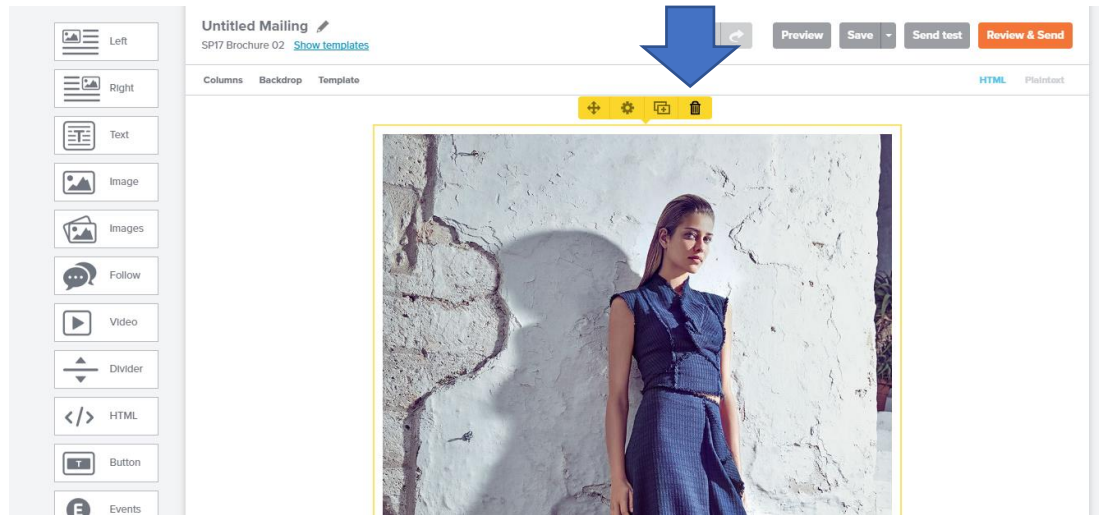


INCREASE APPOINTMENTS
WITH
A VALENTINE'S SPECIAL

1. Go to MyEmma – then Campaigns --- then Create New Email
2. In the Carlisle Template select any of the SP 17 Brochure template



