

# Mailchimp Startup Guide

Jacob McMillen, Author

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## Create a Signup Form

From Dashboard:

1. Select "Lists"
  2. Select the list you want to add signups to
  3. Select "Signup forms"
  4. Select the type of form you wish to create
  5. Follow the corresponding directions
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## Create an API Key

From Dashboard:

1. Click on your account profile (upper right)
  2. Select "Account"
  3. Click on "Extras"
  4. Select "API keys"
  5. Select "Create A Key"
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## Send Out a Single Email

1. Select "Campaigns"
2. Select "Create Campaign" (upper right)
3. Select "Regular campaign"
4. Choose the list you wish to send your email to and hit "Next" (bottom right)
5. Enter info for "Campaign Name" and "Email Subject" and hit "Next" (bottom right)
6. Hit the "Select" button next to your desired template ("1 Column" if you aren't sure)
7. Click a content block on the left side to open up an editor on the right side
8. Once you're done editing, click "Save & Close" to save changes
9. Hover over a content block, then click and drag the 9-dot icon to change block order
10. Hover over a content block on the left side and select the trash icon to delete it
11. Once you're done creating your email, click "Next" (bottom right)
12. Review email information and then select "Schedule" (bottom right)
13. Enter your desired send time and select "Schedule Campaign (bottom)

## About the Author

Jacob McMillen is a marketing copywriter and content strategist. His blog, Digital Careerist, helps businesses grow and freelancers make bank. Head on over to download his free guide: 2 Fail-Proof Marketing Strategies For Businesses On A Budget.

## Create a List

From Dashboard:

1. Select "Lists"
  2. Select "Create List" (upper right)
  3. Enter information and hit "Save" (bottom left)
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## View Email Performance Data

From Dashboard:

1. Select "Campaigns"
2. Click "View Report" next to the sent email
3. Observe the email performance data