

# MYOB Express

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## Welcome!

Welcome to myobExpress! We are thrilled to work with you and excited that you are joining the ranks of the internet elite with your monthly electronic newsletter or ezine (pronounced ezeen). Ezines provide the perfect venue for marketing to your customer month-after-month in a comfortable and informational fashion!

In order to create your monthly ezines, you will need a subscription to a monthly online mailing service. We use AWeber for our ezines for the robust services they offer and for the fair price in return. Prices are outlined on the next page and are based on the size of your client database.

As soon as you have registered for AWeber (or the online service of your choice) we will do the rest. We will set up your monthly newsletter, download your database and arrange for your monthly ezine to be emailed to your client database on the first day of each month (or whatever day you choose). You will always receive a test mailing before your customers and have the opportunity to make any changes to your ezine before mailing.

Rest assured we respect the privacy of your clients and your data. Your client database will never be shared with any other organization or used for any purpose other than the electronic mailings from you to your clients.

We welcome your questions and your comments. Feel free to contact us at [support@myobExpress.com](mailto:support@myobExpress.com).

Again, welcome aboard and let us know how we can further serve your newsletter or ezine needs!

Warmest regards,



Cheryl Van Note  
President, Minding Your Own Business  
[www.myobexpress.com](http://www.myobexpress.com)

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## What is AWeber?

AWeber is the all-inclusive solution to your online mailing needs. Here are some of the benefits to using AWeber to deliver your ezine/newsletter;

- You can create an opt-in box, so that users can sign up for your newsletter right at your website. We will even create a sign-up box for you to post at your website for new customer registration.
- You can set up autoresponders. This is just a fancy word for an automatic message(s). If a customer visits your website at 3:00 a.m. and signs up for your newsletter, AWeber will deliver an automatic e-mail (without you needing to be awake) confirming the subscription and delivering your welcome message.
- You can create follow up e-mails that are delivered automatically to nurture customer relations.

AWeber has an awesome support & customer service team. Plus it's easy to sign up and affordable. Pricing:

# Subscribers	Monthly
0 - 500	\$19
501 - 2,500	\$29
2,501 - 5,000	\$49
5,001 - 10,000	\$69
10,001 - 25,000	\$149

(Subscribers = the number of clients entered in your database to receive your ezine)

**Your MYOB Ezine Newsletter** Once you decide to deliver your MYOB Ezine Newsletter through AWeber, simply follow the instructions on the next page. We will create the ezine newsletter each month for you, load it into the AWeber autoresponder, and send you a test before it goes out.

Please let us know of any changes you wish to make before the actual broadcast date.

**Fees/Costs:** There is an initial setup fee of ~~\$150~~ **\$60 (Save \$90 NOW)** for us to setup your ezine newsletter template. In addition, there is a \$75 monthly fee for us to create and send out the ezines for you. **Subscribe for one year and make one payment for ONLY \$780 for the entire year - A Savings of \$120.** These charges will automatically be deducted from your credit card on the first day of each month. You may cancel your ezine service at any time, just send me an e-mail. You will only be billed for your initial set-up fee and for any ezines that have been posted at your auto responder account.

**Confidentiality:** We respect your privacy and will NEVER use your contacts or mailing lists for anything other than your business and sending out your newsletter.

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## AWeber Setup Instructions

To Register please go to <http://aweber.com/?302549>. Choose the **Order** button.

After you have registered, please forward your login info to [cheryl@myobExpress.com](mailto:cheryl@myobExpress.com).

Once we receive the login details we will proceed to setup your newsletter account. In order to do so we will need the following;

1. Your company's logo URL. (You may need to contact your web designer for this information).
2. Your contact list in one of the following formats;
  - a. Excel
  - b. Microsoft Access
  - c. CSV
  - d. Tab or Comma delimited
  - e. Outlook
  - f. Microsoft Works Spreadsheet

If you don't have a list in any of these formats please contact us. Also, please make sure that each contact has a name and an e-mail address; otherwise the system will not accept it.

3. Your contact info;
  - a. Company Name
  - b. Address
  - c. Phone Number
  - d. Website URL
  - e. Main E-mail
  - f. Tagline
  - g. Your Personal Photo in jpg format (if you wish to include this)

These will be included in the newsletter for personalization.

### Ready to get started?

Please go to [http://www.myobexpress.com/index.php/express/business\\_products/](http://www.myobexpress.com/index.php/express/business_products/) and choose the "order now" button under the sample ezine newsletter. You will receive all of the instructions to help us get your ezine started.

Please contact [cheryl@myobExpress.com](mailto:cheryl@myobExpress.com) for any assistance or questions. Thank you!