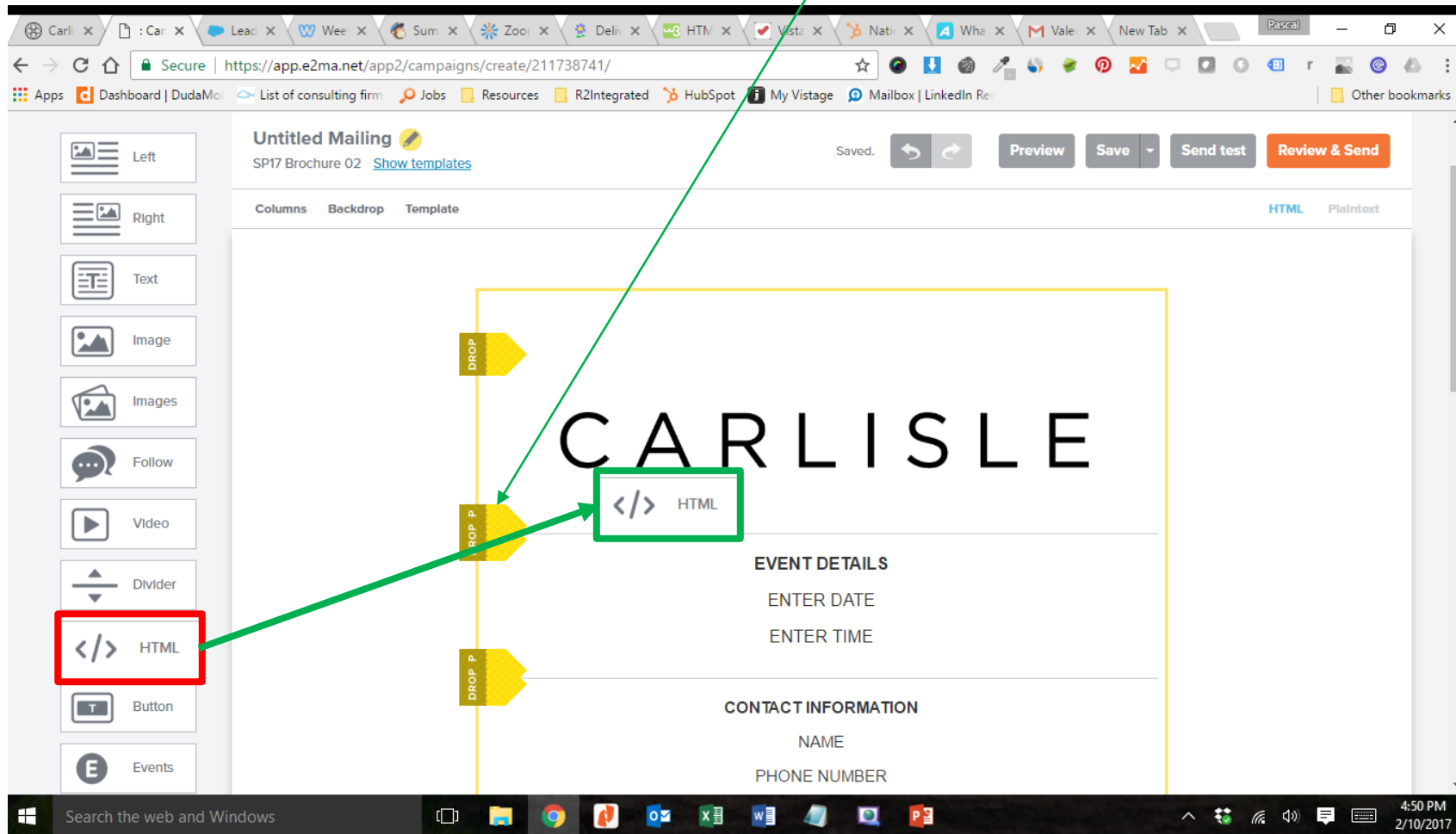
3 - When the template opens highlight the picture and click the Trash Can. This will delete that picture which we will replace with the Valentines incentive...



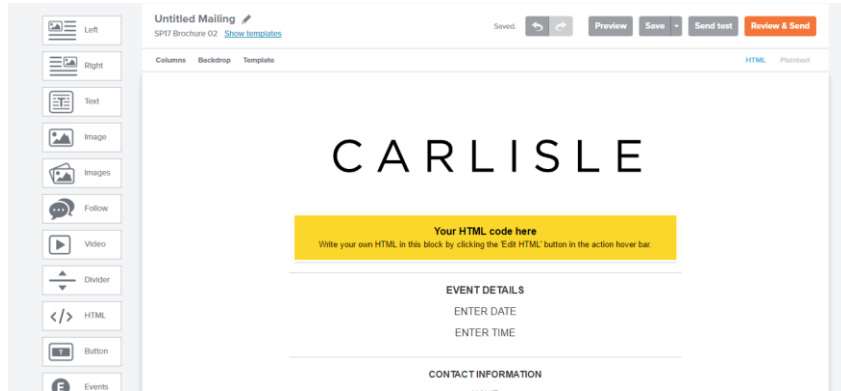
Note: You may also want to delete the next text block.... All up to you

You are cordially invited to an exclusive preview of the **Carlisle Spring 2017 Collection**.
Discover the beautiful coast of the Mediterranean with our new collection. Inspired by the lush textures and vibrant hues of the Mediterranean, it is a collection you do not want to miss!

