



# JMM Software Email Suite

Users Guide – Version 1.5

## System Requirements:

**Microsoft Windows 2000 or XP**  
(Windows 9x not tested)

&

**Total Retail Solution version 7 or greater**

## JMM Email Suite - Email Types, explained.

There are 3 email format types you can send using the JMM Email Suite.

- Plain Text
- HTML
- Embedded HTML

**Plain Text** - Just text. No graphics, colors or designs in the body. Attachments like images need to be opened by the recipient.

[Example in Microsoft Outlook](#)

[Example in Yahoo! mail](#)

**HTML** - This is a very popular email format that allows for graphics, colors and design. HTML is the format that you see on web pages. Sending a true HTML email requires that the graphics reside on a location on the internet that anyone can access. The HTML email sent by you is very small, with the email having 'pointers' to the web-based images. This method

allows you to send an email in the web format without actually sending the images. Each recipient of your email downloads the images automatically when they open your email.

[Example in Microsoft Outlook](#)

[Example in Yahoo! mail](#)

**Embedded HTML** - This is identical to an HTML email except that you actually send the images with the email. This method is the easiest for users that don't have a web site or aren't comfortable with managing images on their site.

The Embedded HTML also doesn't show the recipient that there are attachments. The JMM EMailer and the email servers take care of including the images as part of the email body, making it a seamless experience for the recipient.

## Deciding on a format - Pros and Cons

You are free to decide on any format type for each email batch you send, giving you the ability to test the results and choose which format is best for you.

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### Plain Text Pros

- Easy to produce and send
- Small email size
- Universal compatability

### Plain Text Cons

- No graphics, images or formatting allowed

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### HTML Pros

- Endless design possibilities
- Graphics, clipart and other images referenced in the email body
- Small email size, graphics are downloaded by the recipient
- Include 'hot links' to your web site or other web locations
- Integration with TRS 8 Class/Sections and Repairs

### HTML Cons

- Requires a web site or web location to store your images
- Some email clients (very few) wont display HTML emails correctly
- Requires more time to produce than plain text

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### **Embedded HTML Pros**

- Endless design possibilities
- Easy to transport your work using the JMM HTML Editor
- Graphics, clipart and other images included in the email body
- Include 'hot links' to your web site or other web locations

### **Embedded HTML Cons**

- Users send their graphics with the email, making the size larger
- Some email clients (very few) wont display HTML emails correctly
- Requires more time to produce than plain text

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[Go to the JMM HTML Editor Section](#)

[Go to the JMM Bulk Emailer Section](#)

## **JMM Bulk Emailer Overview**

The JMMEmailer program makes it very simple for users to send a large amount of emails, to multiple recipients using either plain text or HTML formats.

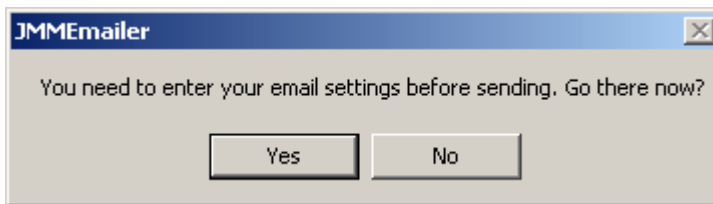
Features:

- Direct use with TRS 8 (version 8.08 or greater) or use as a stand-alone program.
- TRS users can easily produce an email list that is compatible with the JMMEmailer.
- No additional email client (Outlook, Outlook Express, etc.) is required.
- Easy setup
- HTML Embedded Format Emails (no website required)
- HTML Standard (web based graphics) Emails
- Plain Text Emails
- Include Attachments
- Easily send 'Test' emails
- Unlimited recipients
- Specify send speed
- Perform auto-check for valid email addresses

[Go to the Setup Instructions](#)

## **JMM Software Bulk Emailer - Setup**

After installation, the first time you run the JMM Emailer you'll be prompted to enter your settings.



You should click **Yes** here. Otherwise you wont be able to use the JMM Emailer.

Here's the Email Settings page:

A screenshot of a Windows-style dialog box titled "Your Email Settings". The dialog box has a blue title bar with a close button (X) on the right. The main text inside the dialog box reads: "Email Settings". Below the title are several input fields and a dropdown menu:

- Your SMTP Server**: A text input field.
- Your "From Name"**: A text input field.
- Your Email Address**: A text input field.
- Default Testing Email Send to**: A text input field.
- Set Email Send Speed**: A dropdown menu with "No delay" selected.
- Requires Authentication ?**: A section with two radio buttons:
  - My service DOES NOT require Authentication
  - My service DOES require Authentication

At the bottom of the dialog box is a "Save" button.

Settings explained:

**Your SMTP Server** - Required - This is the 'Outgoing' mail server your ISP or web host has given you.

**Your "From Name"** - Required - Emails that are sent using the JMMemailer will use this name as the email Sender.

**Your Email Address** - Required - Emails that are sent using the JMMemailer will use this as the email return address.

**Default Testing Email Send to** - Optional - If you will be doing test sends of emails, this will

be the default address that is used.

**Set Email Send Speed** - Optional - If you have trouble sending emails at the program's full speed, you can adjust the sending speed to use a delay of 1, 2, 3, 4 or 5 seconds between each recipient. The default setting is for 'No Delay'.

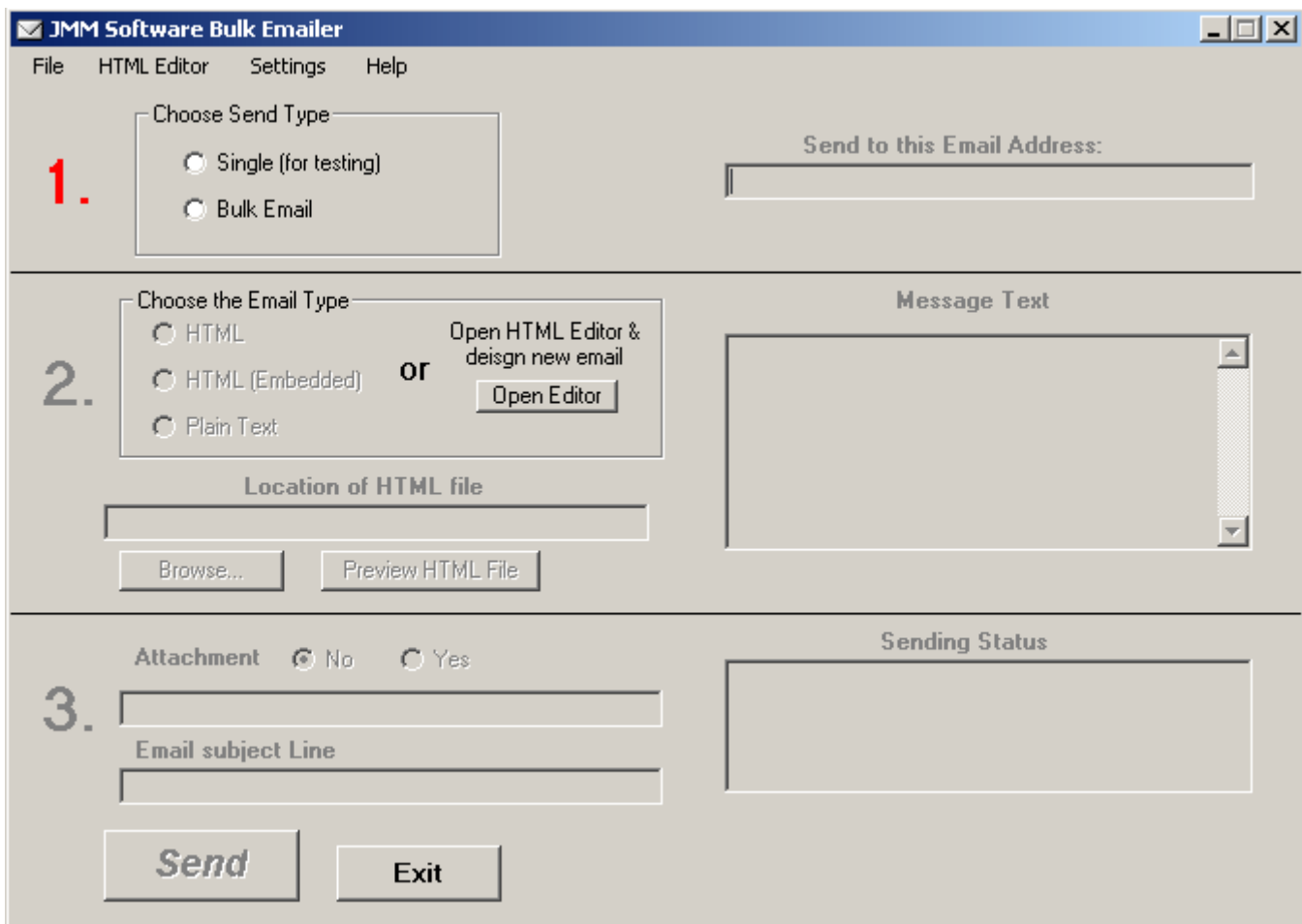
**Requires Authentication?** - Some email services require that you authenticate outgoing email transmissions with a user name and password. If yours requires this, enter your login information here.

Click **Save & Close** and you're now ready to use the JMMEmailer.

[Go to How to Use](#)

## JMM Software Bulk Emailer - How to Use as Stand-alone

The main JMM Emailer screen:



The layout is designed to make your email sending easy. Notice the red numbers that designate each step.

1. Here you will choose the **Send Type** for your email.

**Single** - Sends a single email to the specified address. Enter the address in the text box on the right.

**Bulk Email**- Sends your email to a group of email addresses. Choose the list using the **Browse** button on the right. You will need to have the **.txt** file, which is the email list, that is generated by TRS version 7 and higher.

### **IMPORTANT**

***The correct email list format for Bulk sending is generated by TRS using the 'Email List for Found Set' and then the 'One Per Line' option.***

2. Choose the **Email Type**

**HTML** - You need to have designed an HTML page for this use. Find this page using the **Browse** button. You can see a preview of your page using the **Preview HTML File** button.

**HTML (Embedded)** - This will only allow you to open the **.jee** file type created by the [JMM HTML Editor](#). Once you've loaded your Embedded Email, the EMailer will notify you that it is ready to use. You can see the email using the **Preview HTML File** button.

