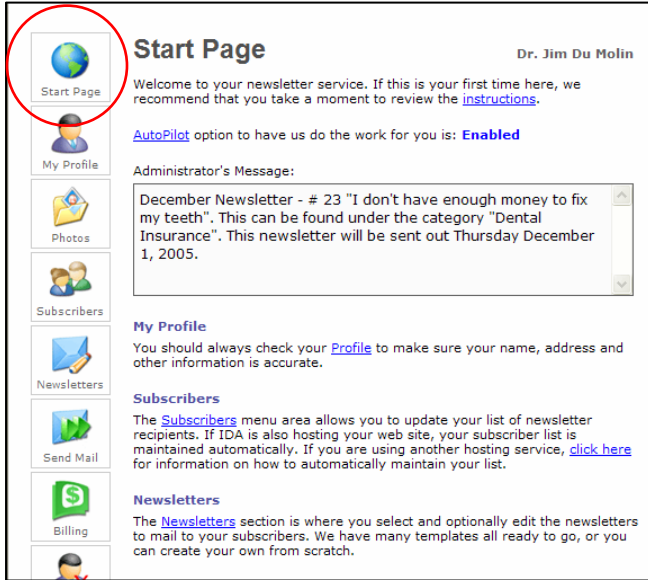


Getting Started

Your user name and password are the same for both your 1stDDS.com and 1stNewsletter.com accounts. Your Activation Assistant will provide these access

codes when you have your joint Activation Appointment. Your account has been pre-established based on your initial client registration information.



When you logon, you will be welcomed with the "Start Page". You can access this page again at any time by clicking on the "Globe" graphic at the top left side of your screen.

This page contains general instructions for first time users of this service and summarizes the main sections of the program.

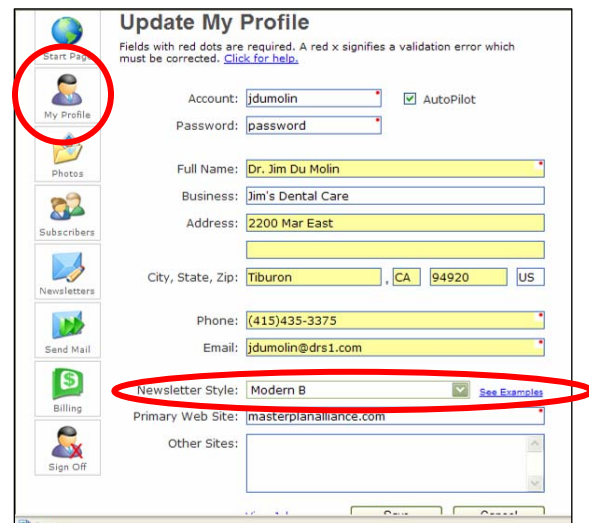
You can reach these sections by clicking on the blue underlined text or on the graphic menu on the left hand side of the page.

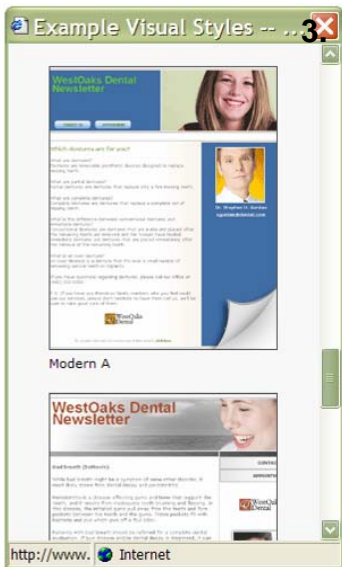
1. Check Your Profile

The very first thing you should do is make sure the information contained in your account profile is complete and accurate. Use the [My Profile](#) button. You can change your account name and password there.

2. Consider the AutoPilot Option

By default, accounts are set up with AutoPilot enabled. When enabled, you do not have to do anything. Each month we will automatically send a newsletter to your current subscriber list. If you wish to have more control over the timing and content of your newsletters, turn off this feature. When disabled, you may personally select, optionally edit, and then send your newsletters. The setting is made on your [My Profile](#) screen.





