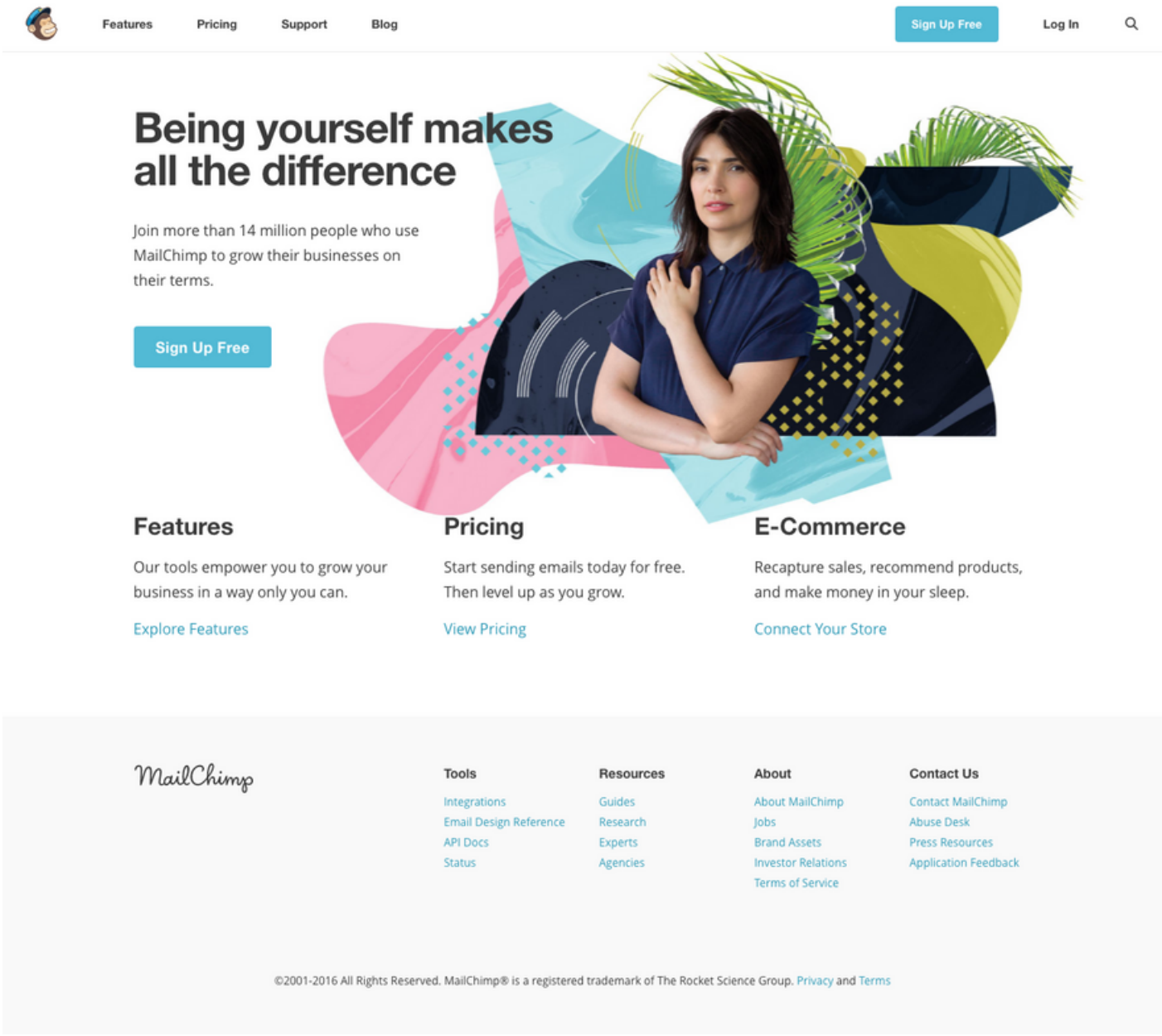
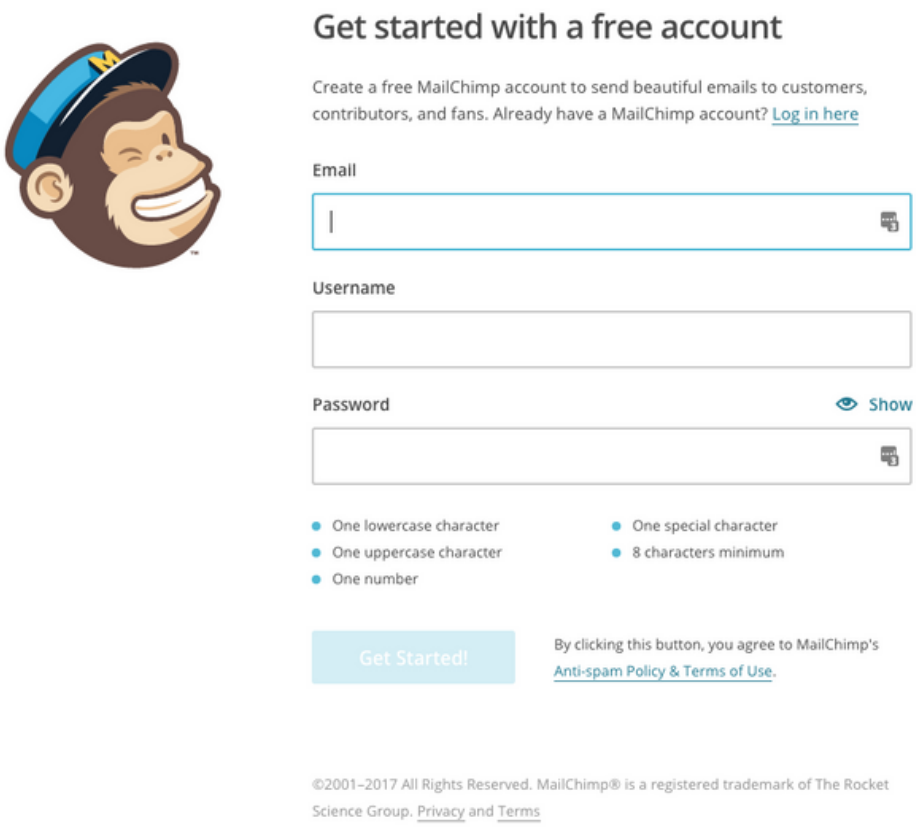
MailChimp is a great choice for anyone just starting out with their email list. Not only are they beginner friendly, they also offer a free plan which allows you to send 12,000 emails to 2,000 subscribers. This is a great way to get familiar with how email marketing works and you can upgrade your plan as your list grows.

