


I. Create a MailChimp account

On your computer, go to www.MailChimp.com and create a new account (unless of course you already have one). *All you need is an email address!*

Once your account is created, you will need to verify your email address by clicking the link in the welcome email you receive.



Get Started with a Free Account
Sign up in 30 seconds. No credit card required. If you already have a MailChimp account [log in](#).

Email

Username

Password
 ☐ Show


Choose a password that's at least six characters, including a number or special character.

[Create My Account](#)

By clicking this button, you agree to MailChimp's [Anti-spam Policy](#) & [Terms of Use](#).

MailChimp


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Thanks for signing up!
Please check your email and click [Activate Your Account](#) in the email we just sent you.

What happens after I activate my account?
Before you're able to buy credits, we need to make sure your account follows CAN-SPAM laws. So [get started on a campaign](#), and we'll check in to make sure everything looks good.

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Just one more step...

Click the big button below to activate your MailChimp account.

[Activate Account](#)

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512 Means St. - Suite 404 - Atlanta, GA 30318 USA

MailChimp



1 Confirm Humanity
Before we get your account set up, we need to confirm you are a human (it's a spam prevention thing). Type the phrase from the reCAPTCHA below and click the "confirm signup" button.

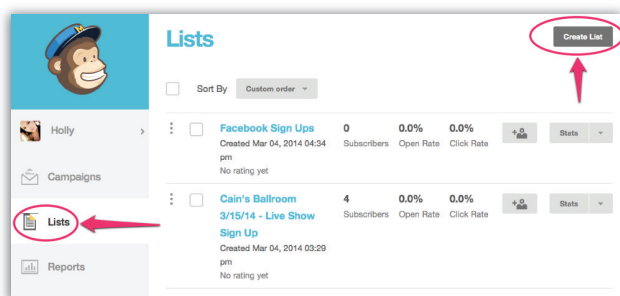
good 12345

Enter the two words or numbers:

[Confirm Signup](#)

2. Create a new contact list

From your home page, click Lists in the left hand column, then click Create List in the top right corner. Now fill in the information needed to create your new list.

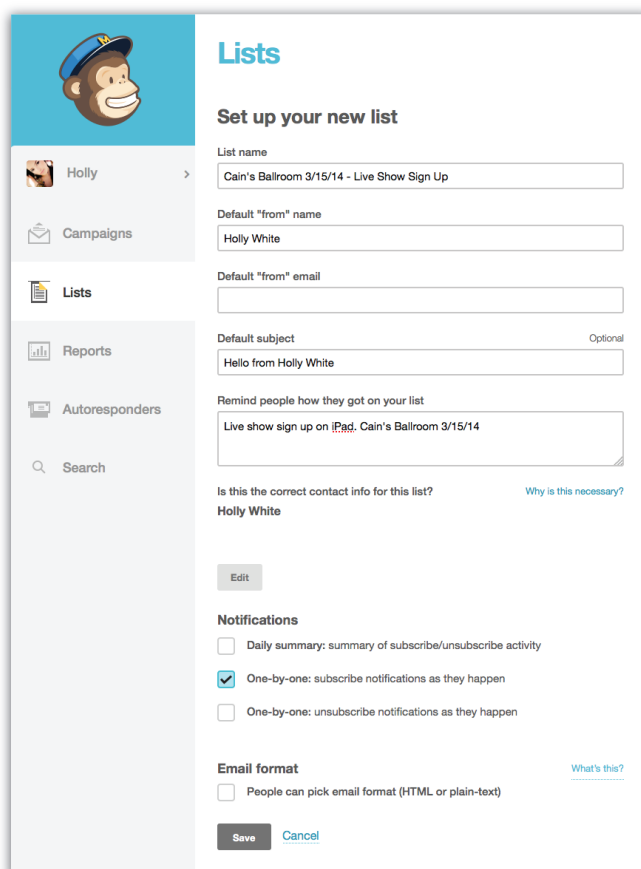


Lists

☐ Sort By

[Create List](#)

