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Home

Client Home Page

After you login, QuickTellPro automatically redirects you to the **Client Home** page. You can access this page at any time by left-clicking on the **Home** in the navigation bar on the left hand side of your screen. The page displays some basic details of your membership information that you supplied during registration.

Membership to QuickTellPro will depend on your choice at the time of purchase. Any QuickTellPro account can be upgraded to the next level or even skip a level at anytime, just click on the **Upgrade** link in the top right. If you exceed your subscriber limit your account will be automatically blocked until you upgrade to the next level, your payment will be prorated up to the next billing cycle.

The **Client Home** page also has a News section for information you may need to know about QuickTellPro or email marketing in general. Next to that is a Testimonials box, where you can leave us a testimonial and get some free advertising on the client dashboard and also on the website itself.

Your membership entitles you to unlimited autoresponders and all your responders are listed at the bottom of this page ready to be edited, to get into any of your responders just click on the one you want to work on.

Edit Membership Information

To edit your membership information click on the **Edit Membership Information** button on the **Client Home** page.
Your name cannot be modified, however you may change the other information. You can also change your password whenever you wish, don't forget to enter the new one (twice) before you click on the **Save** button at the bottom of the page.

Affiliate ID# - is your ID should you want to refer anyone and make some extra cash; click on "**Log in** to your Affiliate Panel" to be taken to our affiliate page.

Daily Backups

To run a backup, click on the **Daily Backups** button on the **Client Home** page.
On this page you will also see a section where you can check one or more responders to be automatically backed up and mailed to you in a .zip file on a daily basis.

Responder

Select Responder to work with
On the **Client Home** page; a complete list of your responders will be displayed below the **QuickTellPro Newsfeed**. Click on the responder you want to open, after opening the first responder you will then be able to use the **Select responder** drop-down menu, top right, any time you want to select another responder to work on. Until a responder is selected all menu items will be unavailable.

Add Responder
Click on **Responder** then on **Add New Responder**. Insert the name of the responder you wish to create in the input box and click **Add Responder** button, the responder name must be at least 4 characters. The name you use becomes the first half of the email address to send to and will always end in @QuickTellPro .com (but you do not add that when creating a responder).

As an example, if you were to enter the name Tooltips and click on the **Add Responder** button, the new responder will be shown in the list of responders. It can then be selected from the drop-down list top right. Selection of the responder in the drop-down menu will allow you to edit it using all available menu items. Upon selection the default page of the responder will open.

If the name you chose has already been used by another client, a red warning will appear. All you have to do is choose a new name. If the name you chose was really important to you but has been taken, try adding a number before or after it (examples: 1 Tooltips or Tooltips 1).

Delete Responders
Select a responder from the dropdown menu on the right side of the page. Below that, under the section "**Manage Responder**" you will see 5 icons; select the first one titled "**Responder**", a new section will open beneath "**Manage Responder**" titled "**Responder**". You will see 6 icons; select the last one "**Delete Responder**".

Selecting this option will present you with a confirmation to delete the currently selected responder, select either Yes or No.

Backup Responders
Although our system is backed up every day, it is useful to keep a copy of your responder and its entire configuration in case of emergencies. See ***Daily Backup*** (pg 3)

You are advised not to open this backup file as its contents are ready for automatic reinstall. Should you decide you do want to open it, you should first save it to a folder on your hard drive created specifically for keeping your backups then make a copy of it and paste that copy elsewhere on your hard drive. You can now open the copy, safe in the knowledge that if you damage anything you still have the original.

Restore Responders
If you used the **Backup** facility, you will have a file called **backup_***responder name***_***date***.zip** somewhere on your hard drive. Click on **Tools** then **Restore** you can then browse your hard drive to locate that file

and upload it. It is recommended that you create a folder somewhere on your computer that you will use for your backups; “C:\Responder_Backups” is a good choice.

Once you have done that, it will automatically unpack itself and reinstall all your responders with lists of subscribers included. The info it installs will only be as current as the last time you downloaded all your responders. Therefore you should get into the habit of downloading them and overwriting the old file every time you make any changes and at least once a week in order to keep your lists of subscribers up-to-date.

Test Responder

Once you have edited all your responder messages you may wish to send them all to yourself to see how they will look. If you were to send them using the **Add single subscriber** option or by mailing to your responder you would have to wait for the delays you have preset. This test facility allows you to have all messages sent immediately regardless of the delay settings.

To access the feature please go to **Tools** then **Test Responder** on the left navigation menu, type in the email address of the recipient and select the message sequence to send and click **Test responder** button. You will NOT be added to the subscriber list, for this reason the **unsubscribe link** will not be live because there is nothing to unsubscribe from. The merge tokens other than email address will be drawn randomly from your subscriber list so you can see exactly what your email will look like. With the tokens filled in, all links will work.

Responder

Settings

Rename Responder

You can rename a responder from the **Responder Settings** page. Get there by clicking **Responder** then **Settings** on the left navigation menu. Go to the **Responder name** input box and type in the new name for the responder. Click the **Save** button at the bottom of the page to save your changes. The system will display an error notification if the name of responder is not accepted (because of bad characters or perhaps the responder name is already in use by another client). If this happens you should choose another name or leave the name unchanged.

Disable/Enable Responder

The time may come when you want to stop people subscribing to your responder or you want it to stop sending messages, but you do not wish to delete it. You can change the status of a responder from the **Responder Settings** page. Get there by clicking **Responder** then **Settings** on the left navigation bar. Go to the **Status** drop-down to place your responder into hibernation. You can select between preventing it from accepting any new subscriptions but allowing it to continue mailing any messages left in its queue, or you can deactivate it completely. To reactivate it, simply choose **Enabled**.