**Plain Text** - If you choose Plain Text then you can type (or copy) the email contents into the **Message Text** window.

### **Or Open HTML Editor & Design New Email**

This option will open the JMM HTML Editor where you can design a new HTML email. Once you've completed the email, save and return to the EMailer and your new file's location will be filled in automatically.

3. Final Settings

**Attachment** - You can include an attachment that will be sent with your emails. You should be very careful with this portion. If you attach a file that is large, your email sending speed will suffer and your recipients will have to download your file(s).

**Email Subject Line** - This is optional but recommended. Your recipients will see the Subject before opening the email.

**Send** or **Exit** - **Exit** closes the program without sending anything. **Send**...well, you know.

**Sending Status** - This will show the status of the Bulk Emailer's progress. When it has completed it will show you the number of emails sent, the time it took as well as any Bad Email Addressess. Here's an example:



You can view the Bad Email Addressess by clicking the **View Bad Emails** button, in your Emailer program. This will open your Windows text editor with a listing of all the emails that the Bulk Emailer could determine were incorrect. You can save this file to another location and use it later to correct your TRS database.

***The JMMEmailer won't catch all of your bad addresses, simply the ones with bad syntax. Samples of bad syntax:***

- ***sales@jmmsoftware,com - this has a comma instead of a period***
- ***salesjmmsoftware.com - this doesn't have the @ sign***
- ***sales@jmmsoftware.cam - this has .cam instead of .com***

[Go to How to use with TRS](#)

## **JMM Bulk Emailer - Using from TRS 8**

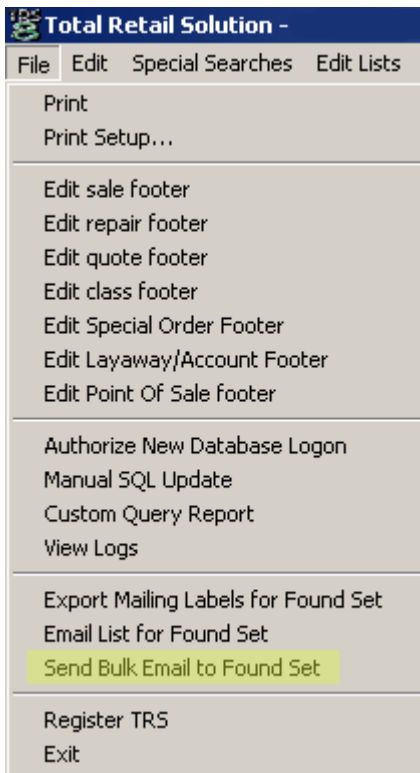
TRS 8 (version 8.08 or greater) makes it easy to use the JMMEmailer. Once you have done a search of customers to whom you would like to send an email, go to **File->Send Bulk Email to Found Set**. This will automatically load your customer email list into the JMM Emailer and you can now send the email of your choice.

TRS version 8.10, with Email Suite v1.5, adds the ability to send emails directly within TRS. In the Classes/Sections screen you can send enrollment confirmations, class reminders and class cancellation notices.

From the TRS Repairs screen you have the option(s) of sending repair estimates, repair complete notices and repair pickup reminder notices.

[Go to the TRS Class/Repairs email instructions.](#)

TRS 8 - Send to Bulk Email



[Go to Additional Help](#)

## JMM Bulk Emailer - Emails within TRS 8

If you are running TRS version 8.10 or later and Email Suite 1.5, you can send a number of emails directly from TRS without ever leaving the program. The emails are personalized to each customer and can contain as much or as little detail as you would like.

The Email Suite is ready to send these emails immediately! Included are template files that you can use as is, modify to suit your needs or completely replace with your own designs.

### Quick Links:

[Sending the Emails in TRS - Required Reading](#)  
[How the Templates Work - Optional Reading](#)  
[Adjusting your Templates Settings - Optional Reading](#)

Below are the default templates that TRS will use to notify your customers.

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### Repair Estimate

#### Template

**||StoreName||**

**Repair Estimate Notification**  
 For {FirstName} {LastName} - Service # {RepairNum}  
 Estimate Date: {Date}

Dear {FirstName},

Thank you for bringing your {Make} machine to our Service Department. We appreciate your business! Your estimate for the Service you requested is below. Please feel free to contact us with any questions.

Service #	Date In	Make	Model	Parts Estimate	Labor Estimate	Total Estimate
{RepairNum}	{DateIn}	{Make}	{Model}	\${PartsEst}	\${LaborEst}	\${TotalEst}

Service Request Details:  
 {ServiceReq}

**This is an estimate for parts and labor only. Additional Taxes may apply.**

Please contact us at your earliest convenience to approve the Service on your {Make}, {Model}.

Copyright © {StoreName} 2005. All rights reserved. If you have received this e-mail in error, please delete it and notify the sender as soon as possible. The contents of this e-mail may be confidential and the unauthorized use, copying, or dissemination of it and any attachments to it, is prohibited.

{StoreName}

#### What TRS Sends

**JMM Software**

**Repair Estimate Notification**  
 For Lois Warford - Service #18  
 Estimate Date: 2/24/2005

Dear Lois,

Thank you for bringing your Viking machine to our Service Department. We appreciate your business! Your estimate for the Service you requested is below. Please feel free to contact us with any questions.

Service #	Date In	Make	Model	Parts Estimate	Labor Estimate	Total Estimate
18	02/29/2004	Viking	Designer SE	\$63.50	\$35.00	\$98.50

Service Request Details:  
**BRANCHES UP WITH SEVERAL LAYERS**  
 Steps working when Mallock is on TV.

**This is an estimate for parts and labor only. Additional Taxes may apply.**

Please contact us at your earliest convenience to approve the Service on your Viking, Designer SE.

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### Repair Complete

#### Template

**||StoreName||**

**Repair Complete Notification**  
 For {FirstName} {LastName} - Service # {RepairNum}  
 Date: {Date}

Dear {FirstName},

Your {Make} {Model} is ready for pickup. The details of your Service work is below. Please feel free to contact us with any questions.

Service #	Date In	Make	Model	Parts Total	Labor Total	Repair Total
{RepairNum}	{DateIn}	{Make}	{Model}	\${PartTotal}	\${LaborTotal}	\${RepairTotal}

Completed on: {DateComplete}

Work Performed/Technician Notes:  
 {WorkDone}

Please contact us if you cannot pickup your repair within 7 days.

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{StoreName}

#### What TRS Sends

**JMM Software**

**Repair Complete Notification**  
 For Lois Warford - Service #18  
 Date: 2/24/2005

Dear Lois,

Your Viking Designer SE is ready for pickup. The details of your Service work is below. Please feel free to contact us with any questions.

Service #	Date In	Make	Model	Parts Total	Labor Total	Repair Total
18	02/29/2004	Viking	Designer SE	\$137.87	\$107.50	\$312.90

Completed on: 08/04/2004

Work Performed/Technician Notes:  
**Did the work as described**  
**Did the work as described**  
**Did the work as described**

Please contact us if you cannot pickup your repair within 7 days.

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### Repair Pickup Reminder

#### Template

**||StoreName||**

**Pickup Reminder**  
 For {FirstName} {LastName} - Service  
 # {RepairNum}  
 Date: {Date}

Repair Pickup Reminder  
 Completed on: {DateComplete}

Service #	Date In	Make	Model	Parts Total	Labor Total	Repair Total
{RepairNum}	{DateIn}	{Make}	{Model}	\$(PartTotal)	\$(LaborTotal)	\$(RepairTotal)

Work Performed/Technician Notes:  
**{WorkDone}**

Please contact us if you cannot pickup your repair within 7 days.

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{StoreName}

#### What TRS Sends

**JMM Software**

**Pickup Reminder**  
 For Lois Warford - Service #18  
 Date: 3/24/2005

Repair Pickup Reminder  
 Completed on: 09/04/2004

Service #	Date In	Make	Model	Parts Total	Labor Total	Repair Total
18	02/20/2004	Vaux	Designer SE	\$187.87	\$107.50	\$312.90

Work Performed/Technician Notes:  
**DN! the work as described**  
**DN! the work as described**  
**DN! the work as described**

Please contact us if you cannot pickup your repair within 7 days.

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### Class Enrollment Confirmation

#### Template

#### What TRS Sends

**||StoreName||**

**Class Enrollment Confirmation**  
 {FirstName} {LastName}  
 {Class Name}  
 Date: {Date}

Dear {FirstName},

Thank you for enrolling in our {Class Name} class.

Class Begins	Class Ends	Price	Instructor	Paid Status
{StartDate}	{EndDate}	\$(Price)	{Instructor}	{Paid}

Schedule:  
 {Schedule}

Class Supply List:  
 {InfoSheet}

---

We look forward to seeing you there!

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{StoreName}

**JMM Software**

**Class Enrollment Confirmation**  
 Patricia McCall  
 Open Session Quiltshop  
 Date: 2/24/2005

Dear Patricia,

Thank you for enrolling in our Open Session Quiltshop class.

Class Begins	Class Ends	Price	Instructor	Paid Status
08/30/2000	09/30/2000	\$10.00	LYN KLINGBERG	Unpaid

Schedule:  
**Once a week.**

Class Supply List:  
 1/2 Yard Fabric  
 Scissors  
 Sewing Machine

**Please Arrive Early!**

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We look forward to seeing you there!

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JMM Software

Class Reminder

Template

What TRS Sends

**||StoreName||**

**Class Reminder**  
 {FirstName} {LastName}  
 {Class Name}  
 Date: {Date}

Dear {FirstName},

We want to remind you about your upcoming class. Please notify us if you cannot attend.

Class Begins	Class Ends	Price	Instructor	Paid Status
{StartDate}	{EndDate}	\$(Price)	{Instructor}	{Paid}

Schedule:  
 {Schedule}

Class Supply List:  
 {InfoSheet}

---

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{StoreName}

**JMM Software**

**Class Reminder**  
 Patricia McCall  
 Open Session Quiltshop  
 Date: 2/24/2005

Dear Patricia,

We want to remind you about your upcoming class. Please notify us if you cannot attend.