		Subscribers	Open Rate	Click Rate	Stats
<input type="checkbox"/>	Facebook Sign Ups	0	0.0%	0.0%	+/- Stats
	Created Mar 04, 2014 04:34 pm				
	No rating yet				
<input type="checkbox"/>	Cain's Ballroom 3/15/14 - Live Show Sign Up	4	0.0%	0.0%	+/- Stats
	Created Mar 04, 2014 03:29 pm				
	No rating yet				



Lists

Set up your new list

List name

Default "from" name

Default "from" email

Default subject Optional

Remind people how they got on your list

Is this the correct contact info for this list? [Why is this necessary?](#)
Holly White

[Edit](#)

Notifications

☐ Daily summary: summary of subscribe/unsubscribe activity

☒ One-by-one: subscribe notifications as they happen

☐ One-by-one: unsubscribe notifications as they happen

Email format [What's this?](#)

☐ People can pick email format (HTML or plain-text)

[Save](#) [Cancel](#)

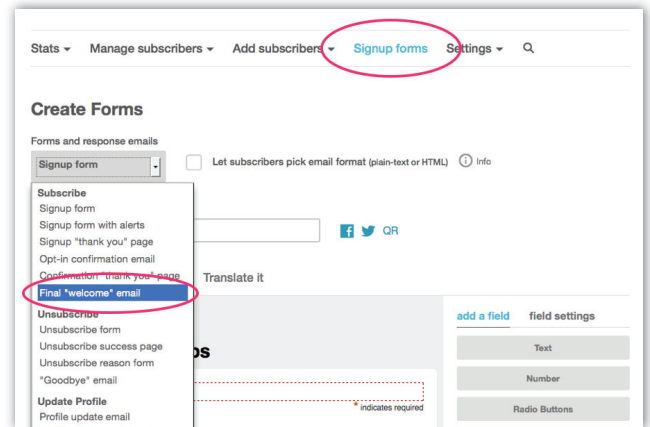
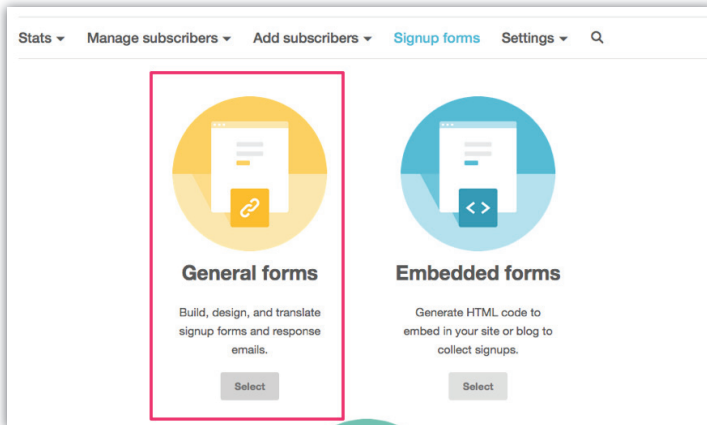
quick tips

YOUR CONTACT LISTS

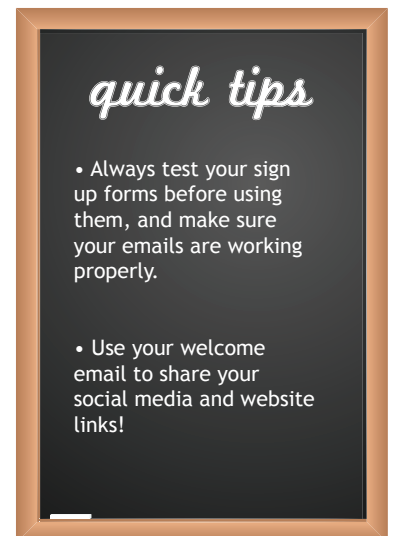
- Your list name should be relevant to a specific time or event
- Create a new list for each sign up form you make
- Keep in mind that by default your fan will be able to see the name of the list they are on

3. Set up your response email

After you set up your list, click the Signup forms tab. Then select General forms, and from the dropdown menu, select Final welcome email. This is the confirmation email your fan will receive after subscribing to your email list.



Here you will be able to customize your email by adding images and text.