Using Other Languages

Your messages can be in any language desired as long as they are sent in the correct charset (character set). You can modify the character set from the **Responder Settings** page. Get there by clicking **Responder** then **Settings** on the left navigation bar. Look for **Character set,** you can set up each responder in a different language or opt to send all in the same language by checking the **In all responders** box. The default setting is the Universal (UTF-8). If you are uncertain as to which setting your language should be, check your email program's read setting (normally found in the options section).

Combined HTML/Plain Text

You may enable this feature from the **Responder Settings** page. Get there by clicking **Responder** then **Settings** on the left navigation bar. Although most people can read HTML email there are still some people using older versions of AOL's mail program and many office networks that have HTML mail disabled. Activating this feature allows you to send messages which display as HTML to those who can read it or plain text to those who cannot. The default setting for all responders has the combined HTML/plain text option turned off. Check the box to enable it in the responder you are working on only or check the **In all responders** box if you wish to use it with every responder you ever create.

Automatic Invalid Addresses Removal

You may enable/disable this feature from the **Responder Settings** page. Get there by clicking **Responder** then **Settings** on the left navigation bar. Occasionally your responder will send to an invalid email address. This may be because someone made a typing error when submitting his request or because a spammer sent a mail to your responder. Our system will automatically remove all false email addresses from your list of subscribers and send you a report to let you know whose address was invalid. This is to assist you in keeping your lists clean. This feature is particularly useful for those people who import lists to mail out to. Should you wish to turn it off, by default it is on, you can uncheck the box for this particular responder or for all your responders. **We do not advise this as your client list will be very inaccurate.**

Capitalize First Characters in Names

By default this feature is enabled on the **Responder Settings** page. Get there by clicking **Responder** then **Settings** on the left navigation bar. At least 40% of internet users will not use their shift key when submitting their name in web forms. The result is you get something like john smith instead of John Smith. All replies sent will automatically force the first characters of the first and last name, as well as the address, to upper case so at least your reply looks professional. If you prefer to disable this feature, just uncheck the box.

Link Tracking

You may enable this feature from the **Responder Settings** page. Get there by clicking **Responder** then **Settings** on the left navigation bar. The system will track all the links you put in your emails to see how many subscribers clicked on them. Results can be found in **Reports** on the left navigation bar.

Read Tracking

You may enable this feature from the **Responder Settings** page. Get there by clicking **Responder** then **Settings** on the left navigation bar. The system will track your emails to see how many of your subscribers actually open them. Results can be found in **Reports** on the left navigation bar.

Double Opt-in

If you are using QuickTellPro's services to get subscribers to your newsletter you will want to make 100% certain that the person subscribing to your responder is the genuine owner of the email address submitted. This feature is enabled by default but if you need to disable it then you can contact support. Give us a good reason and we will consider giving you the ability to choose either Double or Single Opt-in, per responder, from the **Responder Settings** page.

While this feature is enabled it will automatically screen all false requests by refusing to add the subscriber unless the **Subscription Confirmation** mail is returned.

Note: The double opt-in confirmation feature is very effective if any of your responders get spammed on a regular basis.

Secure responder

You can secure your responder if it contains information of a private nature or have a product attached to it so that other users are prevented from duplicating it unless they know the correct password. You can find it on the **Responder Settings** page. Get there by clicking **Responder** on the left navigation bar then **Settings** look for **Responder password**.

Mailout settings

From Field

When you signed up for your account you provided your name and email address. Often clients want their prospects to receive mail in the name of their company as well as use a different reply to address. Although you may not change your name and email address in the **Edit Membership** section as those are matched to the purchase database, you may change those details in your **Responder Settings**. Get there by clicking **Responder** then **Settings** on the left navigation bar. Look for **Mailout settings** and just enter the name and email address you want recipients to see in the **From** field. You can make each responder different or check the box to use the same in all your responders.

Accept Requests sent to (coming soon)

If you have your own domain and access to your web server, you can create any email address that suits you without worrying whether the address has already been taken by another QuickTellPro client. To do this requires that you create a POP3 alias. Almost all hosts offer unlimited POP3 aliases so you should have no trouble setting this up. You can achieve your goal from the **Responder Settings** page.

Get there by clicking **Responder** then **Settings** on the left navigation bar then look for **Mailout settings**. For example, you want to use support@yourdomain.com but support@QuickTellPro.com is already taken. No problem! Create that address on your domain and have it forwarded to your QuickTellPro address regardless of what you have called it. All that matters is that you insert the address people will be mailing to in the **Accept requests sent to** field (i.e. info@yourdomain.com).

Our system will now know that if any mail is forwarded from that address to QuickTellPro.com this is the responder that must reply to the original sender. The advantage of this is that you get to keep your own identity and the whole procedure is completely transparent other than the unsubscribe link which of course has the name QuickTellPro.com in it.

Daily reports

Email Reporting

Email reporting enables you to keep an eye on the system activities related to your responders. You may change the email reporting options from the **Responder Settings** page. Select **Responder** then **Settings** on the left navigation bar then look for **Daily reports**.

All the following reports will be sent together in one email:

- Send daily confirmation log
- Send daily successful mailout reports
- Send daily report of invalid addresses
- Send daily list of unsubscribers

Using the **In all responders** checkbox allows you to set it for all your responders.

