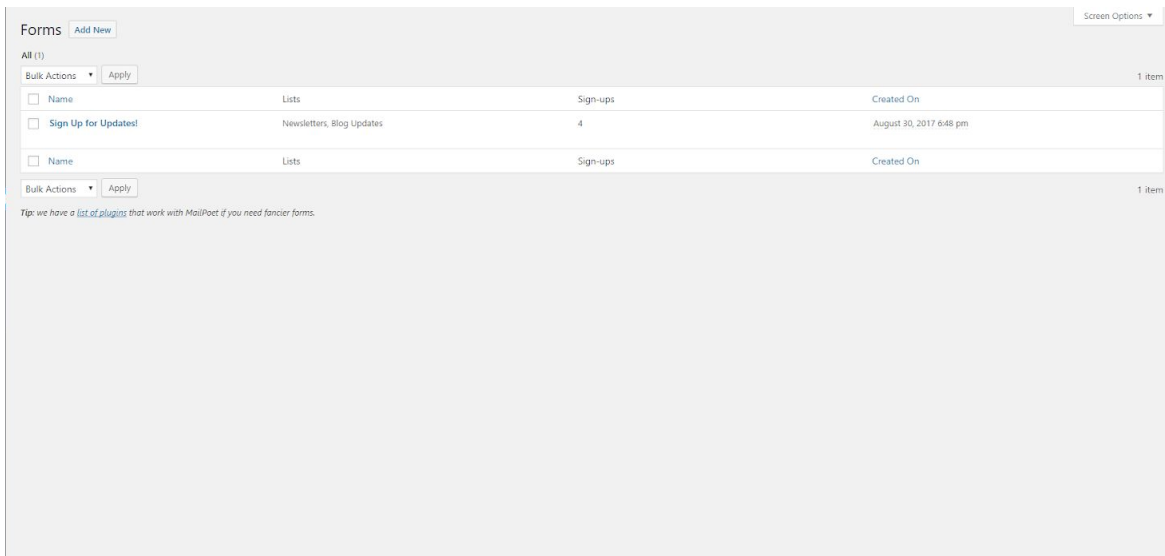
Email Drip (Welcome Emails)



Blog Post Updates (Post Notifications)

- In Forms, manage subscription forms

Subscription form are used to capture subscription information and automatically subscribe that person to one or more subscription lists.



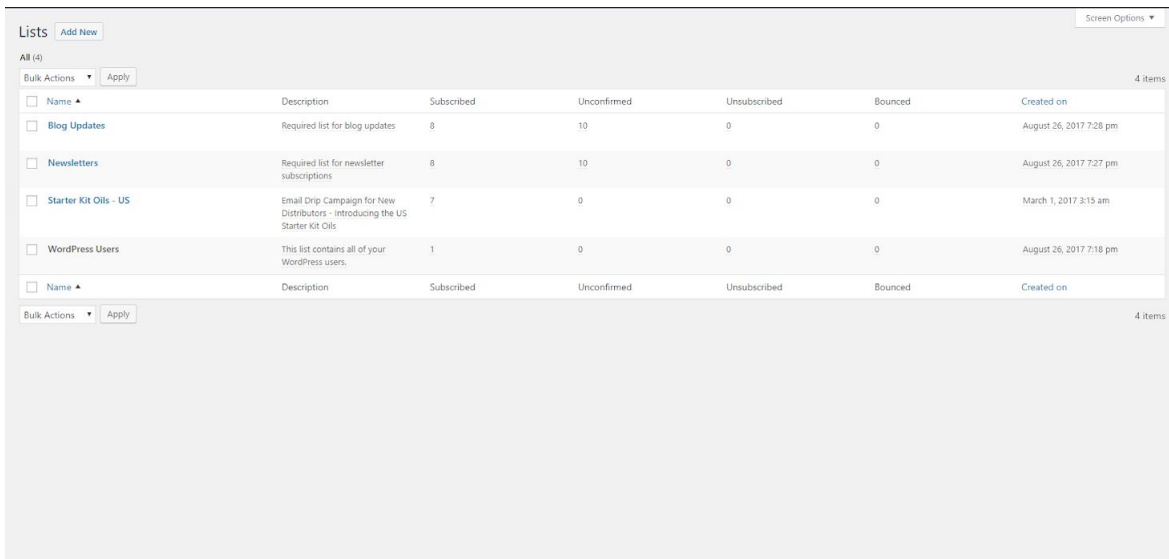
Subscription Forms

- In Subscribers, manage subscriber information and the lists they are subscribed to.