Class Begins	Class Ends	Price	Instructor	Paid Status
08/30/2000	09/30/2000	\$10.00	LYN KLINGBERG	Unpaid

Schedule:  
**Once a week.**

Class Supply List:  
 1/2 Yard Fabric  
 Scissors  
 Sewing Machine

**Please Arrive Early!**

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JMM Software

### Class Cancellation Notice

#### Template

#### What TRS Sends



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{StoreName}

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JMM Software

### Additional Class Templates

#### How to adjust your Templates Settings

#### Template 2

#### Template 3



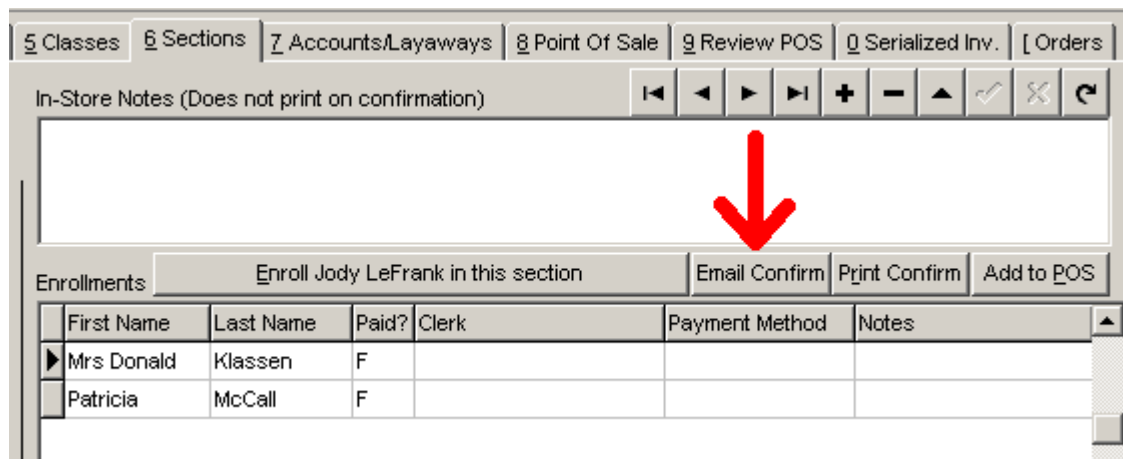
(available for all Class templates)

(available for all Class templates)

## JMM Bulk Emailer - Sending Emails in TRS

TRS 8.10 has new buttons on the Sections and Repairs Screens that enable you to send personalized emails.

### Sections Screen Buttons:



1. The Email Confirm button will send a Class Enrollment Confirmation to the currently selected customer.  
(also, if the customer has an email address, TRS will prompt you during the enrollment process to send a confirmation email.)

Class: Copy Section Print Info Sheet

Open Session Quiltshop

Section # 4

Price \$10.00

Maximum Students 4 (2 filled)

Minimum Students Low Enrollment Cancel Date

Instructor LYN KLINGBERG

Location Back Room

Kit (Barcode #)

Start Date 08/30/2000 End Date 09/30/2000

Schedule Once a week

Enrollments

First Name	La
Mrs Donald	Kl
Patricia	Mc

Waiting List

First Name	La

Email Notifications

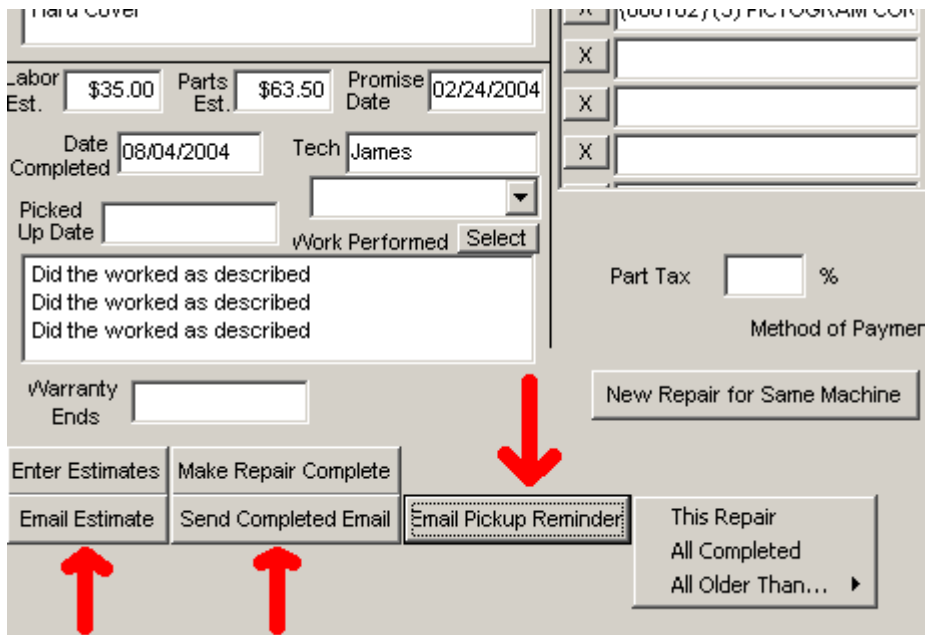
- Reminder
- Cancellation
- Other

2. The Email Notifications button will give you 3 options:

- **Reminder** - This will send a Reminder Email to each enrollee of the current section with an email address.
- **Cancellation** - This will send a Cancellation Notice to each enrollee with an email address.
- **Other** - This will open the JMMEmailer program with the enrollees loaded as the send to group. You can now send a plain text email or html email to the enrollees.

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**Repairs Screen Buttons:**



**Email Estimate** - This sends the current repair customer an Email Estimate, if this customer has an email address.

**Send Completed Email** - This sends the current repair customer an Email Complete Notification, if this customer has an email address.

***Email Pickup Reminder -***

**This Repair** - This sends the current repair customer an Email Pickup Reminder, if this customer has an email address.

**All Completed** - This sends all completed repair customers an Email Pickup Reminder, if the customers have an email address.

**All Older Than** - This sends all completed repair customers, within the specified date range an Email Pickup Reminder, if the customers have an email address.

**JMM Bulk Emailer - How the Templates Work**

The way JMMEmail Templates work, sending a personalized email to each recipient is fairly simple. The Emailer replaces text by looking for Replacement Fields. It replaces a Replacement Field with data from the matching TRS record.

Here's a template in it's "raw" format, after design and before being sent:

## ||StoreName||

### Class Enrollment Confirmation

||FirstName|| ||LastName||  
 ||ClassName||  
 Date: ||Date||

Dear ||FirstName||,

Thank you for enrolling in our ||ClassName|| class.

<u>Class Begins</u>	<u>Class Ends</u>	<u>Price</u>	<u>Instructor</u>	<u>Paid Sta</u>
StartDate	EndDate	\$  Price	Instructor	Paid

Schedule:  
||Schedule||

Class Supply List:  
||InfoSheet||

---

We look forward to seeing you then!

Copyright © ||StoreName|| 2005, All rights reserved. If you have received this e-mail in error, please delete it and notify the sender as soon as possible. The contents of this e-mail may be confidential and the unauthorized use, copying, or dissemination of it and any attachments to it, is prohibited.

||StoreName||

[Click here to see the Finished Email.](#)

Notice that there are a number of items that begin and end with || .

These are the items that will be replaced before the email is sent. You can replace, delete or add additional information to these templates or your own template designs. But, you must use the correct text to make the templates work correctly.



The HTML Editor has the correct Replacement Fields that need to be placed in your templates.

You dont have to use the JMM HTML Editor to design your templates but you will need to learn the correct replacement items (i.e, ||StoreName||, ||FirstName||, etc.)

Open the JMM HTML Editor. Find the JMM red ball icon and click on it



You can now choose one the appropriate item group for your template. Once selected, you'll see one of these windows:  
(the windows are movable)

<b>Classes</b>	<b>Repairs</b>	<b>General</b>
Customer First Name	<b>Switch to Complete</b>	Date
Customer Last Name	Customer First Name	Customer #
Class Name	Customer Last Name	Store Name
Class Description	Repair #	<b>Hide Me</b>
Start Date	Make	
End Date	Model	
Schedule	Serial #	
Class Price	<b>Labor Estimate</b>	
Instructor	<b>Parts Estimate</b>	
Info Sheet	<b>Total Estimate</b>	
Kit Barcode	<b>Date Checked In</b>	
Location	<b>Service Request</b>	
Paid Status	Date Promised	
Store Name	Store Name	
<b>Hide Me</b>	Store (Repair)	
	Deposit Amount	
	<b>Hide Me</b>	

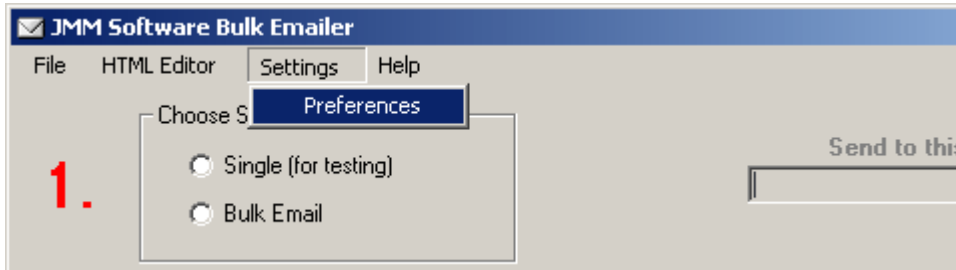
Clicking any of the fields will cause the Editor to insert the correct replacement field.