Note: The mail you receive provides a link to download the report for each responder they are compressed in a zip archive therefore you will need WinZip or a similar program to open them.

Default URLs

Where to send your subscribers

If you wish to use your own HTML pages you may fill in some or all of the following.
If left blank, the generic QuickTellPro HTML pages will be used.

The URL's will be used as the default destinations:

- When client subscribes: send here – *please verify your email*
- When client double opts in: send here – *thank you or download page*
- When client unsubscribes: send here – *you have been unsubscribed*
- When client multiple subscribes: send here - *you are already subscribed*
- Add your logo URL – *adds your own logo to our generic pages*

Using the **In all responders** checkbox allows you to set your chosen option for all your responders.

Header/Footer

Edit Header and Footer

Should you wish to append an identical header or footer/signature to each of the messages in either this responder or all your responders, you can do so from the **Responder Settings** page. Get there by clicking **Responder** then **Settings** on the left navigation bar, you can then add your message in either plain text or HTML and the system will append it to the one responder or all of them.

Subscriber settings

Duplicate subscription handling

You have a choice of 2 setting:

- **Ignore re-subscribe** - no double opt-in (sends subscriber direct to destination URL or ignores subscribe and just carries on with message sequence)
- **Display *"You are already subscribed"* page -** does not send subscriber to destination URL or start/restart the message sequence. This is the default setting.

The default message can be changed in several ways:

- change the generic text using the text box which shows the editable portion
- add your own logo or header to be inserted on the generic page
- load your own HTML page to replace the generic one

Account Merge Tokens

Personalizing your mails has never been so flexible. You can add the information required so that the insertion of the tokens shown will automatically be replaced with information already programmed. They can also drag information from the incoming mail. A few have been supplied as standard but if you need more, please mail support (support@QuickTellPro .com) giving your name, account name, password, and the tokens you want us to add. We will then create them and they will appear in your merge token panel (**Insert Field** button in the message Area). See **Personalizing Messages**.

To edit the existing **Account Merge Tokens** please click **Responders** then **Account Tokens** on the left sidebar menu. To use the ones already in your mail merge token panel, just complete the details in the value fields to the right. If you want to make sure the mail link is live on older mail clients you can precede it with the 'mailto:' command (for example, mailto:support@int-resources.com).

Note: They must be completed for each responder you create or you can use the **In all responders** check box.

Subscriber Merge Tokens

When subscribers to your responders come via a web form (**Tools** then **Web Form Generator**), all data they submit will be archived in subscribers' records. Each subscriber will have an individual record to which you can refer. To do this, open your list of subscribers (**Subscribers** then **Subscriber List**), use the filter field to locate the subscriber and click on his email address to view his record. The demographics you have stored assist you to know your subscriber a little more personally.

In simple terms, you can add the relevant Merge Tokens from **Responders** then **Subscriber Tokens** to your follow-up messages and merge back the data from the subscriber's record. An example might be that you collected his car make and model. So if we imagine you are an auto dealer your message might read: 'While I am sure you are delighted with your **Mercedes 230CE** I would love to show you the latest improvements to that model.'

Use your imagination and go a little wild if it suits your purpose. But you must realize that if you have the **{car}** token in your message and the subscriber didn't fill the field, your message will look rather odd if it reads: 'While I am sure you are delighted with your I would love to show you the latest improvements to that model.' It's precisely for this reason that you can define a default.

The default will only show when the subscriber has left the field empty. In the case of the above, the word 'automobile' could be a good default. Take your time to consider some alternatives as you don't want to ruin your own credibility with a badly chosen default. Should you need more categories to match the fields in a list you intend to import you should add them to the Responder Merge Tokens.

Targeted Marketing with Subscriber Merge Tokens

If you have your subscribers' demographics, you have pure gold in your hands. Forget mailing to lists loaded with unqualified prospects. You can now select a list of people to mail to based on specific criteria. By searching for specific keywords or a string of keywords in your responder's database, it will provide you with a list of all people meeting your criteria.

You may also search from a selection of your responders or the entire collection. To do this, please go to **Subscribers** then **Search**. Just as with a regular search engine, you can make your search precise or somewhat flexible using the menu options supplied. You are recommended to use the search function to weed out truly targeted prospects.

Once your results are displayed, clicking on the subscriber's address will open his record just as it will if you do the same in your list of subscribers. However the main objective of searching your records is to send a targeted mailing. You have the option of sending your responder's message sequence, broadcasting a single letter, or exporting the resulting list to another responder.

How to Use Subscriber Merge Tokens

The fields listed on the **Subscriber Merge Tokens** page are those available in your web form generator. You can add your own defaults to the right of each one. For example, if you have not made the name field a required attribute and a subscriber leaves the name field empty, the responder he would receive would show 'Hello ,' or worse still 'Dear ,'. This can be overcome by placing a default of 'Sir/Madam' or 'Friend'. If using first and last name fields in your web form then place a default in the first name field only. Better still, you can make them required attributes in which case a default would be unnecessary.

On the **Subscriber Merge Tokens** page you will see the list Subscriber Merge Tokens. You can add your own Subscriber Merge Tokens and values. There is no limit to the amount of Merge Tokens you can add. You should however be aware that every new Merge Token you add will appear in your Web Form Generator although there is no obligation to select them.

Using the **All responders** checkbox allows you to set your default values for all your responders.