3. Select a “Newsletter Style”

Your personal photo, practice logo and practice contact data will be automatically merged into this “Style”. Make sure they are all correct.

Using the dropdown box, select the name of the style you want to use and save your choice and any changes you have made to your practice data by clicking the “Save” button at the bottom of the screen.

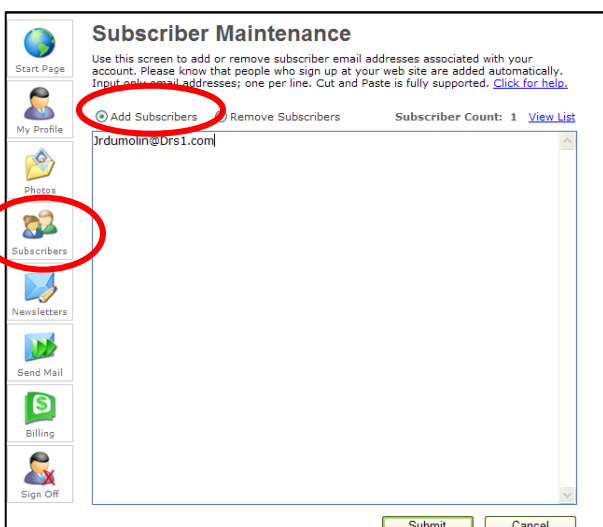
4. Adding Your Photo and Logo to the Newsletter

To add your practice logo, click on the “My Logo” button, then using the “Browse” button to

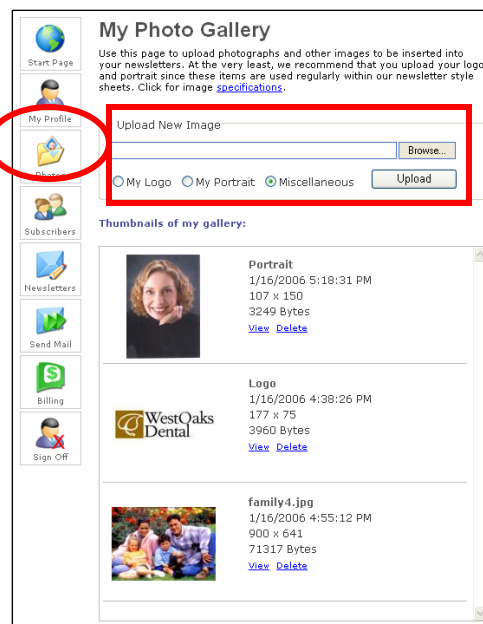
select your digitized logo and upload it to your Photo Gallery. You can do the same for your doctor photo. Select “My Portrait”, then use the “Browse” button to find and add your photo.

You can store up to 15 additional photos for inclusion in your emails and newsletters using the “Miscellaneous” button.

5. How to Populate and/or Maintain Your Subscriber List



Generally, the only list maintenance required is to initially add your patient base. To start, click the “Add Subscribers”

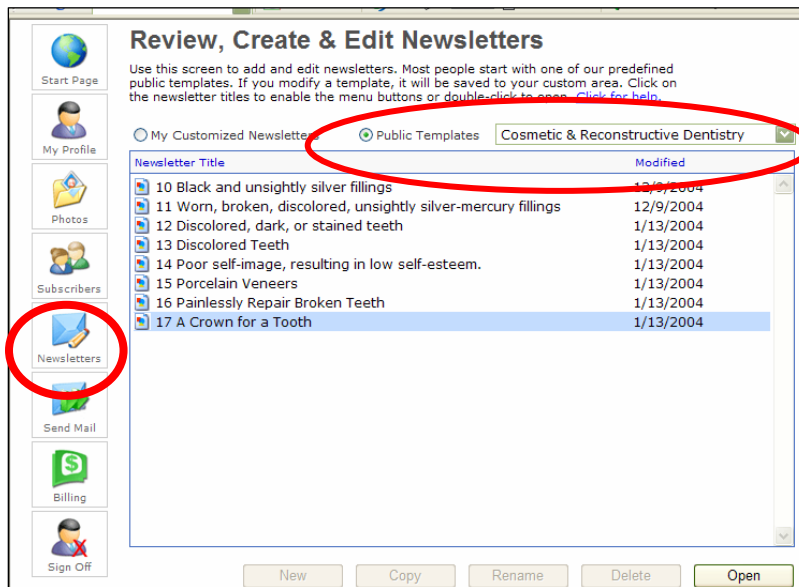


The Subscribers menu area is where you can perform routine maintenance of your list such as adding or removing subscribers. A unique feature of your marketing program is that potential new patients visiting your different local practice web site(s) can request your newsletter and be automatically added to your list.

