## **Mailchimp Basics Table of Contents**

<u>00:06</u>	What is Mailchimp?
<u>01:07</u>	Collecting Email Subscribers - MailMunch Forms
<u>02:53</u>	WordPress Website Opt-In Forms - MailMunch
<u>03:47</u>	The MailMunch WordPress Plugin
<u>04:54</u>	Setting Up The Popup Form For Your Website
<u>06:01</u>	Mailchimp Subscribers & Unsubscribers
<u>07:11</u>	Social Media Strategies For Email Subscriber Signups
<u>08:11</u>	Using Website Stories To Get Email Subscribers
<u>09:30</u>	Understanding Mailchimp Open & Click Reports
<u>11:03</u>	Mailchimp Unsubscriber Reports
<u>11:53</u>	Setting Up A Replicated Email For "Unopens"
<u>12:53</u>	Setting Up A New Email Campaign
<u>14:27</u>	Selecting Your List
<u>15:19</u>	Sending To A Segmented List - Unopens
<u>17:24</u>	Perfecting Your Email Subject Line
<u>18:35</u>	The Subject Line For Unopens
<u>19:31</u>	Creating The Email - Blocks
<u>19:59</u>	How To Use Blocks In The Editor
<u>21:13</u>	Adjusting Separator Lines
<u>22:07</u>	Image Width Settings
<u>23:03</u>	Adding Images To The Email
<u>24:14</u>	Image Adjustments and Hyperlinking

## Mailchimp Basics: How To Get Subscribers & Create Emails

<u>25:19</u>	Clearing All Styles In The Text Block
<u>26:38</u>	Adding A Title
<u>27:56</u>	Making Hyperlinked Text The Color Blue
<u>29:39</u>	Using Bitly Links
<u>30:41</u>	Affiliate Links & Email Copy
<u>31:48</u>	Promoting Summits To Subscribers
<u>32:49</u>	Call To Action, Donations & Advertisers
<u>34:35</u>	Setting Up Your Header and Social Icons + Test Your Emails
<u>35:41</u>	Testing & Checking Your Email
<u>36:29</u>	How To Schedule An Email