Automation

There are 2 forms of Automation:

If Prospect upgrades to Customer

If a subscriber subscribes to a new responder, he should be unsubscribed from the previous one e.g. he is a prospect receiving a sales sequence but then he buys the product and becomes a customer and should automatically go into a different list for people who have already bought the product – you cannot keep trying to sell him something he has already bought.

When Sequence Ends

Once your messages have all been delivered your prospect will remain dormant in your subscriber list. Should you need to automatically subscribe him to another responder you can select the responder to be subscribed to. To do this go to **Responder** then **Automation** on the left navigation bar. By default he will receive the first message of the new responder as soon as he has received the last message of this one. That may not be the correct timing for you in which case you can also select the delay before beginning the new responder message series.

Statistics

On the Statistics page you may see the statistics of the following types:

- **All Events:** will show all of the below
- **New Subscribers:** incoming messages that resulted in new subscribers and initiating messages to be queued to them.

- **Removed Subscribers:** automatic invalid addresses removal
- **Unsubscribers:** subscribers that decided to remove themselves from your responder's message queue. The subject of the last sent message is listed.
- **Failed Emails:** bounced emails list
- **Sent Messages:** messages sent by the system including the subject of the message
- **Received Emails:** messages sent to the system
- **Send Confirmation:** double opt-in confirmations sent
- **Broadcast:** messages sent using Broadcast feature

Use date selectors to define the time period you want to research. Select **ALL** to see all the statistics information.

Subscribers

Add Subscribers

Click on **Subscribers** then on **Add** insert the name and email of the subscriber and any other information you have, in the various input boxes. By default when you add a single subscriber they must Double Opt-in, once they have confirmed the message sequence will either be sent or not, depending on your choice. If you do send the followup messages you can choose to have them start at any point in the sequence. The first message you chose will be sent immediately and the delays will count from there.

Import and Mass Operations
If you want to import a list of leads please select **Subscribers** then **Import.** If the data in your list is not already covered in the Responder's Merge Tokens, you must add extra tokens to accommodate it. An example might be Age, Current Job, Current Salary, Desired Salary, Time zone, etc.

Import subscribers

If you have previously imported a file and saved the configuration as a template you can select the template that matches the list you are about to import. If the list contains data in a different order then you should not select a template.

Available file formats for import are:

- XLS (Excel workbook)
- CSV (comma delimited)
- CSV (space delimited)
- CSV (pipe (|) delimited)
- TXT (plain text)

Enable email address verification

By default, all addresses will be verified first to avoid mailing to non-existent addresses. If you switch off address verification your subscriber list will contain many false addresses and cannot be relied on for accuracy therefore you are recommended to leave it switched on.

When importing a confirmation mail will be sent to all recipients in your list requesting that they return it to verify their desire to receive mail from you. This is to comply with the regulations concerning the use of mailing lists (see http://www.spamhaus.org/mailinglists.html). You have a choice of 2 different messages. You may edit the message provided you do not add any commercial content, otherwise it qualifies as spam.

WARNING: Once you have edited and saved the confirmation message it will remain that way permanently. Should you ever need to change it you must edit and save the new version prior to importing.

Exceptions to the confirmation regulation

In the event you have transferred to our service from another autoresponder service and already received authorization from your subscribers you may submit a support request to have the Double Opt-in option disabled. This allows you to send the message sequence without asking further permission. We will only disable it if you can provide a copy of the original confirmation your subscribers returned to you.

If you wish to import your customer database being people you have an existing business relationship with you may submit a support request to have the Existing List option enabled. This also allows you to send the message sequence without requesting permission. We will verify that the list is a customer database and not a list of purchased leads.

Upload a file

Use the Browse button to locate the file you wish to import or, you may type/paste in the name and email addresses to import. If you choose any of the Plain Text formats you will be able to type/paste those emails in the Text Area provided.

Plain text (email addresses only) will accept records as **name@domain.com**

Plain text (name and email) will accept records in the format:

FirstName, LastName ,name@domain.com (use comma delimited)

Start Import

Under normal circumstances you should leave the start message in its default positions. Only if you wish to start the sequence on another message should you change this setting.

Choices for import are as follows:

- You can just import them to your list of subscribers (following receipt of their confirmation mail they will be added to your subscriber list and you can decide later which messages to send them). Click **Import** button to do that.
- You may **Import and Send sequence** (following receipt of their confirmation mail subscribers will be added to your list of subscribers and they will have the chosen messages added to their queue)

Map Columns

You will now see the first 5 records of your list displayed in their original column order. First look to see if the first row is the label of what each column contains (first name, last name, address, city, state, email, etc.). If it is then check the box to skip first row (headers). Now you must use the drop down menus under each column to identify what the data is. This is known as mapping the data fields.

Look what is in column 1, if it's the first name select that in the menu and then look at column 2. Whatever the data is you must label it using the menus and keep doing so until all columns are accounted for. If you have any empty columns leave the menu on its default **None** setting. If you have columns containing data that you consider useless to you, leaving the menu set to **None** will prevent it from being added to your database.

When you perform the import for the first time the system will suggest a default template for importing. The Import template stores the import format and the columns selected for the import of that file. If you don’t want to import in the same column format next time, just enter the new template name in the 2nd input field and the system will remember it. Next time you can just select the saved template as your selected import configuration, thereby saving plenty of time.

Before you start the import process you should always check the **Map Columns** preview because some suppliers purchase from a variety of lead wholesalers meaning their list formats could be quite different.

When the import has been processed a page offering you the option of returning to the Import page or to the main responder will appear. You will also receive a detailed email report about your import once completed.