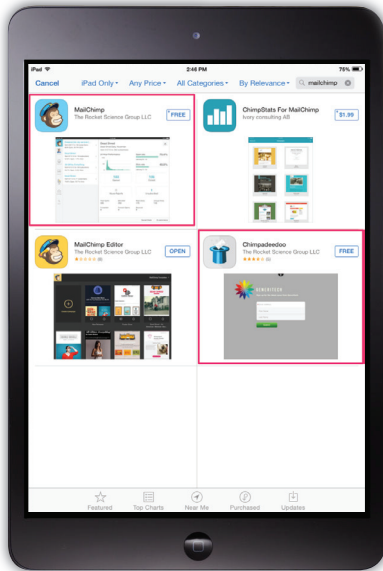
A screenshot of the 'Create Forms' page showing the 'Final *welcome* email' form. The 'Build it' tab is selected, and the form fields are visible. The 'From' field is set to '*[LIST:FROM_NAME]*', the 'Reply-to' field is set to '*[LIST:FROM_EMAIL]*', and the 'Subject' field is set to '*[LIST:NAME]*: Subscription Confirmed'. Below the form fields, there is a preview of the email content, which includes a confirmation message, a link to the website, social media icons, and a list of submitted information.

4. Get the Chimpadeedoo app on your tablet

In the app store on your iPad, search MailChimp. Download the MailChimp and Chimpadeedoo apps.

5. Get started on your first sign up form

Open the Chimpadeedoo app and log in using your MailChimp log in information. Once you are logged in, you will be prompted to enter settings for your form.



quick tips

OPT-IN SETTINGS

Double opt-in: Your fan will receive an email asking to verify their subscription. You will not be notified of new subscribers until AFTER they double opt-in. *Not ideal for sign ups at live shows where you might be selecting a new subscriber for a giveaway!*

Single opt-in: There will be no email sent to your fan. You will be notified instantly of the new subscriber.

Welcome Email: There will be an email sent to your fan confirming their subscription, but unlike the Double opt-in, there is no further action required by them to verify. You will be notified instantly of the new subscriber. *We recommend this option.*

6. Customize your sign up form

Now you're all set to design your form. Use the tools on the top left of your screen to add images, customize colors and add text to your form. *Don't have images on hand?* You can choose from a selection of default backgrounds and logos.

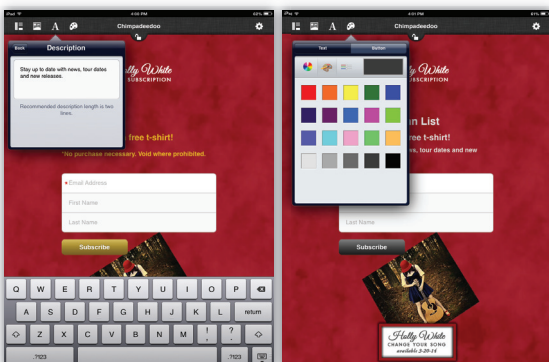
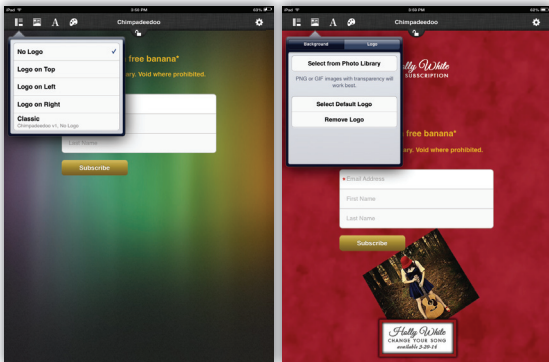
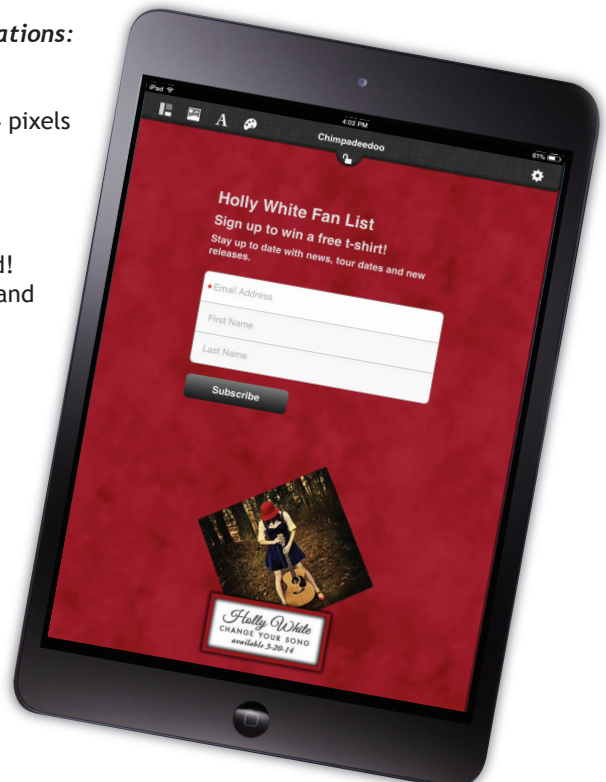