*Reminder - You dont have to use the HTML editor for template design. If you use another program like Front Page or Dreamweaver you can simply type in these replacement fields.*

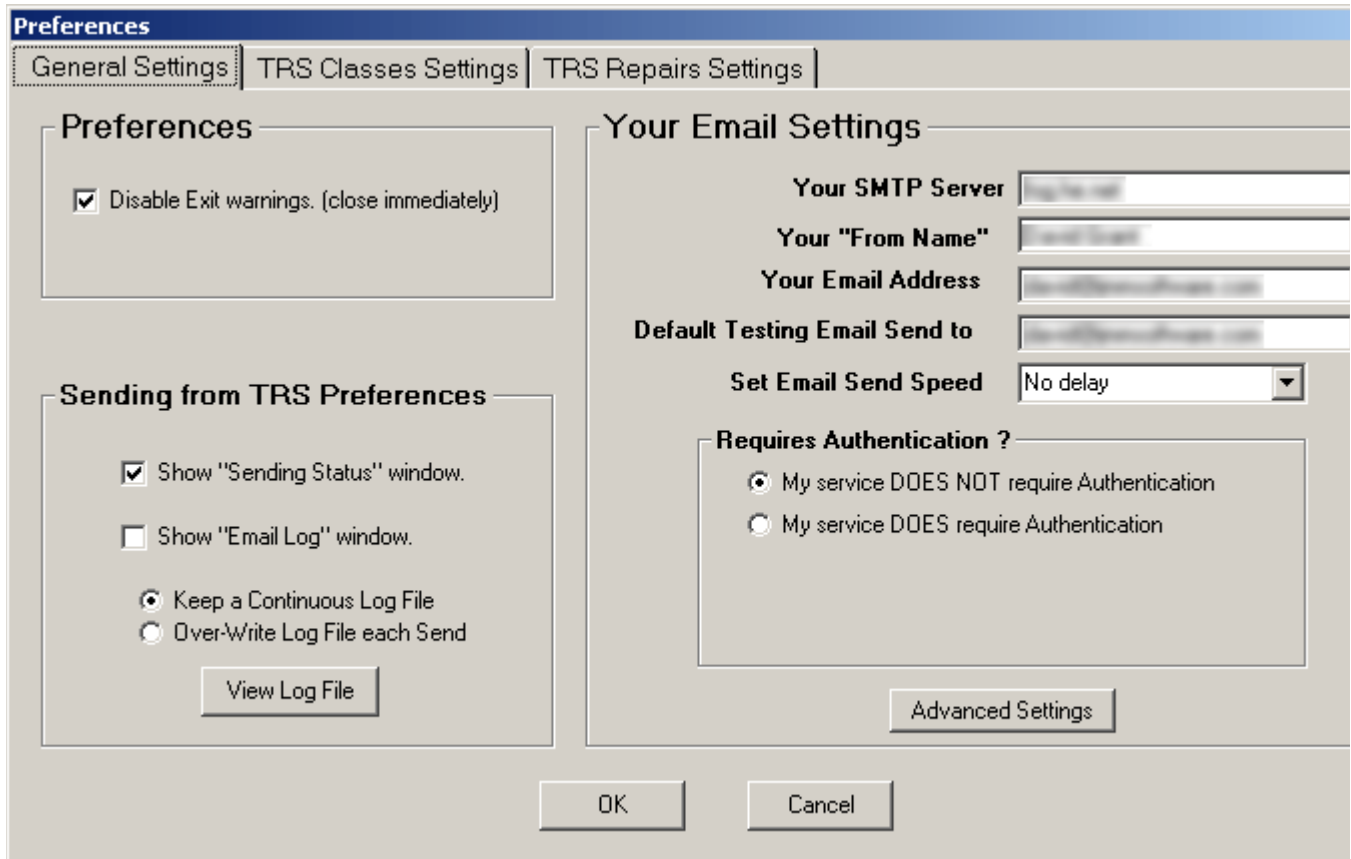
<b>Replacement Field List</b>			
<u>Classes</u>	<u>Repairs</u>		<u>General</u>
FirstName	FirstName		Date
LastName	LastName		CustNum
ClassName	RepairNum		StoreName
ClassDesc	Make		
StartDate	Model		
EndDate	SerialNum		
Schedule	LaborEst	LaborTotal	
Price	PartsEst	PartTotal	
Instructor	TotalEst	RepairTotal	
InfoSheet	DateIn	DateComplete	
KitBarcode	ServiceReq	WorkDone	
Location	PromiseDate		
Paid	StoreName		
StoreName	RepairStore		
	DepositAmt		

## JMM Bulk Emailer - Preferences & Adjusting your Template Settings

Open the JMMEMailer.  
Go to Settings->Preferences



The first section has a number of options for you to modify, if needed.  
(most users will find the default settings to be appropriate)



The TRS Classes Settings & Repairs Settings tabs is where you can modify the template(s) you want to use as well as your email Subject lines

**Preferences**

General Settings | **TRS Classes Settings** | TRS Repairs Settings

**TRS Classes**

Class Reminders Template:

Class Reminders Subject Line:

Class Enrollment Template:

Class Enrollment Subject Line:

Class Cancellation Template:

Class Enrollment Subject Line:

The screenshot shows a 'Preferences' dialog box with three tabs: 'General Settings', 'TRS Classes Settings', and 'TRS Repairs Settings'. The 'TRS Repairs Settings' tab is active. It contains three sections for configuring email templates:

- Repair Estimate Template:** The text field contains 'C:\Program Files\TRS8\Email Suite\templates\Repair\_Estimate1.html'. To the right are 'Browse' and 'Preview' buttons.
- Repair Estimate Subject Line:** The text field contains 'Repair Estimate'.
- Repair Complete Template:** The text field contains 'C:\Program Files\TRS8\Email Suite\templates\Repair\_Complete1.html'. To the right are 'Browse' and 'Preview' buttons.
- Repair Complete Subject Line:** The text field contains 'Repair Complete Notification'.
- Repair Reminder Template:** The text field contains 'C:\Program Files\TRS8\Email Suite\templates\Repair\_Reminder1.html'. To the right are 'Browse' and 'Preview' buttons.
- Repair Reminder Subject Line:** The text field contains 'Repair Pickup Reminder'.

At the bottom of the dialog are 'OK' and 'Cancel' buttons.

## JMM HTML Editor Overview

The JMM HTML Editor gives users a simple interface to create HTML and Embedded HTML emails. Users are able to design emails on one computer and easily transport their work (if needed), in a single file, to another computer for sending.

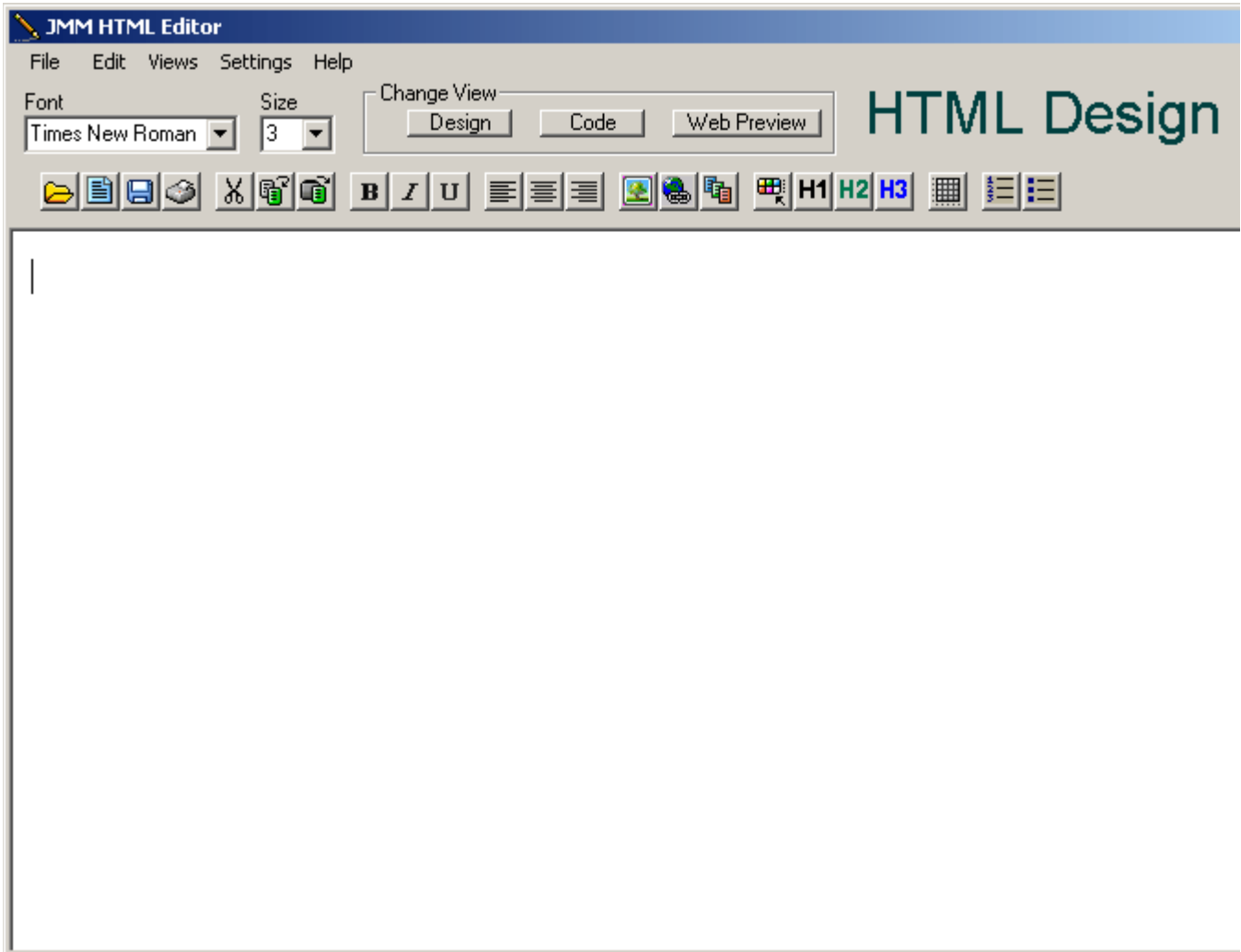
Features:

- Easy setup
- Sample emails included
- HTML Embedded Format Emails (no website required)
- HTML Standard Emails (web based graphics)
- Create Embedded HTML emails and transfer easily to another computer.
- Design View for a *'What You See Is What You Get'* interface.
- Code View for advanced users who can write HTML code.
- Direct integration with the JMM Emitter.