Note: the system will only permit you to import one list of up to 10000 names at a time. Until the one you have running has completed processing any attempt to start another one will be prevented. The time taken to process an import/mailout is generally under 24 hours although on very rare occasions it can be as long as 48 hours plus if there are many others in the queue.

Export Subscribers

To export the list of your subscribers please go to the **Subscribers** then **Export** page. You can now choose the format to export in (currently only Excel [.xls] format is available, but others will be added later). Click the **Export** button and the system will send you the Excel file with the subscriber's data. You may either store the exported data or add data to the template for importing new leads.

List of Subscribers

To review the list of subscribers for the currently selected responder please click **Subscribers** then **Subscriber List** on the left navigation bar. You will see the list of subscribers according to your chosen parameters. Filter the list of subscribers (by first letter of last name or by Name or by Email address). You may also select from the following actions:

- **Delete subscribers:** just click on the ones you want to delete and then click **Delete selected,** to remove all of them click the **Delete all subscribers** button
- **Advanced delete:** provides you with the possibility to delete subscribers by specifying their emails or importing a file containing the emails to delete you may choose from which responders you want to delete those listed subscribers
- **Edit subscribers:** click on the subscriber's email to edit his personal record you will see the list of tokens with the values for the subscriber. You may just review them or modify the values.

Edit / View Subscribers Info

To access this feature please go to the **Subscribers** then **Subscriber List** and click on the subscriber's email, an icon called **Edit selected subscriber** will appear, click it and you will be able to see the list of tokens with the values for the subscriber. Here you can either remove the subscriber or edit the values and then click **Save values.**

Search in Database of Subscribers

Database Search allows you total control over your subscribers. To access this feature please go to: **Subscribers** then **Search o**n this page you may select your search parameters:

- **Search for** enter keywords to look for. This can be a name, domain, or complete email address. To bring up the entire list just enter **@** as that will be found in every address.

- **Search in the following database tokens** lets you be search for selected items in your subscriber records using one or more tokens. For instance, if you want to bring up everyone living in New York, your search term would be NY and you would select the State token to be searched in.
- **Show fields** displays only a part of the results found per page (loads faster), you can select the results that interest you while skipping forwards and backwards through pages. Those you have selected will remain checked.
- **Include** narrows your search to **All the words**, **Any of the words** or **Exact phrase**
- **Message queue** will search for subscribers with or without messages in the queue. To search for both types leave default **All subscribers**
- **Responder** permits searching subscribers in the current responder or all of them. You may define the **Registration date**

Note: wildcards are automatic so you only have to enter the word you wish to search for. For instance, if you want to see all addresses ending in hotmail.com just enter hotmail.

Clicking the **Search** button will show the **Search Results,** you may then perform the following actions:

- **Export** will export all found subscribers to your hard drive in a CSV file
- **Exclude selected subscribers from view** to leave only the subscribers you want to work with
- **Remove all found subscribers** to delete those subscribers
- **Broadcast a single message** will open a new page
- **Send sequence** mails the chosen message sequence to your selected results
- **Export subscribers** will copy all selected subscribers over to your choice of responder

Note: there is also an option to remove these subscribers from the current responder when exporting.

Advanced Delete of Subscribers (coming soon)

To access this feature, please go to the **Subscribers** then **Subscriber List** and click the **Advanced delete** icon above the list of subscribers. You are now able to type an email addresses into the text area or upload a file where those emails are already entered. You may now select the responders you want the subscribers to be deleted from, click the **Delete** button to perform the operation.

Add / Delete Black List Addresses

You keep your list of subscribers clean you have your own Black List. The Black List contains the email addresses of people sending spam to your responders or people who have made spam complaints against you in the past. The system will refuse to accept incoming mails nor will it send messages to anyone you have added to your Black List.

To access this feature please click on the **Subscribers** then **Black List** on the left navigation bar.
There are several operations available on this page:

- **See the email addresses listed in the Black list**
- **Filter** to narrow the list to your criteria
- **Select from all responders** to see email addresses listed in Black Lists of other responders
- **Delete selected** by highlighting the records you want to remove
- **Delete all Black Listed Addresses from current responder**

To insert more email addresses into your Black List type one email address per line into the text area or upload a plain text file from your local hard drive. To specify which responders should use these new black list addresses please check the relevant responders located in the **in responders** area. Click **Add** to perform the operation. You may enter emails in format of ***@domainname.com** to refuse all emails emanating from this domain.

Mailout History

Any action performed with a list of subscribers is considered as a mailout (even if NO mails were actually sent) and is specifically recorded for further reference. Mailout History appears as a result of:

- **Import** operations
- **Database Search** operations
- **Broadcast** operations
- **Newsletter** operations

To access the **Mailout History** page please go to **Subscribers** then **History** , on this page you will see all mailouts in date order starting with the most recent. Clicking on the column captions (titles) will change the list order. Click on the date of a Mailout for more details which include:

- Operation type
- Start/end date and time
- Complete sequence + first selected message
- Processed emails
- Bounced emails
- Duplicates found

In the event you want to abort an incomplete mailout you may do so by clicking on the **Stop** button.

Note: the system will only permit you to import one list at a time. Until the one you have running has completed processing any attempt to start another one will be prevented. The time taken to process a mailout is generally under 24 hours although on rare occasions it can be as long as 48 hours plus if there are many others in the queue.