1. Sign Up for MailChimp Account

First, head over to http://mailchimp.com/ and click on Sign up free:

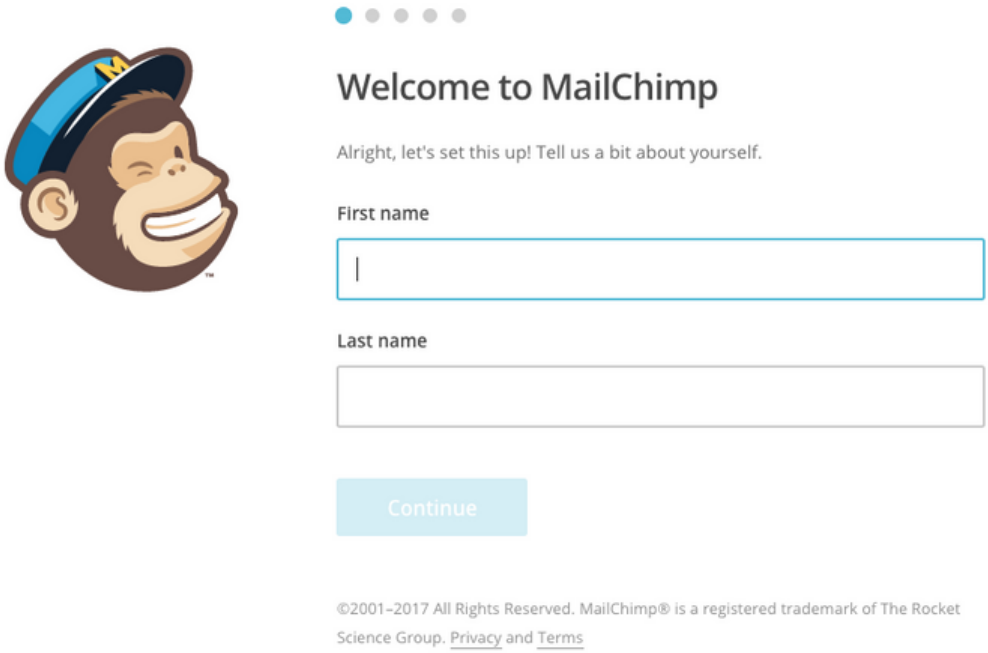


Enter your email, your desired username, and password and click on Create My Account.