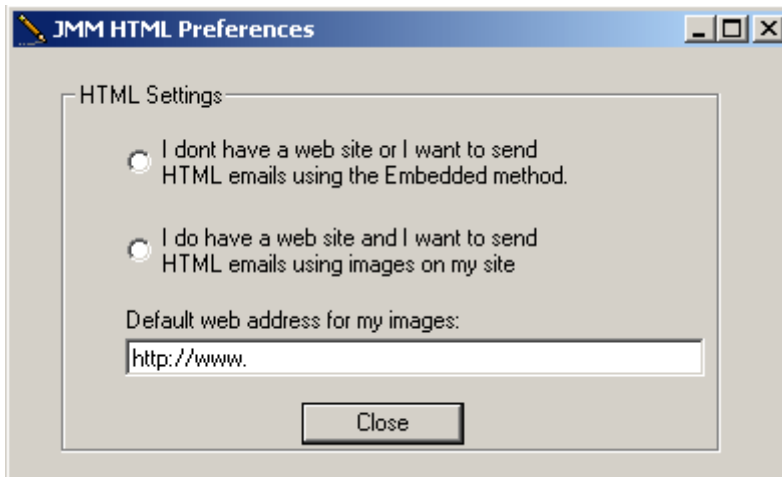
[Go to the HTML Editor Screen](#)

## JMM HTML Editor Screen

This is the Editor's main screen. If you've ever used a word processing program like Word, then you'll find this very easy to use. For others, you simply start typing. You can modify your Font, size and other text settings from the tool bar.



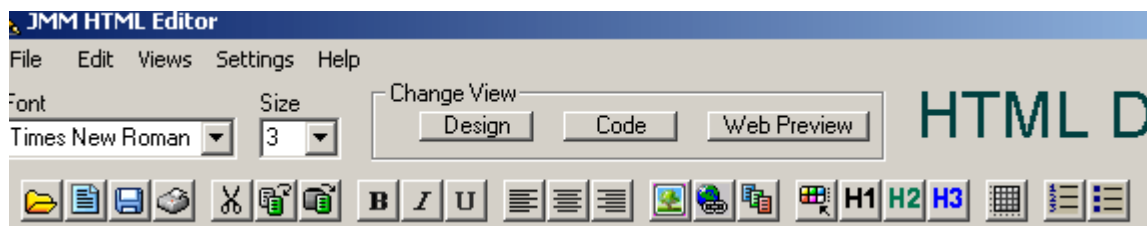
The only setting that is required is under Settings->Preferences:



If your HTML email has images then you'll need to tell the Editor where to look for them.

- Choosing the first option will tell the Editor to look on your local computer for the images.
- Choosing the 2nd option will have the Editor look on the internet for the images.
- You can define a default location on your website and during design time you only have to enter the file name.

The JMM Editor's menu and tool bars have many standard word processing and HTML options. While in the Editor you can put your mouse over each icon and get it's function.



There are three View options, Design, Code and Web Preview. You can switch views using the buttons on the main screen or from the Views menu option.

Design View, or HTML Design Mode, is where most users will be 99% of the time. This view lets you see the results of your work immediately, without having to know HTML code.

The Code View requires some HTML knowledge but it will also give you more control over the final result.

Users who dont know HTML can always switch to this view to see how their designs are displayed in HTML code.

Web Preview adds the ability to preview your emails in a web browser. If you have any hot links in your email design they need to be checked using the Web Preview.

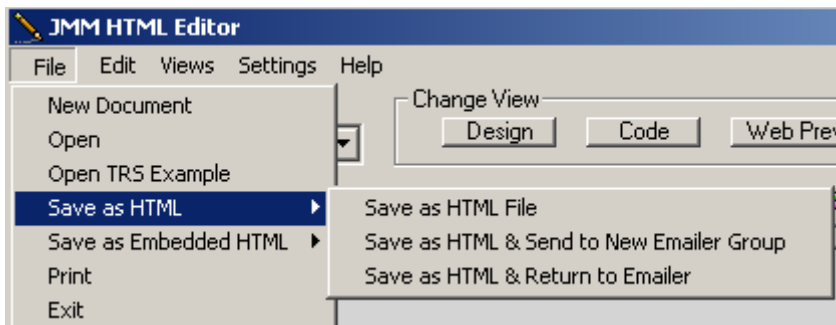
[Go to the Tutorials](#)

## JMM HTML Editor - Saving and using your work

### Saving HTML Files

Once you've completed an email, you can save it and open it later with the JMM Bulk Emailer or you can send it to the Emailer directly.

From the top menu list, click on **File->Save as HTML**. You'll see this:



(Remember, an HTML email is where your images are on the internet already)

You have three choices on how to save this HTML email:

1. **Save as HTML** - This will simply save the file in the location you choose
2. **Save as HTML & Send to New Emailer Group** - This will save your HTML file and then will open the JMM Emailer using the saved file as the email to send.
3. **Save as HTML & Return to Emailer** - This will save your HTML file and will return to the JMM Emailer using this file as the email to send and retaining the current Emailer **Send To** information. (This option should only be used when you have opened the HTML Editor using the Emailer's **Open Editor** button.)

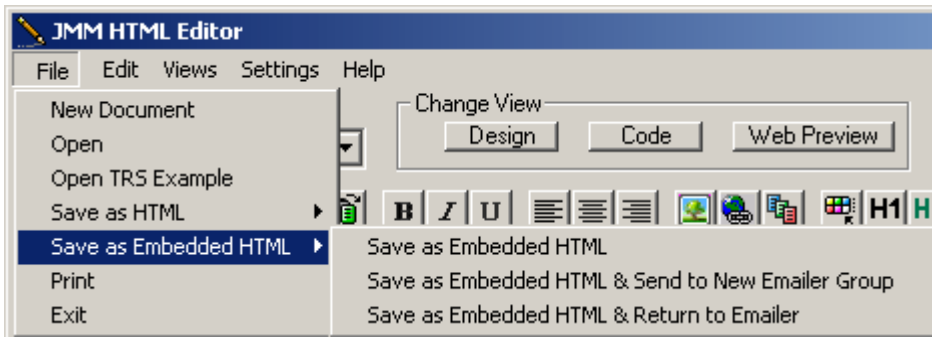
If you need a reminder about email types, go here: [Email Types, explained](#)

Also, if you havent done so yet, read about the JMM Emailer here: [JMM Emailer](#)

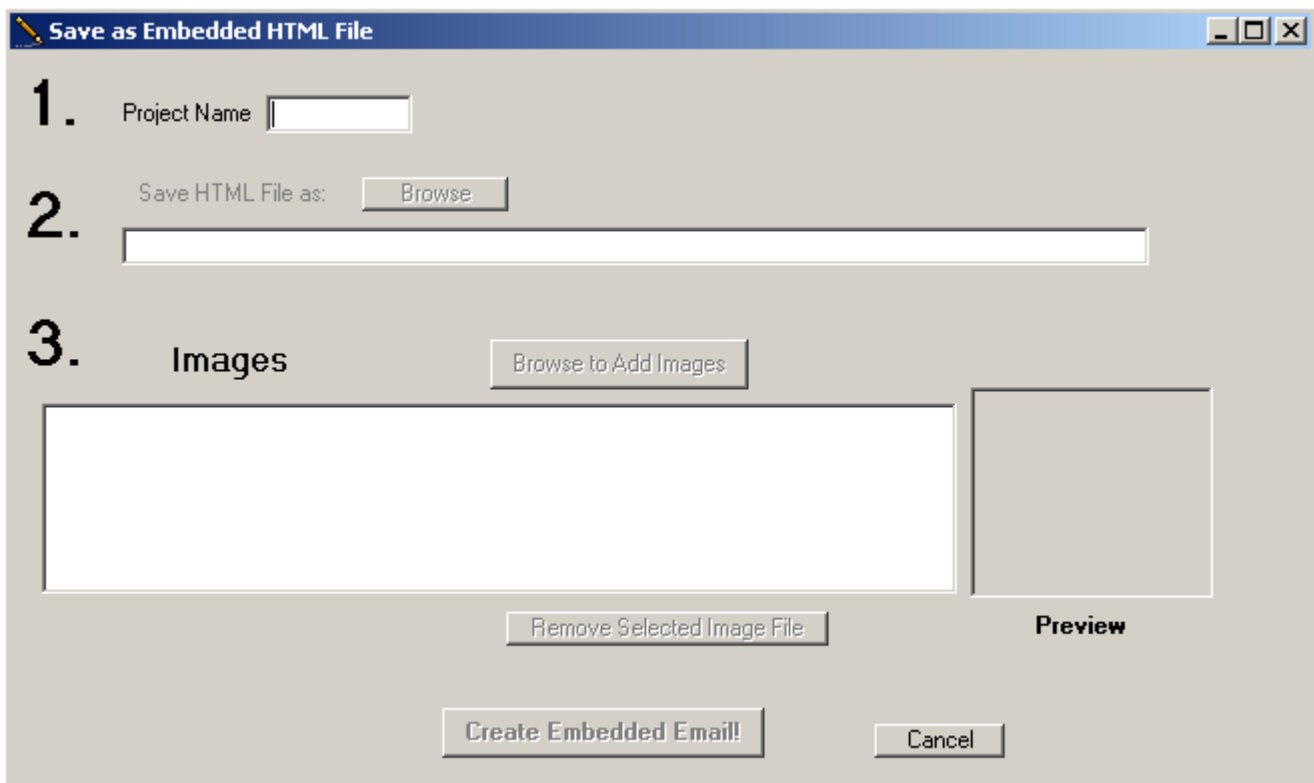
### Saving Embedded HTML Files

If you've created an Embedded HTML file then you should choose the next option **Save as Embedded HTML**:



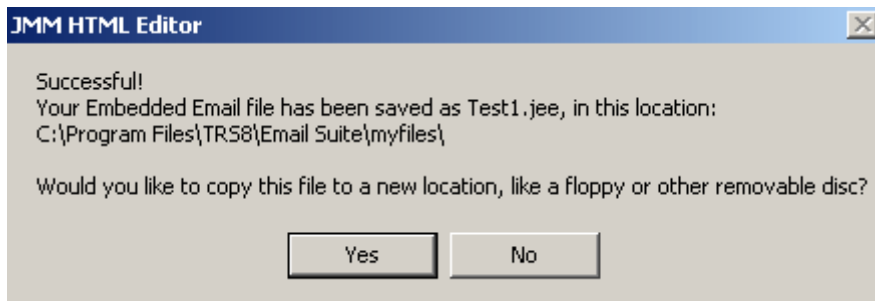


The Embedded Emails get handled a bit differently. Once you make a selection, you will see this screen:



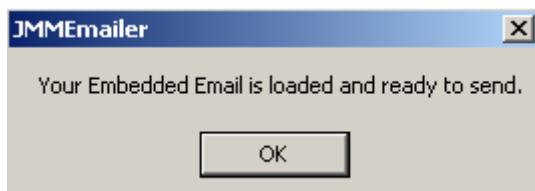
You're required to enter a name in the **Project Name** box.  
 Then click the **Browse** button to choose the save location.  
 If you added any images during your Email design, they are listed in the **Images** box.  
 If you need to add an image that isn't listed you can use the **Browse to Add Images** button and use the **Remove Selected Image File** button for images that are no longer being used in your email file.