button and enter your own personal email address. Later we will show you how to add all your patient email addresses *automatically*, without re-typing by using our unique Instant Patient Email Uploader.

6. Review and Edit Newsletters

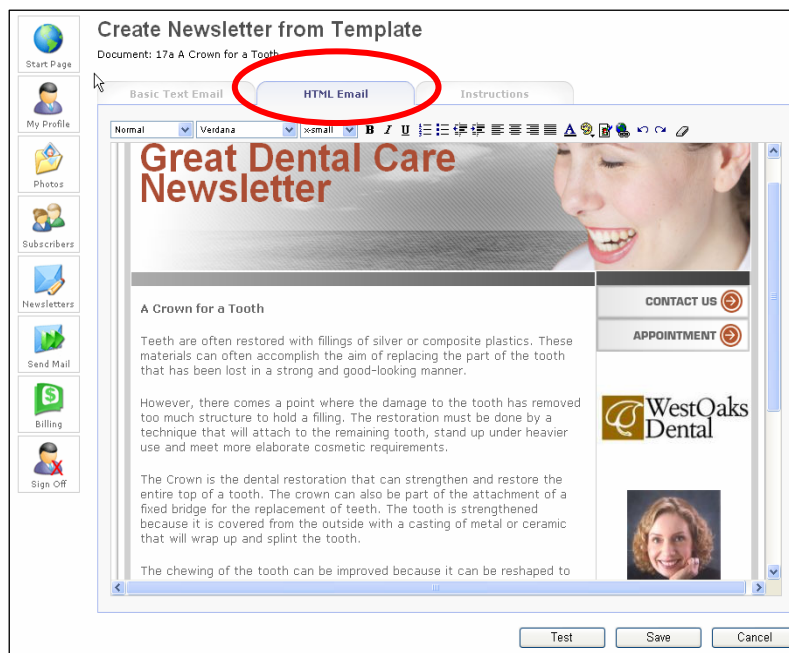
We have a large number of pre-designed newsletters from which to choose. Use the Newsletter menu area to choose, review, optionally edit and save your newsletters.



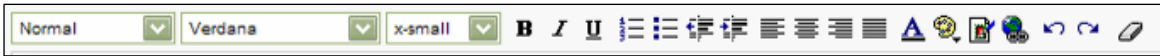
Start by selecting the “Public Template” radio button and using the dropdown box to select an interest area and specific topic. Then double click the topic or use the “Open” button to edit the copy.

You can edit your newsletter in “text” or “HTML” format. Most people find that the “html” format is easier.

So just click on the HTML tab at the top of the screen.



You’ll see that your Practice Logo and Doctor Photo have automatically been merged to your 1stNewsletter.



The

editing tool bar allows you to select text, change fonts, number and bullet items and even insert photos from the My Photo Gallery section of the program. Once you have completed your edits, use the “Test” button to send yourself a sample of the newsletter. Go to your email program and review the results carefully before sending your newsletter to your patient list.