2. Confirm Your Email

You will need to confirm your email address which will bring you to the screen where you can enter your basic information such as your real name, your organization information, and website URL.



That information will be used for the footer information at the bottom of emails to allow the unsubscribe option. It's just their way of making sure you are not spamming anyone.

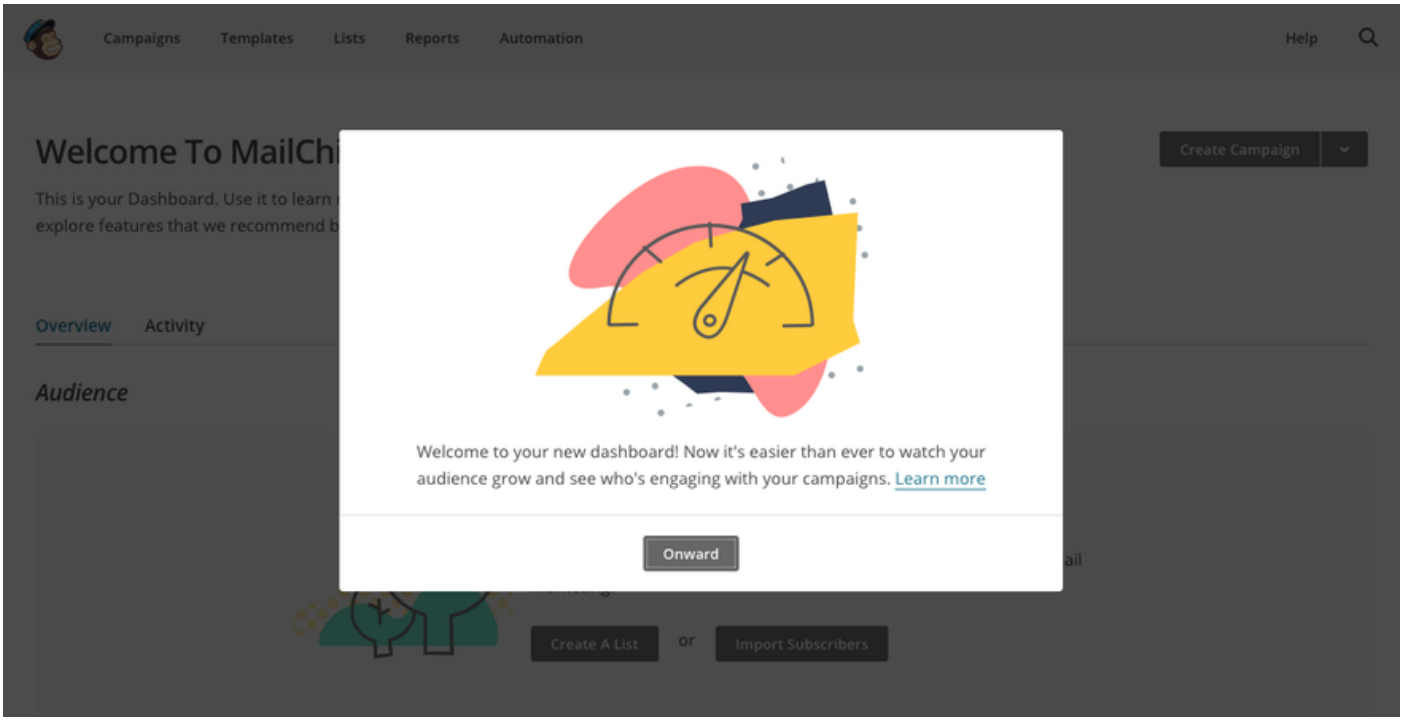
You also need to enter a physical address; however if you are not comfortable having it available publicly, you can also enter a P.O. box in it's place.

You can opt in to their welcome emails - tutorials that will help you with your first steps. They will help you get familiar with everything MailChimp has to offer so it's a good idea to sign up and learn the platform's ins and outs.

After you have filled all that out, go ahead and click on Save and get started.