Click the **Create Embedded Email!** button. If successful, you'll see this screen:

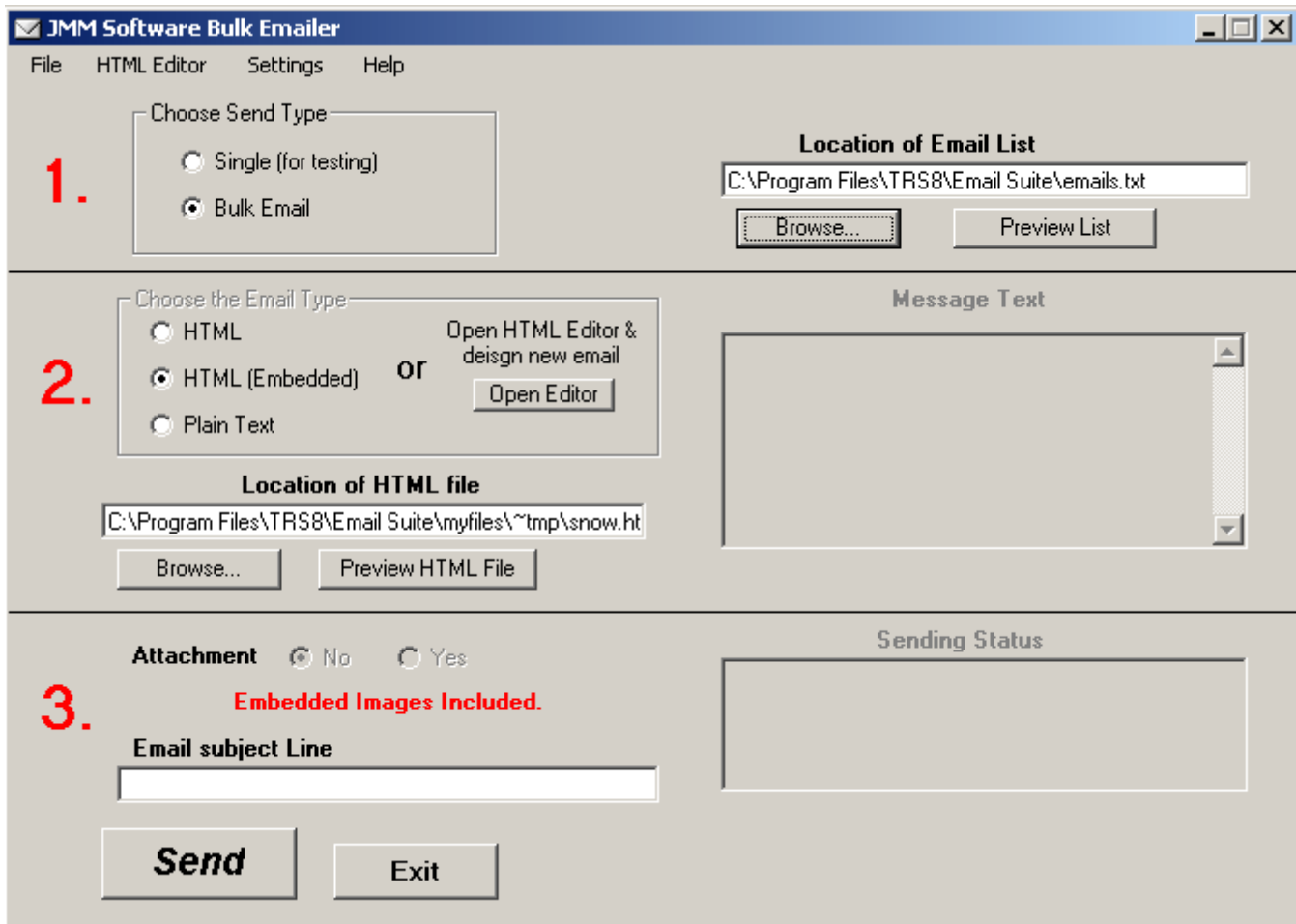


You can copy this to a floppy and take it to another computer for sending. The image files and HTML file are all included in the single .jee file. You are able to open these .jee files with the JMM Emailer. You should also be able to double-click on a .jee file and it will open, loaded and ready to send in the JMM Emailer.

If you selected the **Send to New Email Group** or the **Return to Emailer** option, the JMM Emailer should open and display a message telling you the file was loaded successfully:



Click **OK** and the JMM Bulk Emailer opens:



Notice that the **Location of the HTML file** is entered and, in Section 3, the Emailer is indicating there are attachments included.

If you used the **Return to Emailer** option the Embedded Email will be ready to use with your existing email list.

If you used the **Send to New Group** option, you can now load your email list (or use just your email for testing) and then **Send** your email.

Learn more about sending the email in the next section.

[Go to the JMM Bulk Emailer Section](#)

## JMM HTML Editor Tutorials

For users who need help making an HTML email, the following tutorials are for you.  
You should start with #1, etc..

Choose a tutorial:

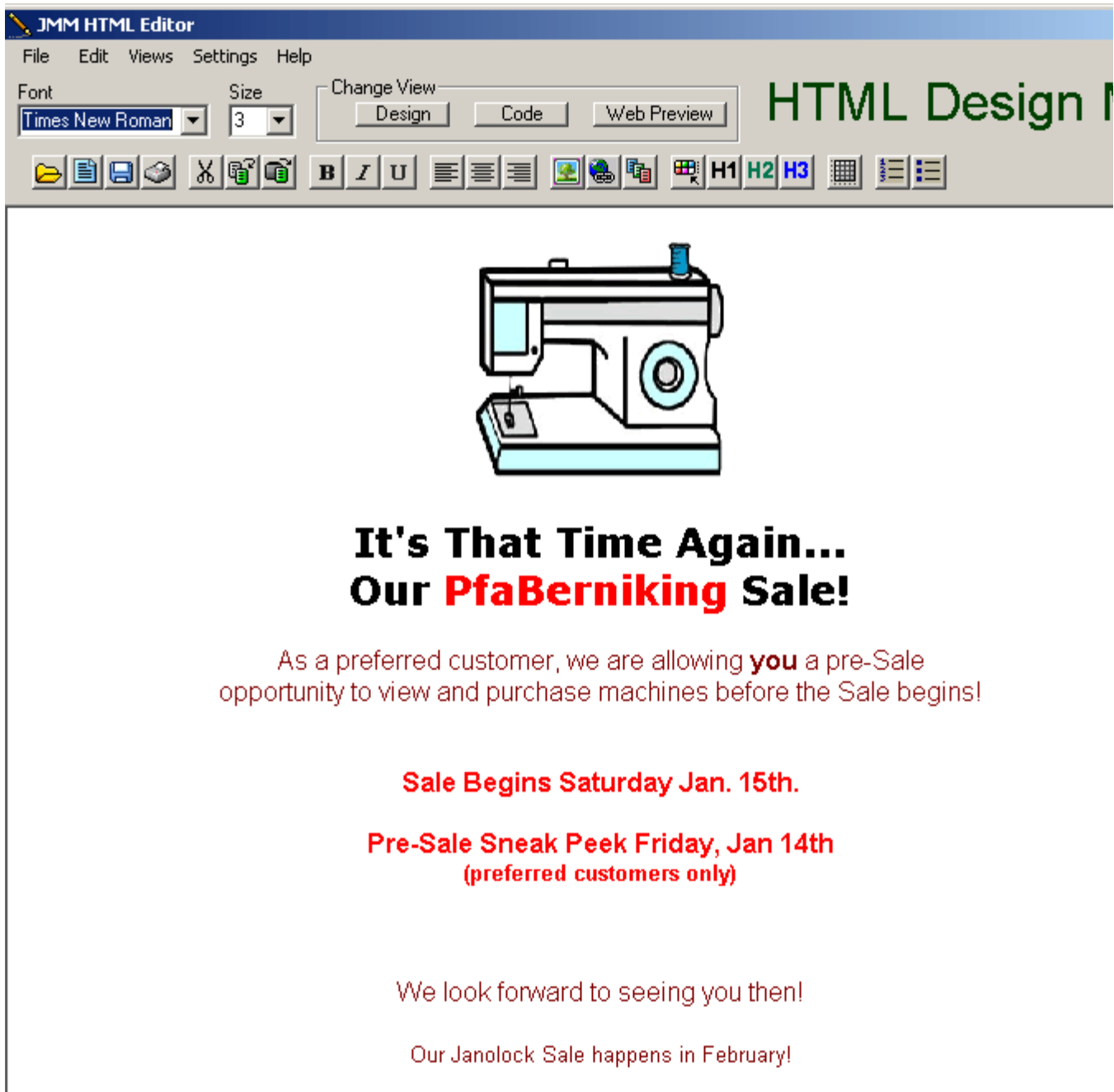
1. [Sale!](#)
2. [Happy Holidays!](#)
3. [Coupon](#)

### **JMM HTML Editor Tutorial - Sale!**

Open the JMM HTML Editor.

Go to **File->Open TRS Example**. Choose the **SaleInvite.jmm** file.

Your HTML Editor should look like this:



The screenshot shows the JMM HTML Editor interface. The title bar reads "JMM HTML Editor". The menu bar includes "File", "Edit", "Views", "Settings", and "Help". The font settings are "Times New Roman" and size "3". The "Change View" section has buttons for "Design", "Code", and "Web Preview". The main content area displays a blue and white illustration of a sewing machine. Below the illustration, the text reads:

**It's That Time Again...  
Our PfaBerniking Sale!**

As a preferred customer, we are allowing **you** a pre-Sale opportunity to view and purchase machines before the Sale begins!

**Sale Begins Saturday Jan. 15th.**

**Pre-Sale Sneak Peek Friday, Jan 14th  
(preferred customers only)**

We look forward to seeing you then!

Our Janolock Sale happens in February!

