

Willco Guide

Mailing Format

This guide contains tips on formatting a plain text mailing.

Web Addresses (URLs)

Put angled brackets around URLs so that they are not confused with surrounding punctuation. Include 'http://' for URLs so that the recipient's email program activates the hyperlink.

Example: <http://www.willco.com/>

Recipient's Email Address

Include the recipient's email address in a text mailing, so that if they forward the email back to you from a different account then you will know the actual registered email address.

In the Willco Lists Module, use the special code: {EMAIL}

Example: Your registered email address is <{EMAIL}>

Line-wrap long lines

When you send out a plain text mailing, it is important to put a hard carriage return at the end of every line at the 60-70 character position. This ensures that the message displays properly in the recipient's email client and does not scroll off the right of the screen.

Adding carriage returns to each line is easy when using a good text editor like Textpad <http://www.textpad.com>.

For more information on wrapping long lines, see:

<http://www.willco.com/support/modules/lists/>

Next Steps

Access Willco Guides and other support material at:

<http://www.willco.com/support/>