



ESTABLISHING YOUR FREELANCE BUSINESS 101

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LESSON #8 SUPPLEMENT

Instructions for Creating “My Client” and “My Client List”

In Outlook

Go to Tools, then Address Book, then New Entry (using either the drop-down menu under File or the little white icon). You’re given two options: “New Contact” and “New Distribution List.” The “New Contact” option lets you assign a single name and email address. The “New Distribution List” lets you put in multiple names and addresses. (Caution: If you send an email to about 250 addresses or more, most email servers will block it as spam. If your addresses get up to that many, you may need to split the emails into two or more lists.)

Create a “New Contact” that has something like “My Clients” as the name and put in your own email address. (This is what will show up in the “From” column when people receive your emails.)

Then create a “New Distribution List” that’s called whatever you want to call it (like “My Client List”), and put in all your clients’ names and email addresses.

When you send an email, put “My Clients” (with your email address) in the “to” box. Then click on “to” or “cc.” You’ll see a window that has a “bcc” option. Put “My Client List” into the “bcc” box. Then everyone who’s in your “My Client List” will get the email, but they won’t be able to see who else got it.

Note: If you use your own email account to send group mailings, you run the risk that someone may flag a message as spam. If that happens, your email address becomes “tainted.” You may want to get a separate email address that’s just for this purpose, so if that account gets tainted, it won’t be your regular one.