Now lets learn how to make this.

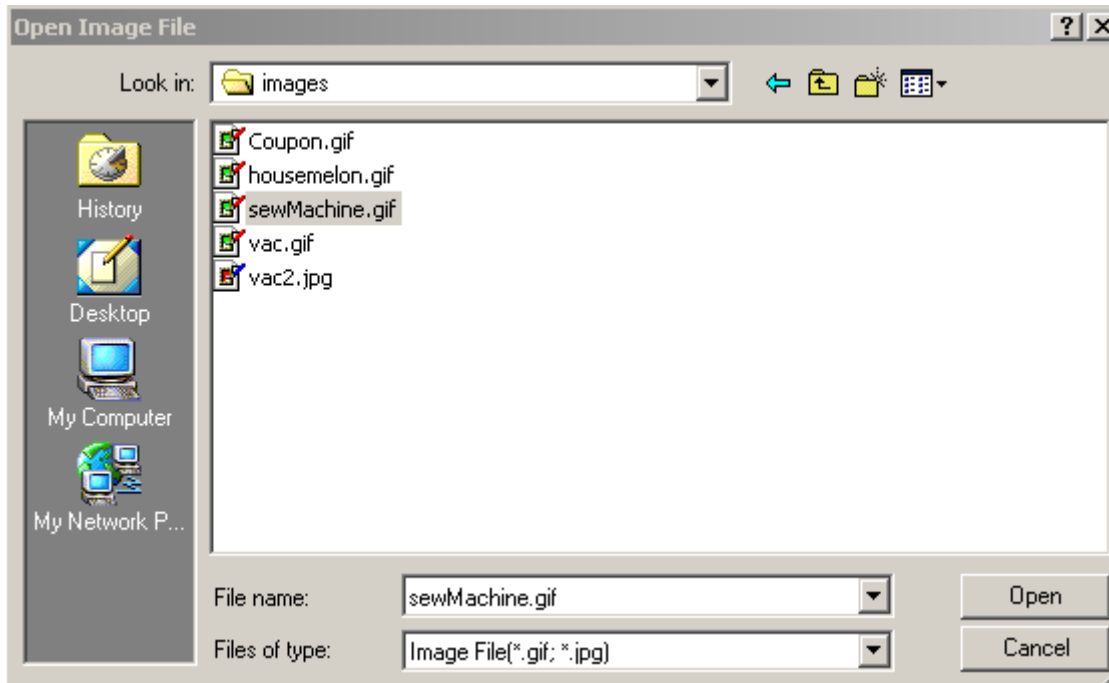
You can either open a new instance of the HTML Editor or you can start a new document here. Either way, you should have a blank page in your HTML Editor.

First we'll put the sewing machine image in. If you haven't done so, you'll need to go to **Settings->Preferences** to enter how the Editor should look for images. Since this image is local, choose the 1st option on the Preferences screen.

To insert the image click this icon on the tool bar -  .


(All the images for the tutorials are in the "images" folder in the Email Suite installation folder.

By default that is: C:\Program Files\TRS8\Email Suite)



You'll be prompted to choose an image file. In the **images** folder, choose the **sewMachine.gif** file.

The image should now be in the upper left corner of your Editor.

Since we want this in the center of the screen, we simply click the **Center Justify** button -  and the image should move to the center of the Editor screen.

Now hit Enter on your keyboard once or twice and you should see the cursor is still in the center of the screen. We can now continue by typing in the first two lines of the email. Your text probably looks much different than the original email, but we'll fix that quickly.

*\*\*Text tip: In HTML design, hitting enter on the keyboard skips and puts the next line of text two lines down. To avoid this skipping, hit shift-enter instead.\*\**

Using your left mouse button, highlight the text. Now we can make the changes.

First we'll change the **Font** to Verdana and the **Size** to 5, then we'll change the **Font color** where needed, in the next step.

Click and highlight just the word **PfaBerniking**. Click the **Font Color** button on the tool bar - 

You'll now see a palate to choose the color for this text. Click on the red color and click Ok.

The rest of the ad is simply more text that is center justified, with adjustments in color and font size.

If you completed the first text adjustments then the rest of the ad should go quickly.

You can switch your view to **Web Preview** and verify that the email looks correct.

*\*\*View Tip: The HTML Editor window is adjustable so you can see how your email modify's and displays on different screen sizes.\*\**

[Next tutorial - Happy Holidays!](#)

[Skip to Saving and Using your work.](#)

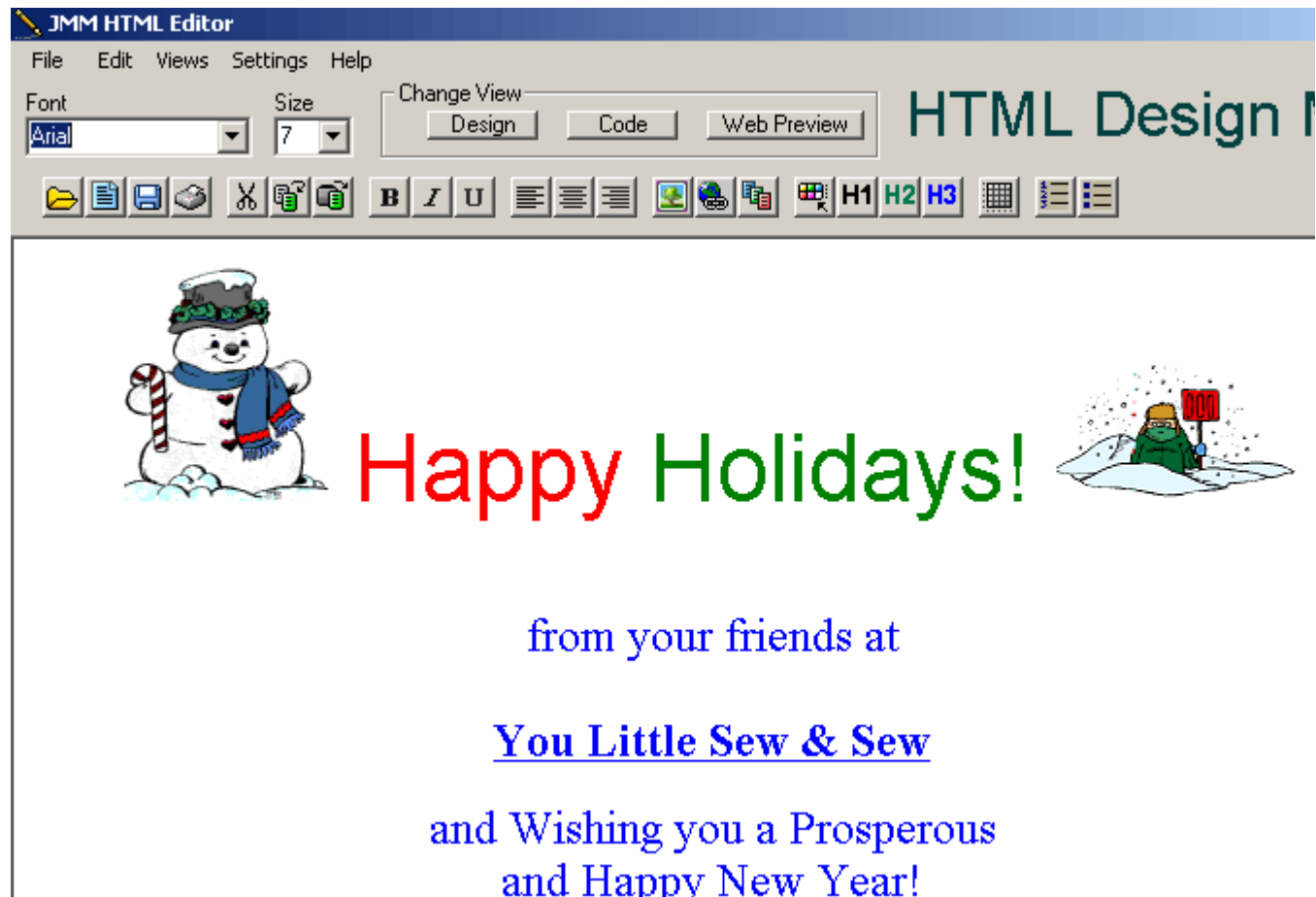
[Back to Tutorials Main Page](#)

## JMM HTML Editor Tutorial - Happy Holidays!

Open the JMM HTML Editor.

Go to File->Open TRS Example. Choose the **HappyHolidays.jmm** file.

Your Editor Screen should be displaying this email:



If you completed the first tutorial, you'll see that this email is a similar design so getting it completed will be easy.

Either start a new document in this window or open another instance of the JMM HTML Editor.

First we'll type **Happy Holidays!**

Now center the text using the Center Justify button in the toolbar.

Now highlight just the word **Happy** and then click the Font Color button on the toolbar.

Choose Red and click Ok. Your **Happy** should now look like Happy

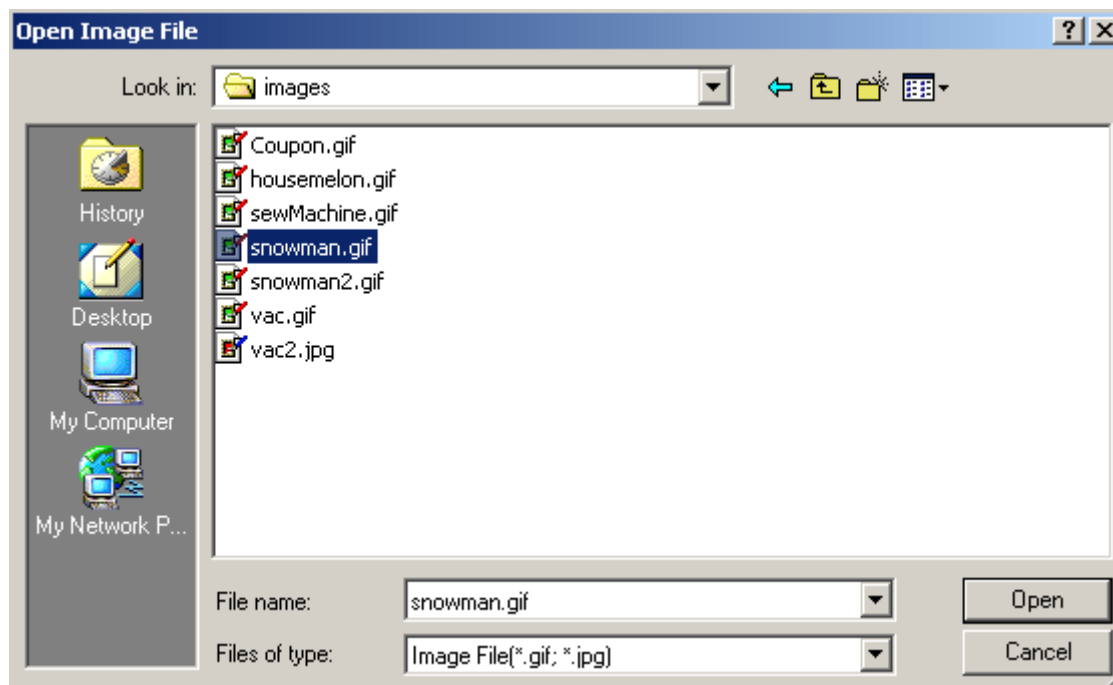
Do the same process for **Holidays!**, but this time choose the color Green.

