

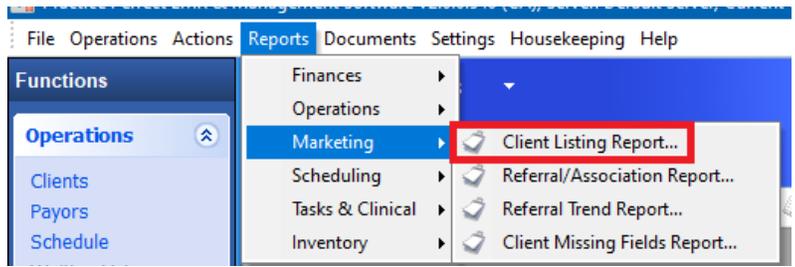
There are two parts to the process involved in mass emailing your clients from Practice Perfect. The first part involves exporting the email list to a file, the second is the actual sending of the email.

PLEASE NOTE, sending any sort of mass email directly through your regular email provider will probably fail since they limit the number of emails that can be sent within a given time frame in order to prevent spam. See more information about this in PART II (below).

PART I – Exporting your email addresses to a file:

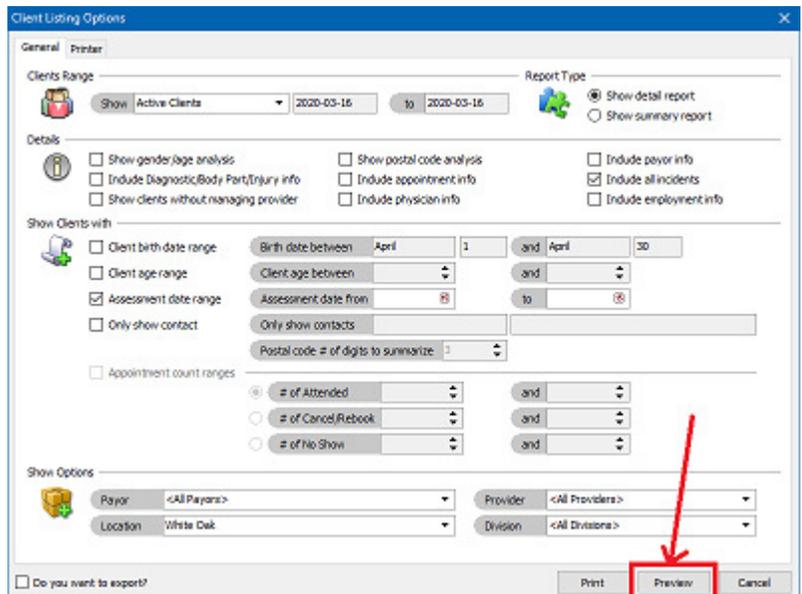
Step 1

Within Practice Perfect, go to the Reports drop-down list and select Marketing, Client Listing Report.



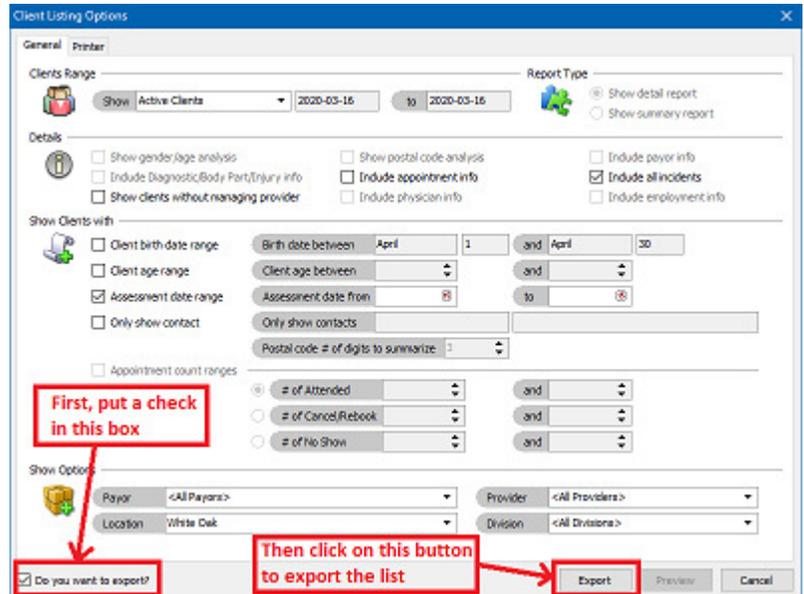
Step 2

Select the options for which you wish to produce the list and then Preview ensure this is the data required (then close the preview).



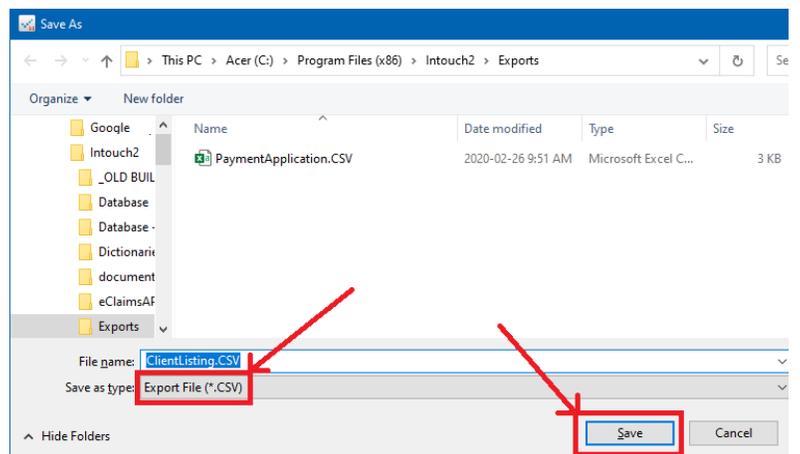
Step 3

Export the data by checking the box at the bottom left entitled **Do you want to export**, then click the **Export** button.



Step 4

Save the file on your computer keeping the "Save as type: Export File (*.CSV)"



Step 5

Open the file (it may open automatically for you) and examine the information just to make sure that it's what you require.

	A	B	C	D
1	First Name	Last Name	Home Email	Work Email
2	Jane	Doe	jane@gmail.com	jd@yahoo.com
3	John	Doe	john@gmail.com	doejohn@outlook.com
4	Sue	Baker	sbaker@hotmail.com	sbaker43@yahoo.com
5	Logan	Ayoub	ayoub458@outlook.com	alogan@gmail.com
6				
7				
8				
9				
10				

PART II – Sending the emails

In order to send a high volume of emails, you require an outside application such as Constant Contact (www.constantcontact.com) or Mail Chimp (www.mailchimp.com). There are several other options, as well.

As an example, Constant Contact allows you to setup email campaigns that can be as simple or complex as you wish, from straight text to pretty graphics. Once an email is designed, you can import the distribution list that you created above, in Step I.

Then, all you need to do is tell Constant Contact to take the email that you just created and send to everyone on your list – and that's it, out it goes.

Some benefits of this – you will receive stats as to how many people have opened and read your email, you can resend emails not opened with a few clicks and ultimately use this for any other communication promoting your operation once it has been setup initially.