

# MAILCHIMP FOR DUMMIES

MailChimp is a simple email marketing software (EMS) which gives you a great platform to communicate, sell and build relationships with people. You can learn what you need to do today and start sending straight away!

**ILLAWARRA BEC**  
incorporating

This training is perfect for sole traders, small business's and notforprofit organisations. Communicating with your customers is important and with MailChimp you can do this effortlessly.

- 1 Ways to get subscribers
- 2 Creating lists and sign up forms
- 3 Creating campaigns, styles and adding awesome content
- 4 Reports, how to understand them and improving your emails



In this 3 hour workshop you will learn how to:

- Set up MailChimp
- Design a Newsletter
- Learn about Campaigns and Templates

This workshop will be hands on and you will be designing your first newsletter in the room.

**Date: Thursday, 23rd November from 5.30pm to 8.30pm**  
**Venue: Illawarra ITeC, Cnr Fox and Miller Streets, Coniston**  
**Cost: \$55.00 Book today on 4223 3100 to secure your spot!**  
*EFTPOS and Direct Debit Facilities available, payment must be made at time of booking*

## About Emma P

Emma P is an author coach, mentor and mum based in Wollongong, Australia. Her down-to-earth approach and straight talking means she takes action! With over 12 years experience in her own small businesses she has also achieved two awards with Illawarra Women in Business. Emma success's include running networking groups for the local area for 2 years, training Gwynneville locals in fitness classes for 5 years and also helping people across the world to achieve their goals in health, fitness and life coaching. Her online business enables her to have flexibility with her family and the opportunity to travel often. Lastly, her debut book 'The 7 secrets to getting sh\*t done' came out in February 2016.

