

Promoting your Online Store via email.

Sending Emails with your Store Image offering a direct link to open your Online Store.

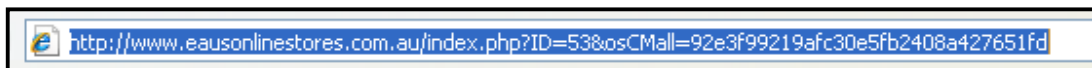
Invite your friends to visit your Online Store by sending them a simple email with a direct link to your Online Store.

Step 1. Run the Internet Explorer program and open your Online Store so you can see the address of your online store in the Address bar.

Step 2. Select the Address and take a copy of it.

TAKING A COPY OF A WEB ADDRESS

- a. Click on the **Address** in the **Address bar** located at the top of the Internet Explorer program and it should become highlighted (if it does not become highlighted then click-drag over it)
 - b. Press **Ctrl+C** to perform the Copy function
- * nothing seems to have happened but a copy of the address has been placed in your copy memory



Note: When you perform the Paste function (later on) the copy of the address will appear.

Step 3. Close the Internet Explorer program.

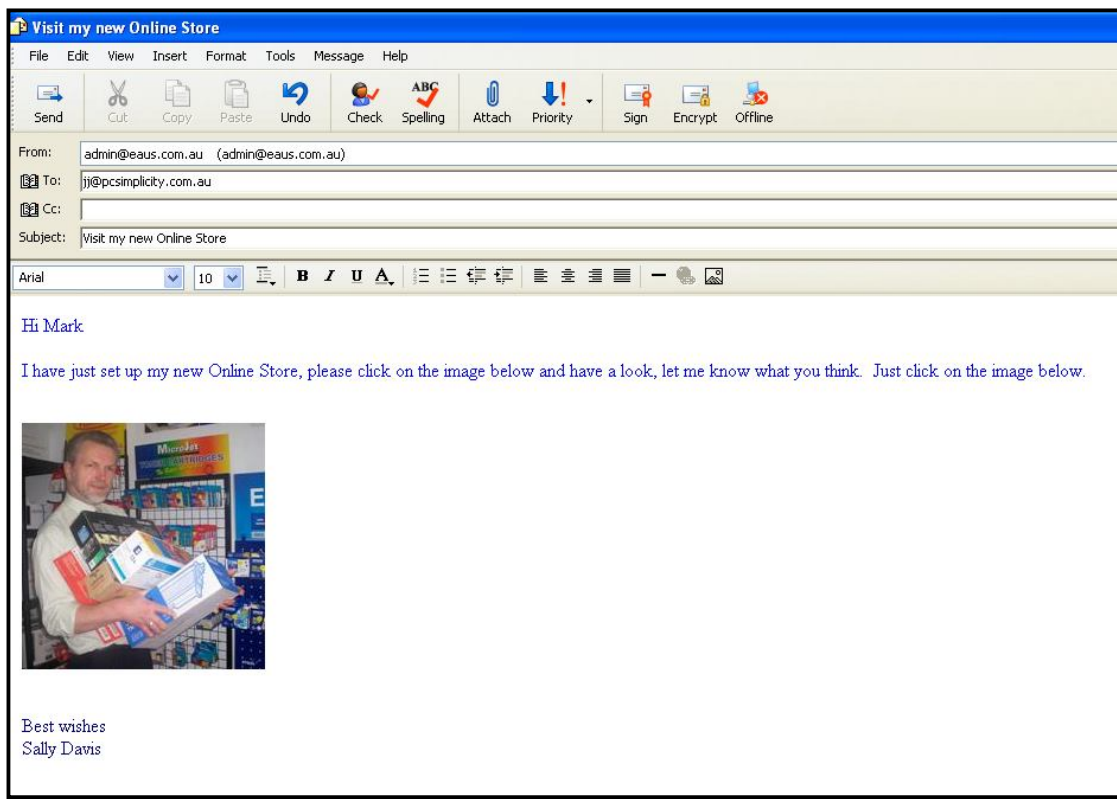
Step 4. Run your email program and call upon a new message. Enter your email address in the To: area to send this email to yourself, then you can test if your hyperlink works afterwards.

Step 5. Write your email message and insert your Store Icon at the bottom. (view the diagram on next page)

INSERTING A PICTURE

- a. Click on **Insert** from the main menu
- b. Click on **Picture** from the next menu
- c. Select your **Store Icon** file (it will be in your folder)
- d. Click on **Ok**

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Now that you have your image inserted it is time to add a Hyperlink.

Step 6. Select your Image. (*Click on it - notice the selection markers surrounding the image*)

Step 7. Insert a Hyperlink for your Store Icon image.

HYPERLINK

* *Have the **Store Icon** selected*

a. *Click on **Insert** from the main menu*

b. *Click on **Hyperlink** from the next menu*

* *at this point you need the URL address of your Online Store or Web Page Advertisement*

c. *Click on the **URL area** of the Hyperlink window and press **Ctrl+V** to paste the address*

d. *Click on the **Ok** button*

Step 8. Perform the Send function.

Read your email and click on the Image and see what happens.