

# RECRUITING

## Campaign in a Box emails - LTC or ABRs

Simply copy, paste, add contact information, and you can have your own customized email, ready to send in seconds.

### Custom email instructions

1. Click on email of choice below
2. Type "CTRL-A" to select content
3. Type "CTRL-C" to copy content
4. Type "CTRL-V" to paste content into email program
5. Customize email and send



**Suggested Subject Line:**  
The LTC, ABR, CI alphabet soup decoded for you



**Suggested Subject Line:**  
Can your clients afford long-term illness care?



**Suggested Subject Line:**  
There is more than one reason...

# Email Sending Instructions

*Detailed instructions how to copy and paste HTML emails into an email sending system.*

## **Instructions for sending an email using a standard email program:**

To use in a standard email program, open the HTML file (by clicking the link above) in an internet browser. In that browser window, press <ctrl> or <cmd> + “a” to select all and then <ctrl> or <cmd> + “c” to copy the email images and text. Then, in your regular email program, compose a new message. In the body window of the new message press <ctrl> or <cmd> + “v” to paste in the email. Customize your email by replacing the placeholder text (000-000-0000 and name@company.com) with your phone number and email address. Find a copy of your logo on a file on your computer or a web page. Right click on your logo and select “copy” then right click on the placeholder logo in your email message window and select “paste.” Type in the email address and the subject line. You are ready to send your email.

## **Instructions for sending an email using Constant Contact or Mailchimp:**

To use in Constant Contact or Mailchimp, open the HTML file by clicking the link above. Right click in that browser window with your email, and select “View Page Source” from the menu to access the HTML source code (which should open in a new tab). In that tab displaying the HTML source code, press <ctrl> or <cmd> + “a” to select all and then <ctrl> or <cmd> + “c” to copy all of the source code. Paste this into the appropriate box in Constant Contact or Mail Chimp (<ctrl> or <cmd> + “v” to paste) in order to copy all the functional links, images and text into your email campaign.

[Full Constant Contact Instructions](#)

[Full Mailchimp Instructions](#)