Image Size Recommendations:

Logo: 300 X 300 pixels
Background: 1024 X 1024 pixels

Helpful tip:

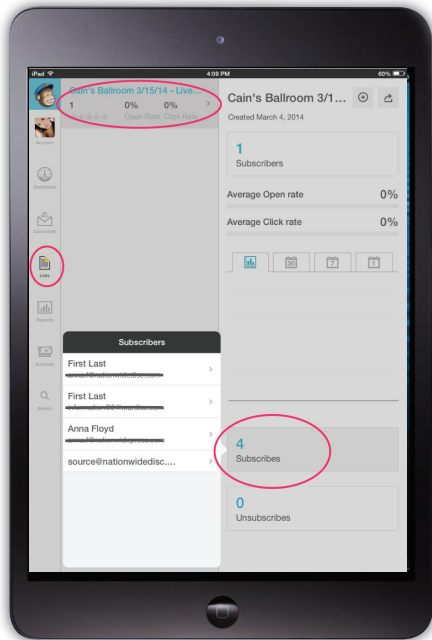
Keep your iPad protected!
There are many holders and stands available at:
www.displays2go.com



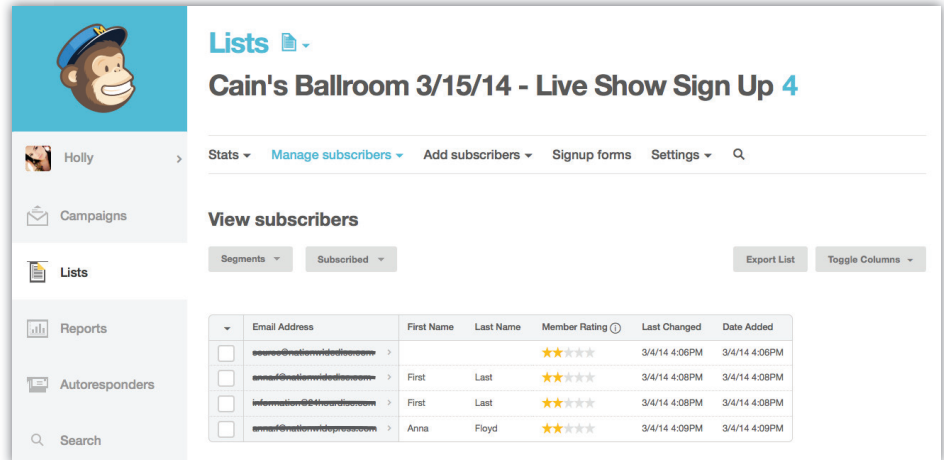
7. See Results!

Now that you have your fans signing up, you can check for new fans anytime on the MailChimp app on your phone or tablet or at www.MailChimp.com from your computer!

On your phone or tablet:



On your computer:



8. Create more sign up forms

Now that you are getting email addresses in person you need to start getting them online, too! MailChimp gives you the ability to add sign up forms to your website, Facebook page, and more. Here's how to add it to your Facebook page:

On your computer, log in to your MailChimp account. From your account page, select Extras/Integrations. You will see the Facebook Sign Up Form option. Enter your Facebook information, and a form will be added to your page!