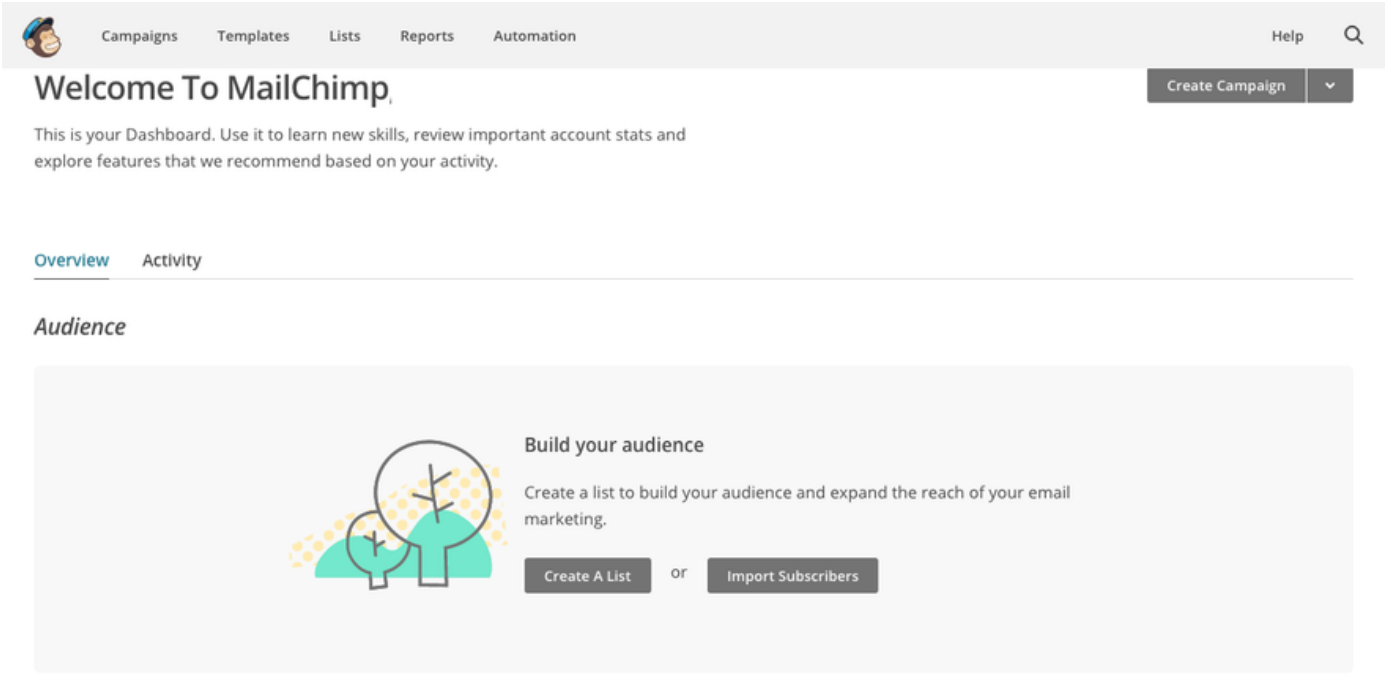
3. Learn the Dashboard

Next page will give you a brief overview of their Dashboard so stick with it and learn where everything is.

