



How to Create and Edit a Subject Line

You can create or update the Subject Line for your emails. The Subject Line is the short line that appears in recipients' inboxes when they receive your emails. It should be something eye-catching that compels recipients to open and read your email.

To create a subject line for a new email:

- ➔ After clicking the "Create an Email" link from the Main Menu, the "Email Details" screen will be the first step in the process.
- ➔ In the "Email Information" box on the right side of the screen, you can enter a subject line in the "Subject Line" field that will appear in recipients' inboxes.
- ➔ Once you've completed the "Subject Line" field and other information on this screen, click the Next button to continue creating your email.

To edit a subject line for an existing email:

- ➔ Click on the "Manage Emails" tab near the top of EasyContact application screen.
- ➔ Select an Existing Email from the list by clicking on it.
- ➔ Click the **Email Details** button at bottom of screen to add or revise the Email Name and Subject Line.
- ➔ In the "Email Name" box, enter a name for this email that will allow you to identify this email from others you may create. *This will not appear to recipients; it is only for your own reference.*
- ➔ In the "Subject Line" box, type in a subject line for this email that you want email recipients to see when scanning emails in their inboxes. It should entice your contacts to open and read your message. *This will appear in recipients' inboxes.*
- ➔ Once you've made changes, click the **Apply** button in lower right side of screen. If you decide to not keep your changes, click **Cancel**.