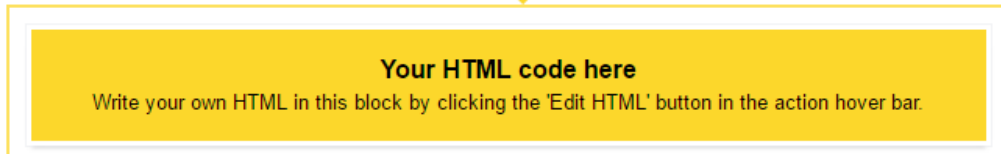
4 – We now replace the IMAGE with an HTML code. So simply grab the **HTML icon** on the left nav and *drag it* to be under the Carlisle Logo (see “Green” and Drop arrows...)



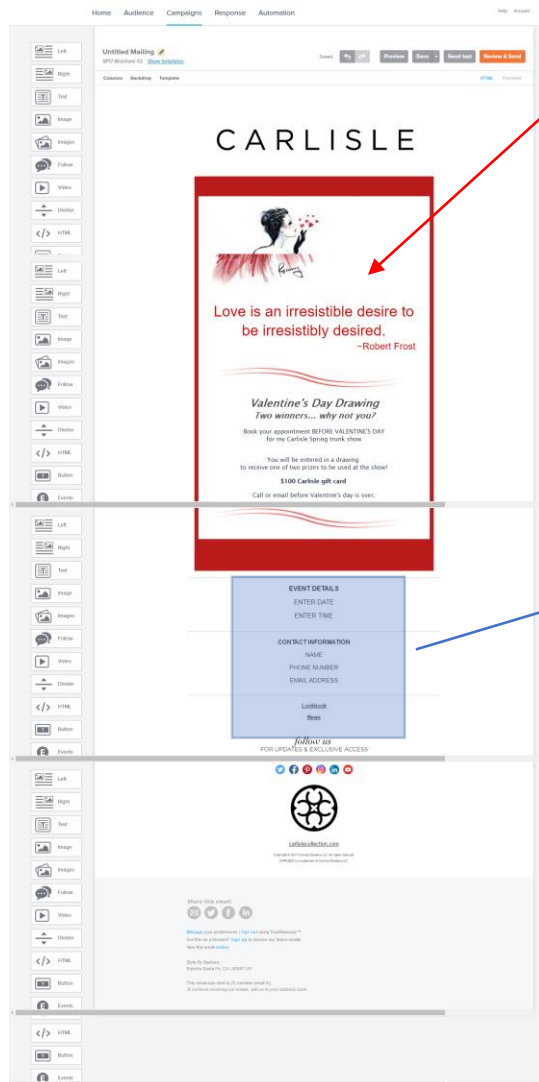
5 – You will now see a screen with a big yellow box. The next steps are simple...



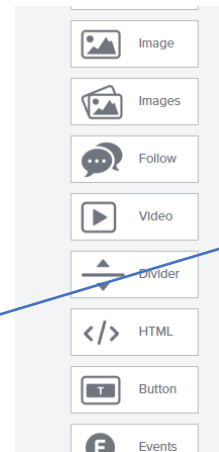
- A – Highlight the Yellow Box and on the pop-up click on “Edit HTML”
- B – Open the second attachment we sent you (a Notepad file) called Valentines Invite.txt
- C - Highlight from top to bottom **all the lines** in the file and do a copy command
- D – Go back to EMMA and in the window that is opened do a PASTE command
- E – Once done it should look like the below



6 - Click "SAVE" and the invitation will be automatically populated



7 - Update the particulars to your Trunk Show and contacts



EVENT DETAILS
ENTER DATE
ENTER TIME

CONTACT INFORMATION
NAME
PHONE NUMBER
EMAIL ADDRESS

[Lookbook](#)
[News](#)
follow us
FOR UPDATES & EXCLUSIVE ACCESS

- 8 - Make sure to **edit your LINKS** to add your Magic Number at the end of the URL (note, I have replaced Lookbook with Preview Collection and have many more clicks...)
- (note, I have deleted News as it's really not relevant to them)
- 9 - Send the email to your entire list

WATCH WHAT HAPPENS - EMAILS AND PHONE CALLS TO BOOK APPOINTMENTS!!!!