Messages

Combining HTML and Plain Text in Message

To modify the message please click on **Messages** on the left navigation bar and then choose **Followup, Broadcast** or **Newsletter** and click on the message you want to edit. On this page you have the option of combining HTML and plain text versions into a single mail message. This is so that recipients whose mail program cannot read HTML will not see raw HTML code. Instead they will only see the plain text version.

To make plain text mails look neat, we recommend you to press enter at the end of each line otherwise some lines will be short while others are very long. Try to keep each line no longer than 75 characters. To make HTML mails look neat you can add a table and specify a width in pixels.

If you have the Responder Settings set to use combined HTML/plain text in all responders and you don't wish to use it with some of your messages, then just enter either HTML or plain text in one of the text areas and save the message. It will act as a normal message.

Messages List

To review the Messages created for this responder please do the following:

- Select the responder from the drop-down box on the top right of the page (if not already selected)
- Click **Messages** on the left navigation bar and then choose **Followup, Broadcast** or **Newsletter**. You will see the list of messages created for the selected responder unless you have not previously created any messages in which case the list will be empty.

You may perform the following actions from this page:

- **Add new message** just click the button
- **Delete all messages** button will remove all messages in the currently selected responder.

When you click on one of the messages new icons will open below the message list and you'll be able to do the following actions:

- **Delete selected message** will remove this message
- **Edit selected message** click here to edit your message
- **Test selected message** will send the message to a test address
- **Preview** will pop-up the message preview
- **Disable** will deactivate the message

Note 1: Preview will have 2 links (Plain text and HTML) if this responder has combined HTML/Plain Text messages enabled in the **Responder Settings**.

Note 2: If you **Disable** a message it is placed to the end of the sequence until you enable it again. This allows you to edit it without letting it be sent until you are sure the message copy is ready, once enabled it will regain its place in the sequence.

Create Message / Edit Message
To create a new message click on **Add new message** and fill in your content. To edit a message click on **Messages** in the left navigation bar, highlight the messages you want to edit and then click the **Edit selected** button that pops up.

Subject line: The subject line should contain the title of the message, make it interesting or your subscribers won't bother to open it, they have too many other mails to check.

Message Body: The message body should have your message pasted in although you can type your text in it directly. If you paste in straightforward text, it will be sent as a plain text message. If you paste in HTML, it will be sent in HTML. If you have enabled the **Combined HTML/Plain text** message format option in **Responder Settings**, you will see two text areas. The first is for the HTML message and the second is for the plain text version. See **Combining HTML/Plain Text** in message for more details.

Warning: When pasting HTML source into the HTML editor, first select **Source**, then paste it in. Once the messages shows unselect **Source**, if you leave it selected, it will have a yellow background.

Import Web Page

Below the Area for entering your message content you have the option of importing a web page or an HTML file directly from your hard drive. If you import a web page the graphics will not display because the paths to them are no longer correct. This is because on the site they came from; the page will normally not reference the full image URL. To make them appear you must add the entire domain name part of the URL.

As an example, if the image URL shows as: **..**/images/header.gif you would replace the 2 dots with http://www.domainname.com. Therefore the complete URL would become http://www.domainname.com/images/header.gif in this example. You will know if you have done correctly because previewing the message will display the graphics if you have.

Personalizing Messages

Your messages can be personalized beyond your wildest dreams! Our system features full mail merge facilities. The complete set can be seen by clicking on the **Insert field** dropdown below the message body. To add them to your copy just click on the one you want and it will appear in your message. To add more, see the section on mail merge tokens. A typical example would be the token required for addressing your recipient by his/her first name which is: **{fname}.** In other words, your mail would start as: Hello **{fname}**,

HTML Editor: Description of Options

Source View - Switches HTML edit area to Source View

. - Undoes the last operation you made.

- Redoes the last operation you made.

. - Find and replace

. - Selects everything (Ctrl. A).

- Removes all formatting.

. - Emboldens the selected text.

- Italicizes the selected text.

- Underlines the selected text.

- Strikes through the selected text.

- Changes the selected text to subscript.

- Changes the selected text to superscript.

. - Inserts a numerically ordered list.

- Inserts a bulleted list.

- Removes indentation from the selected content.

- Indents the selected content.

Adding Attachments

To add an attachment go to the bottom of the new or edit message pages and look for Message attachments. Once you have saved your message but before you have published it, you can add an attachment, almost anything can be attached. Choose a file by clicking on the Browse button and finding it on your hard drive, as soon as you click on the chosen file it will appear.

Please note that whenever you attach a document, your mail will automatically be sent in multipart MIME. While most mail programs can read this perfectly some versions cannot (including Microsoft

Outlook). In these cases your entire message will arrive as an attachment. If you wish to remove an attachment, click on the word **Remove** next to each attachment. Selected attachments will be removed when the **Save message** is performed.

Followup Messages

There are 3 options for sending **Followup** messages:

1) All queued subscribers
2) Everyone in the client list
3) New subscribers only

When setting up your messages for the first time you should leave them on the default setting of **All queued subscribers**. This means that anyone requesting your responder or being imported into it will receive the entire sequence of messages. If at a later date you decide to add more messages, only new subscribers and those currently in the mail queue will receive them.

Therefore, if you want all those who have completed the cycle to receive them also you should select **Everyone in client list**. In the event that you only want new subscribers to receive the newly added messages you should select **New subscribers only**. For example, you may be selling a product and clients who have completed the cycle have either already purchased or are not interested. This would be one such case where you would not want to annoy them with more messages.