Subscribers Add New Import Export Screen Options					
All (20) Subscribed (10) Unconfirmed (10) Unsubscribed (0) Bounced (0) Search					
<input type="checkbox"/> Bulk Actions	<input type="button" value="Apply"/>	<input type="button" value="All Lists"/>	<input type="button" value="Filter"/>	20 items	
<input type="checkbox"/> Subscriber	Status	Lists	Subscribed on	Last modified on	
<input type="checkbox"/> prutledge@example.com Patricia Rutledge	Unconfirmed	Newsletters, Blog Updates	September 13, 2017 9:21 pm	September 13, 2017 9:21 pm	
<input type="checkbox"/> tee9203@example.com Tina Lee	Unconfirmed	Newsletters, Blog Updates	September 13, 2017 9:12 pm	September 13, 2017 9:12 pm	
<input type="checkbox"/> jackson4oils@example.com Robin Jackson	Unconfirmed	Newsletters, Blog Updates	September 13, 2017 9:11 pm	September 13, 2017 9:11 pm	
<input type="checkbox"/> twhite1985@example.com Thomas White	Unconfirmed	Newsletters, Blog Updates	September 13, 2017 9:10 pm	September 13, 2017 9:10 pm	
<input type="checkbox"/> oilyjeni@example.com Jennifer Brown	Unconfirmed	Newsletters, Blog Updates	September 13, 2017 9:09 pm	September 13, 2017 9:09 pm	
<input type="checkbox"/> maria@example.com Maria Garcia	Unconfirmed	Newsletters, Blog Updates	September 13, 2017 8:10 pm	September 13, 2017 8:10 pm	
<input type="checkbox"/> jsmith@example.com John Smith	Unconfirmed	Newsletters, Blog Updates	September 13, 2017 6:15 pm	September 13, 2017 6:15 pm	
<input type="checkbox"/> ryantest5@example.com Ryan Bradley	Unconfirmed	Newsletters, Blog Updates	September 13, 2017 6:14 pm	September 13, 2017 6:14 pm	
<input type="checkbox"/> designermd.michael@gmail.com Michael Teet	Subscribed	Newsletters, Blog Updates	September 8, 2017 5:24 pm	September 8, 2017 5:24 pm	

Subscriber List

- In lists, build and manage subscription lists



The screenshot displays a 'Lists' management interface. At the top left, there is a 'Lists' header with an 'Add New' button. Below this, a 'Bulk Actions' dropdown menu is set to 'All (4)', and an 'Apply' button is visible. The table below contains the following data:

<input type="checkbox"/> Name	Description	Subscribed	Unconfirmed	Unsubscribed	Bounced	Created on
<input type="checkbox"/> Blog Updates	Required list for blog updates	8	10	0	0	August 26, 2017 7:28 pm
<input type="checkbox"/> Newsletters	Required list for newsletter subscriptions	8	10	0	0	August 26, 2017 7:27 pm
<input type="checkbox"/> Starter Kit Oils - US	Email Drip Campaign for New Distributors - introducing the US Starter Kit Oils	7	0	0	0	March 1, 2017 3:15 am
<input type="checkbox"/> WordPress Users	This list contains all of your WordPress users.	1	0	0	0	August 26, 2017 7:18 pm

At the bottom of the table, there is another 'Bulk Actions' dropdown menu set to 'All (4)' and an 'Apply' button. The text '4 items' is displayed in the bottom right corner of the table area.

Subscription List

Conclusion

MyOilEmail is an incredibly powerful tool for sharing information with your contacts and for keeping them engaged and moving along their path to becoming Young Living Distributors! Check it out today and don't forget to look at the other helpful tutorials to get the most out of this system!