

Formatting Your Emails for Email Marketing

Email programs vary in many ways, but one thing they all have in common is they limit the width of text that can be viewed per line.

Have you ever received an email that looked something like this –

Hello,

We wanted to share with you a new product that will revolutionize the way you operate your business online. Click here for all the details.

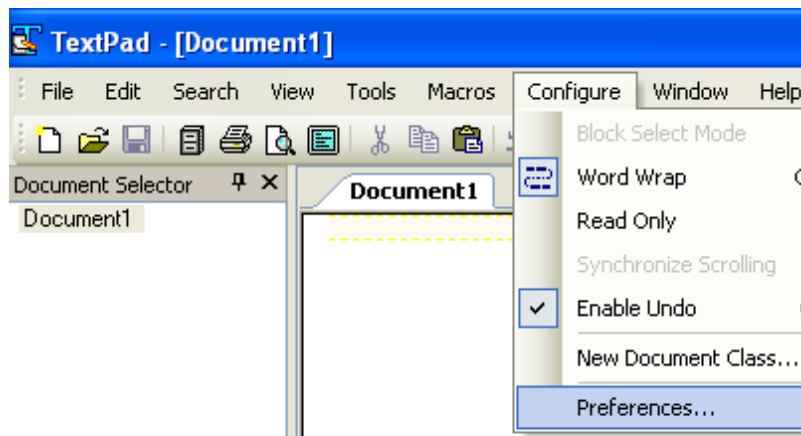
<http://www.newbusinessrevolution.com/specialoffer>

The reason the message and link were broken up is because the lines in the email were longer than what the receiving email program allowed.

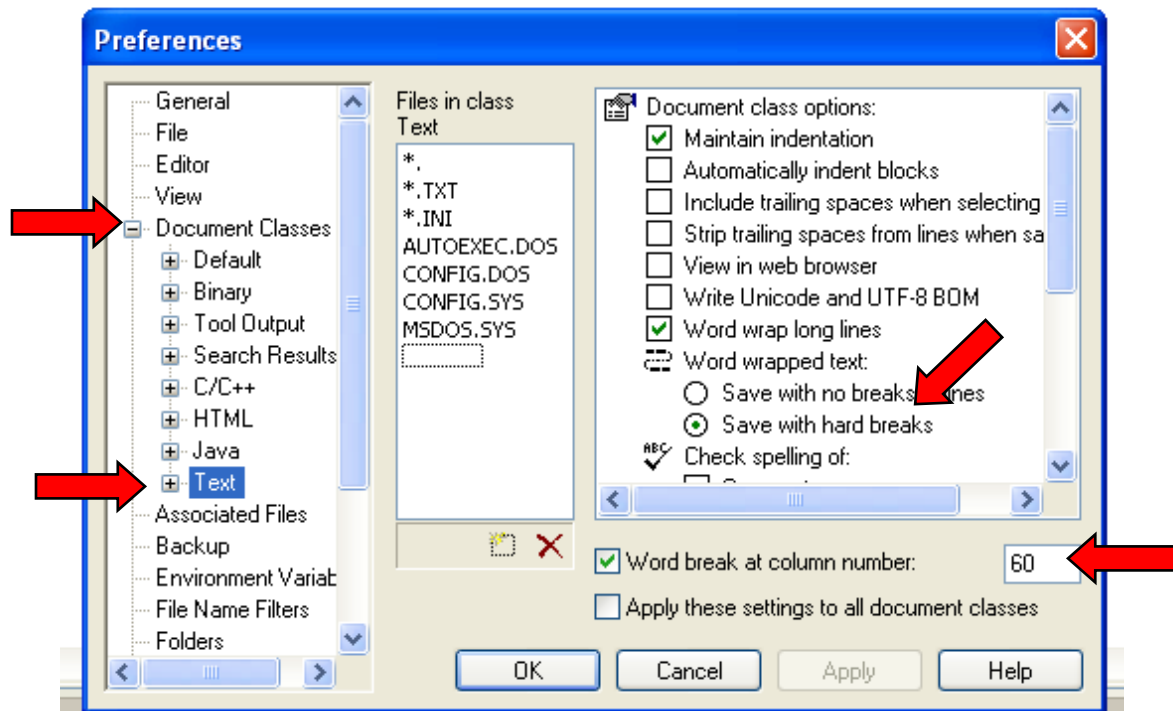
To ensure all of your subscribers can easily read your mail, you simply need to format your messages so that the text wraps at about 60 characters per line. To do this, you can use a free program called TextPad, <http://textpad.com/>

Once you download and install TextPad, here's how you set it up to wrap at 60 characters.

STEP 1: Open TextPad and navigate to **Configure** → **Preferences**



From the list on the left, toggle the + sign next to **Document Classes** so that it opens the tree as shown below. Then select **Text** from the list.



STEP 2: On the far right, you'll now see an option to "**Save with hard breaks**"...select that radio button. Then enter 60 at "**Word break at a column number**" and make sure that option is checked.

Click **Apply** then **OK** and you're done.

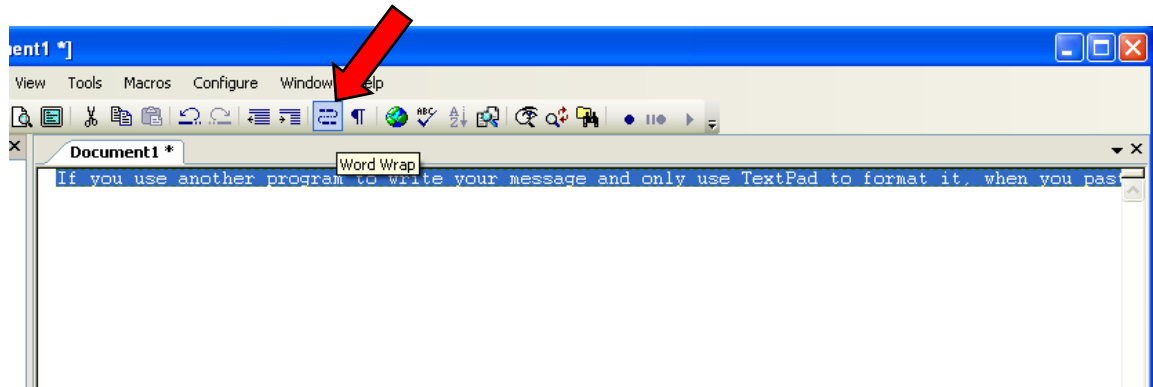
When you use TextPad to write your messages, it will now automatically format your messages to 60 characters per line.

IMPORTANT! If the links in your message are longer than 60 characters, they will break like the example above. To ensure this doesn't happen, consider redirecting your links as explained here [XXXXXXX](#).

Not using TextPad to write your message?

If you use another program to write your message and only use TextPad to format it, when you paste the message in TextPad, the lines may not wrap. In this case, **highlight the entire text** (or click Edit → Select All) and click the **Wrap icon** (or click Configure → Word Wrap). See images on following page.

Unformatted message – highlight the text (edit → select all) then click the **Wrap** icon.



Message now formatted to 60 characters per line.