These 3 sending options only appear when you add a new message. Once you have set them you will not be able to change them unless you delete a message and recreate it as a new message.

Note: Once you have installed your messages complete with their preset delays, all subscribers will receive them; however it is possible that you will add more messages at a later date. In this case all new subscribers will get those as well as those clients still in the current queue. Clients who have already received the complete message set will not so we have provided you with the option of sending the newly added message/s to **Everyone in client list**.

Message delay or mailout day

You may apply either or both of the following message sending options:

- **Delay** you can choose to send the message immediately or after defined minutes, hours, or days
- **Mailout choice** used to send your message on specific days only

Note: If you are sending by delay, the first message should be set as immediate and all messages created after that should be relative to when the first message was sent. For example, if the 2nd message was to go out 3 days after the 1st, the delay would be set to 3. If the 3rd message was to go out

2 days after that, the delay would be set to 5. You can choose the delay to be set in minutes, hours, or days.

Mailout choice: Using this setting will send your first message immediately the subscription is received, however all other messages in the sequence will be sent in the order you have placed them, one at a time, after their set delay but only on the days you have chosen.

Broadcast Messages

You may broadcast a message from **Messages** then **Broadcast.** Firstly you should select to whom you wish to send the message 5 options are available for this:

- Everyone in the existing subscribers list
- An imported list
- An imported list and existing subscribers
- Everyone the mail queue
- Only those not currently in the mail queue

Message delay or date

You may apply the following message sending delays:

- **Delay** you can choose to send the message immediately or after defined minutes, hours, or days

Note: If you wish to send on a specified date or time, you can set the exact date/time you want the message to be delivered on. The default setting is midnight GMT (Greenwich Mean Time) so if timing is critical to you then you may also specify the time and time zone relative to GMT.

You are also able to **Filter for subscribers,** for example geotarget your list and you can choose if you want to send your broadcast to subscribers from only the responder you are in or some or all of your other responders

After this just paste in the message you want to be sent, **Spam filter check** the message and **Preview** to approve the overall message format. You may now **Save message,** if you wish to add an attachment then now is the time to do it, you may then click on **Save and publish message**, a mailout report will be sent to you via email or you can check progress in the **Mail Queue** page under **Messages**

Newsletter

You may send your newsletter from **Messages** then **Newsletter.** By default newsletters can only be sent to everyone in your subscriber list, which is why there are no choices.

You may also opt to send your message on the same day every week or every month. The monthly option does not allow you to send on the 31st because not all months have 31 days. As February only has 28 days (29 on leap years), messages set to the 30th will be delivered on the last day of February by default.

When setting up your newsletters you will be asked to give your campaign a name, this way you can send more than one newsletter to the same subscriber list without having to move your subscribers to another responder.

You can also setup Newsletters as far in advance as you wish, they will be sent either by the date you chose or by the order you added them to the campaign. Either the date or send out order can be changed in the **Edit newsletter** section.

Message day or date

You may apply the following message sending dates:

- Weekly you may decide to send your message on a recurring basis (e.g. every Tuesday)
- Bi-Monthly newsletters will be sent every two weeks (e.g. every other Thursday)
- Monthly you may define the day to send your message each month (e.g. 10th of each month)

Mailout choice: Using this setting will send your newsletter only on the days of the week you have chosen as the best. So for example, if the 10th is the normal mailout day and this month it falls on a Wednesday, you have done your testing and discovered that the best days to get your Newsletter opened and read are Friday and Sunday not Wednesday. So in **Add new messages** then **Mailout on** you chose Friday and Saturday only. Therefore, because the 10th falls on a Wednesday and Wednesday is not a good mail opening day your newsletter will not be sent on the Wednesday but on the following Friday.

Confirmation

Double Opt-in Confirmation

One of the default messages should be adequate for most users however you also have the option of creating your own. If you do so, you must not alter or delete the merge tokens **{link}** under any circumstances.

The default message can be changed in several ways:

- change the generic text using the text box which shows the editable portion
- upload your own logo or header to be inserted on the generic page
- upload your own HTML page to replace the generic one

Mail Queue

The **Mail Queue** page lists the subscribers who are still waiting to receive messages. To access the page just click on **Messages** then **Mail Queue** on the left navigation bar. Using the **Filter** options you may filter messages displayed in the queue by email address or name, first character of surname or date the message should be sent.

By selecting messages and clicking **Remove Selected** button at the base of the list you may remove all those checked in one go. The **View all** button will display every message in the queue. You can also use the character drop-down list which relates to the first character in the last name of your clients.

Tools

Duplicate Responder

If you want to copy an existing set of messages with their built in delays and mail out days, you can use the Duplicate feature. Please perform the following simple steps:

Go to **Tools** then **Duplicate** and in **Duplicate from responder** type the name of the responder you want to clone. Then in **New responder name** type in the name of the new responder you would like to create.

If duplicating one of your own responders check the box to **Duplicate merge tokens**. If duplicating someone else's responder leave that unchecked unless you wish to see all the fields the owner has filled and then overwrite the entries with your own details. You may also **Duplicate black list** entries of the source responder.

Enter the **Responder code** found under **Responders** then **Settings** look for **Responder password.** If you are duplicating someone else's responder then you will need to make sure they give you the code before you try to duplicate. Lastly click the **Duplicate** button and you new responder will appear in the **Select responder** dropdown list.

Test Responder

Once you have edited all your responder messages you may wish to send them all to yourself to see how they will look. If you were to send them using the **Add single subscriber** option or by mailing to your responder you would have to wait for the delays you have preset. This test facility allows you to have all messages sent immediately regardless of the delay settings.