Now we'll insert the cute clip art.

Move your cursor to the spot in from of the H in **Happy**. You can use the keyboard arrow keys if that is easier for you.

Since this is where the cursor is, this is the spot that the Editor will insert our image. Click the Insert Image button on the toolbar.

Like in the first tutorial, we'll go to the images folder:



Select the snowman.gif file and click Open.

The Editor puts the snowman to the left of the word **Happy**. You can increase the separation by using your keyboard's Spacebar key.

Now move your cursor to the right of the **Holidays!** text and repeat the inserting image process. The other file is named snowman2.gif.

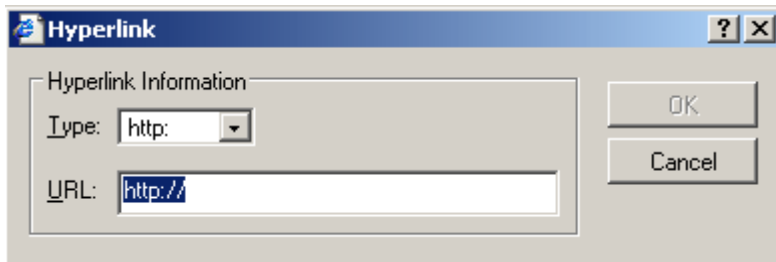
After both the images are inserted, type the rest of the email. Make sure Center Justify is on and you hit shift-enter when you want your text to start/continue at the next line.



We're now going to insert a link to a web site within this email.

Highlight the text **You Little Sew & Sew** and then click on the Link button - 

You'll see this window:



Type in a valid internet address, like **http://www.yahoo.com** and click Ok.

Now let's switch the Editor view to **Web Preview**.

If you're connected to the internet then the link will actually work. Put your mouse over **You Little Sew & Sew** and click. The browser should take you to the address you entered earlier. Clicking back to either **Code** or **Design View** will return the Editor to your email file.

The most important thing we learned here was to insert a working link to a web site. This enables you to direct users to a specific page on your web site. You might direct them to your newsletter page, sale specials or anything else you want on them to view.

[Next Tutorial - Coupon](#)

[Skip to Saving and Using your work.](#)

[Back to Tutorials Main Page](#)

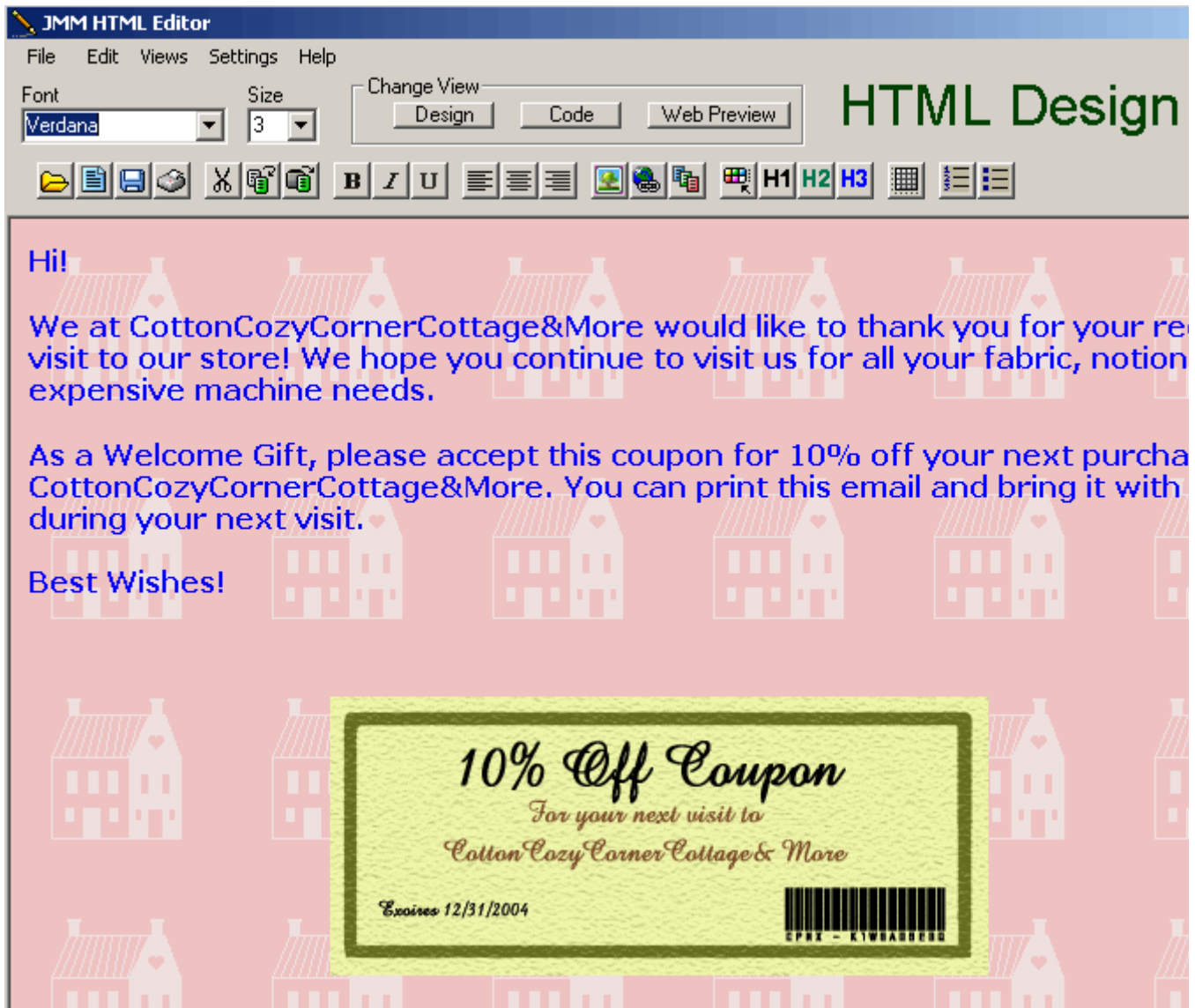
## JMM HTML Editor Tutorial - Coupon

Open the JMM HTML Editor.

Go to File->Open TRS Example. Choose the **Coupon.jmm** file.

(The focus of this tutorial is background images. If you don't want emails with background images, you can skip this tutorial.)

Your Editor Screen should be displaying this email:



Since you've done the first two tutorials, we'll skip over the text and coupon image work.

We want to add a background to this email so we need to look in a new area, the **Code View** (!)  
Click **Code** and you should be looking at this:

```

<html>
<head>
<title>Document</title>
</head>
<body text='#000000' bgcolor='#ffffff' link='#0000ff' vlink='#800080' background="C:\Program Files\TRS8\Email Suite\images\housemelon.gif">
<P><FONT face=Verdana color=#0000ff><STRONG>
Hi!&nbsp; <FONT
color=#ff0000> </FONT>

</STRONG></FONT></P>
<P><FONT face=Verdana color=#0000ff><STRONG>We at
CottonCozyCornerCottage&amp;More would like to thank you for your recent visit
to our store! We hope you continue to visit us for all your fabric, notions and
expensive machine needs.

</STRONG>

</FONT></P>

```

Notice the text that's been highlighted. Also take notice of where this text resides in the HTML code. The Background parameter should be added to the end of the **Body** HTML tag, before the closing " >", as shown in the above HTML code.

The **background** text indicates that an image is about to follow, then after the =, the path to the image in quotation marks. You can experiment with the path, putting in your own images to see how HTML handles them in an email background.

You'll notice that a background image gets 'tiled' to cover the users entire screen.

This is the image used to create this sample email background:



**\*\*Note for Embedded Emails: When you add an image in this manner, you will need to manually add the image to the list of images in the Embedded Email. This is explained in the next section, Saving Your Work. \*\***

Based on TRS users feedback, this process might be moved to the main HTML Design view, eliminating the need for the above Code manipulation.

[Go to Saving and Using your work.](#)

[Back to Tutorials Main Page](#)

## **JMM Software Email Suite- Additional Help**

### **SMTP**

- This can be obtained from your ISP or web site host.
- If you use AOL and don't have a web site, there is a good chance the JMM Emailer will not work for you.

### **Sending Speed**

- Depending on your SMTP provider, the 'No Delay' setting may be too fast. You can add as much as a 5 second delay between emails to accommodate these servers.
- The default setting of 'No Delay' should work for most users so don't adjust this unless advised by JMM Software or your SMTP provider.

### **HTML Emails**

- Send a test email to yourself before sending it to a bulk email list!
- If you've never sent an HTML email, understanding how they work is vital. Images that are part of your HTML email do not get sent with each email. You need to have designed your HTML email to 'point' to an address on the Internet.
- Generally, users who send HTML emails host these images on their own web sites. This is the easiest method.
- Not all of your recipients (but likely very few) will accept HTML emails so they will only be able to see the text of your email with no formatting or images.
- Plain text emails ensure everyone will see the same email but HTML makes for a more appealing 'look'.

### **Embedded HTML Emails**

- Send a test email to yourself before sending it to a bulk email list!
- You should use caution when adding images to your Embedded HTML emails. If you use an image which has a large file size, your sending speed will reduced since each email is sent with your images included.