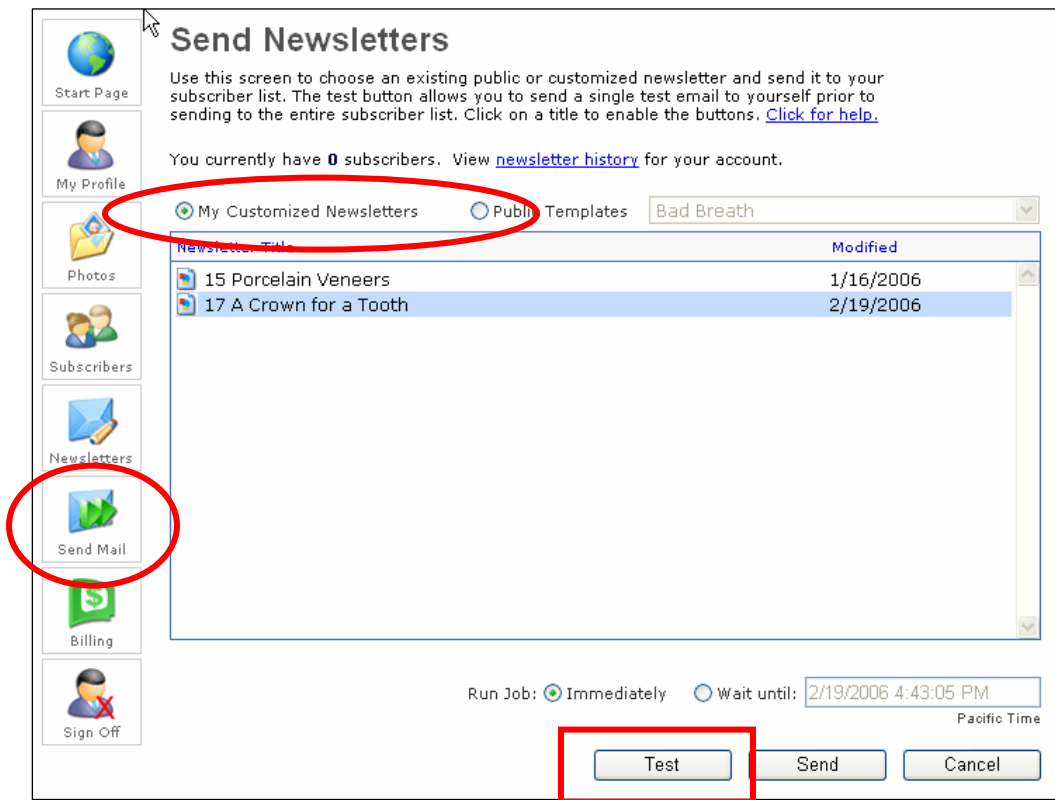
Finally, save the completed email by using the “Save” button at the bottom of the page.

Once you have edited and saved a newsletter, you will find the edited version under “Review, Create & Edit Newsletters”, along with the date it was created or last modified, in the **My Customized Newsletters** section. **Important:** To view and edit this further, you must click the **My Customized Newsletters radio button**.



7. Send Newsletters

First, choose a newsletter to send. You may choose any one of our public templates or choose one of your customized, previously edited newsletters. Click on the radio buttons at the top of the title listing to change the current view between “My Customized Newsletters” and “Public Newsletter Templates”. Once you locate the newsletter you wish to send, click on it to enable the menu buttons.



Second, **we strongly recommend that you send yourself a test email** before mailing to your entire list. Select your target newsletter and click the “Test” button. You'll be prompted for an email address to which a single newsletter will be sent. Review the received email. Once you're sure you don't need to make any changes, feel free to mail to your list.

Finally, you can send your newsletter out now by clicking the “Immediately” button or you can click the “Wait until” button and set an exact date and time. Lastly, use the “Send” button to save your choices and send the selected newsletter to your entire subscriber list. It's that simple!

Schedule Your 1stNewsletter Activation Appointment Now!

Activating your IDA Newsletter account and setting up your Instant Patient Email Wizard is easy. Even if you have used the program before and just forgotten your password, **call Rachel Coleman directly at (712) 585-3802** to schedule a time to activate or reactivate you account and get a brief review on how to quickly – even automatically - send your patients your newsletters. Alternatively, you can schedule a date and time on line by clicking – [1stNewsletter Activation Appointment.](#)

Subscribe Your Practice Today!

Not yet a member? Let us show you just how easy it is to send our pre-written dental newsletters to your patients.

Full service email newsletter support starts at \$39.95 a month. **Call 877-446-5466** to ask about our introductory offer and information about complete dental marketing campaigns for high-value new patients.

Or, [Click Here](#) to schedule an appointment.