To access the feature please go to **Tools** then **Test Message** type in the email of the recipient, select the message sequence to send and click the **Test message** button. You will NOT be added to the subscriber list. Therefore, there is no unsubscribe link because there is nothing to unsubscribe from. For the same reason, merge tokens other than first name and email address will not be active as they have nothing to take their information from.

Web Form Generator

Web forms are used to allow your site visitors to subscribe to the responder of your choice. You can also use a form in your responder messages. To access the Web Form Generator please go to **Tools** then **Web Forms**. This tool allows you to customize your form so that it requests information that will benefit you in the future. All data that is submitted from your form will be stored in your subscriber's record and can be reviewed in the list of subscribers (Click **Subscribers** then **Subscriber List**).

Future use of this data can be either by way of targeted marketing to prospects meeting certain criteria, or it can be merged back into follow-up messages by using the relevant Subscriber Merge Tokens (click **Insert Field** button under message body when you create or edit the message).

Note: You may add new tokens in **Responders** then **Subscriber Tokens** which will instantly appear in your Web Form Generator.

How to use the Web Form Generator

To access the Web Form Generator please go to **Tools** then **Web Forms**. Before creating your form you should make certain you don't need additional Subscriber Merge Tokens to store your subscribers' data. If you do, then do that first and then return to the Web Form Generator. It is extremely simple to use, however you should make certain that you understand the following points:

Although you know what each responder is all about from its name your site visitors don't which is why instead of our generic **Sign up!,** you should enter a small description for each responder. For example, if you are involved in the sale of nutrition products you might have a responder for each product in which case the description could be the name of the product. Try to keep the description to one or two words or the form will look strange.

When selecting the fields you want to appear in your form, only check the **Required** box if the information is critical to you. People can be nervous about giving out personal information on the net so the more you ask, the more unlikely they are to subscribe. Of course, this depends on how serious they are about wanting the info you are offering.

Important: If using the **{fname}** token in your messages, you must select **First name** to be included in your web form.

When you get to Form builder - Page 1 fill in a name for your form, this is just for you and will not be seen by your subscribers. Next choose which type of form you want to build In-line, Pop-up, Exit pop-up or Inline hover. Finally fill in the Thank you page URL, if you leave this blank the system will default to our generic page or if you have filled in a Thank you page in the Responder Settings it will default to that.

Note: a **Thank you page** is the page you want your subscribers to be sent to immediately upon signing up. So if you are using double opt-in they should go to a page thanking them for signing up but telling them to go to their mail box and confirm their subscription.

Form style is the page that will appear after you click next, here you can select the width of the form to suit your website or blog, the default is 300 pixels but you can increase or decrease it as you wish. Border, background, font or caption (Title) color can be changed as well as font size and border style and thickness. Although you can make the subscribe button read as you wish by clicking on it, we advise you not to use more than 3 words if possible. Mostly the form will change immediately you do something but sometimes you may need to click on **[Update preview]**.

Using the **Add field** dropdown you can choose which fields you want in your form, check **Required** if its information your subscriber must supply then click **Add**. To delete or reposition your fields use the X or up / down arrows in the newly made form. Once you are satisfied that you form is as you want it click **Next** and you will be taken to the download page.

If you would like to add an HML header or footer to you form just click the radio button next to **Custom HTML** at the top of the page. This will open 2 small text boxes that you can add your code to, either above (top) or below (bottom) your signup fields. Click **[Update preview]** to see the results of your code. To return to the previous page click **Builder with options** or **Next** to finish the form and get your code.

On the final page you can **Preview** your form, download the HTML or Java versions or just copy and paste the script into your website code. We recommend using the tiny piece of JavaScript under **You can include it on your website with the following code** much easier and smaller than the large piece of HTML above it. However you may need to use the HTML version if you are using a readymade form skin?

If you need to enable form tracking on this form, include the following code in your website, this is a really nifty piece of code. Add it to the same page the form is on and it will track how many visitors see your form and how many actually sign up. This is a really good way of spilt testing form design.

Ad Tracking

Total Visits Amount

Total Visits Amount statistic provides you with the total number of your site's page views.
Example: If 5 visitors browse 10 pages each, then the statistics page will show 50 site page views.
Notes: Total Visits Amount counts only views seen by genuine site visitors and not views by spiders, robots, etc.

Daily Unique Visitors
The Daily Unique Visitors counts the number of visitors who saw your site pages using the same browser during a 24-hour period. Returning visitors will only be counted after 24 hours have elapsed since the last visit.
Example: Imagine that someone visits your site on Monday 9:00 AM, and is tracked as one daily unique visitor. This same visitor will be counted as a daily unique visitor again after a 24 hour period (anytime after Tuesday 9:01 AM).
Notes: The QuickTellPro Ad Tracker can only monitor the visitor if his browser has cookies enabled.

Backup

*Backup is a word you should get very comfortable with because if anything ever goes wrong you will always wish you had backed up beforehand. While most people prefer to let the system automatically send a backup on a daily basis, you can also use the **Backup** feature whenever they make changes.*

Although our system is backed up every day, it is useful to keep a copy of your responder and its entire configuration in case of emergency. Go to **Tools** and **Backup** from the **Select responder** drop down; select the responder you would like to backup and click **Backup.** The responder will backup to a .zip file and you can **Click here to download the backup** and save it to a safe place on your hard drive.