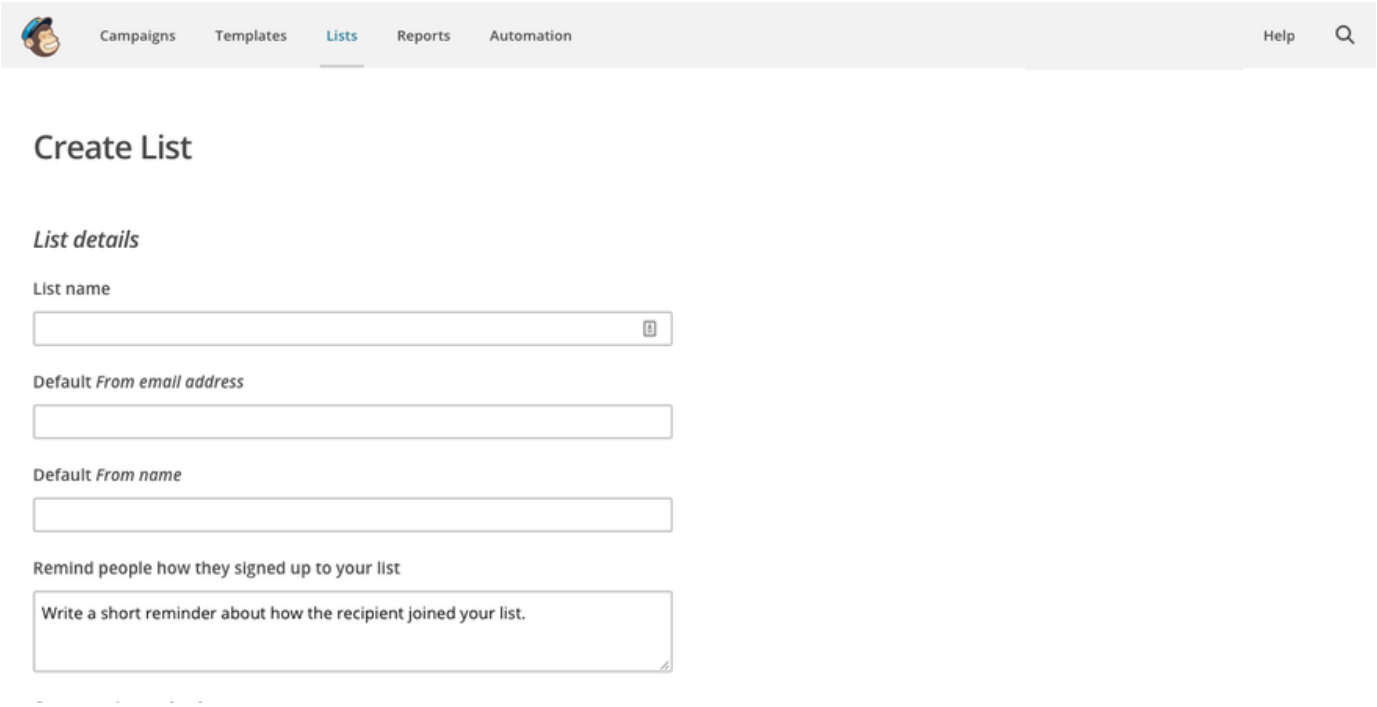


4. Create Your List

Once you have familiarized yourself with the Dashboard, go ahead and click on Audience and then click on Create a list. Alternatively, if you already have a list of contacts, you can import it into MailChimp by clicking on Import Subscribers.



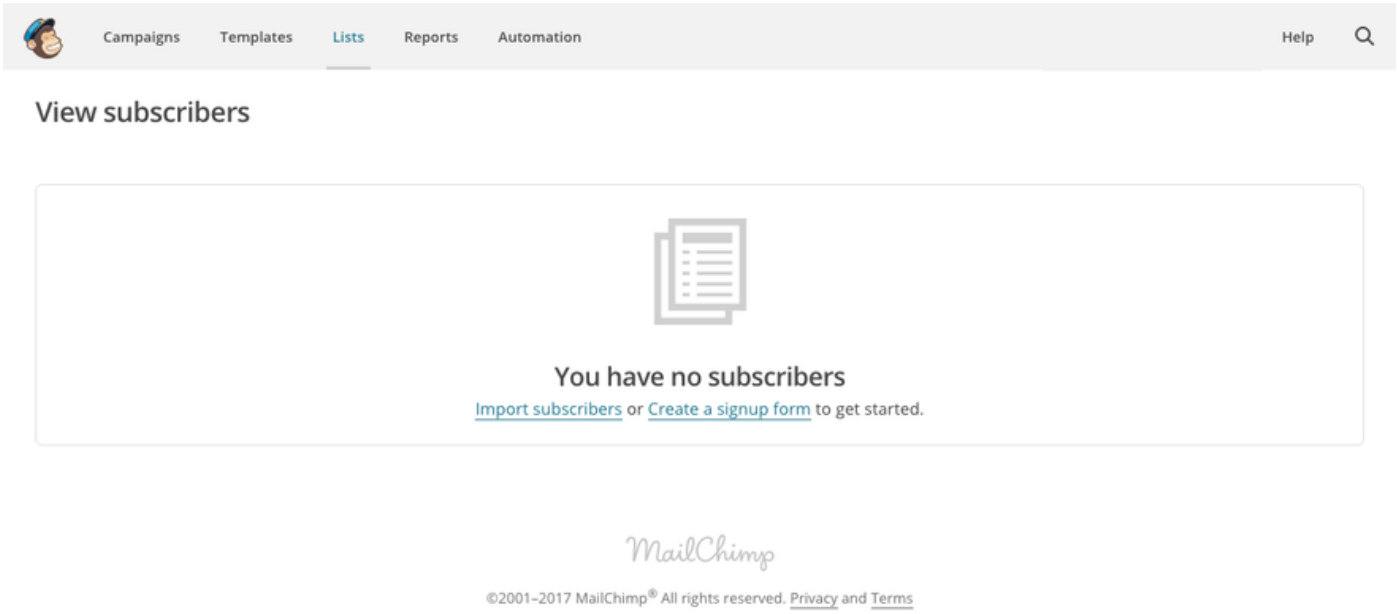
On the next page fill it out the fields with your information. Enter a name for your list (visible only to you) and enter a brief description to remind people how they got on the list.



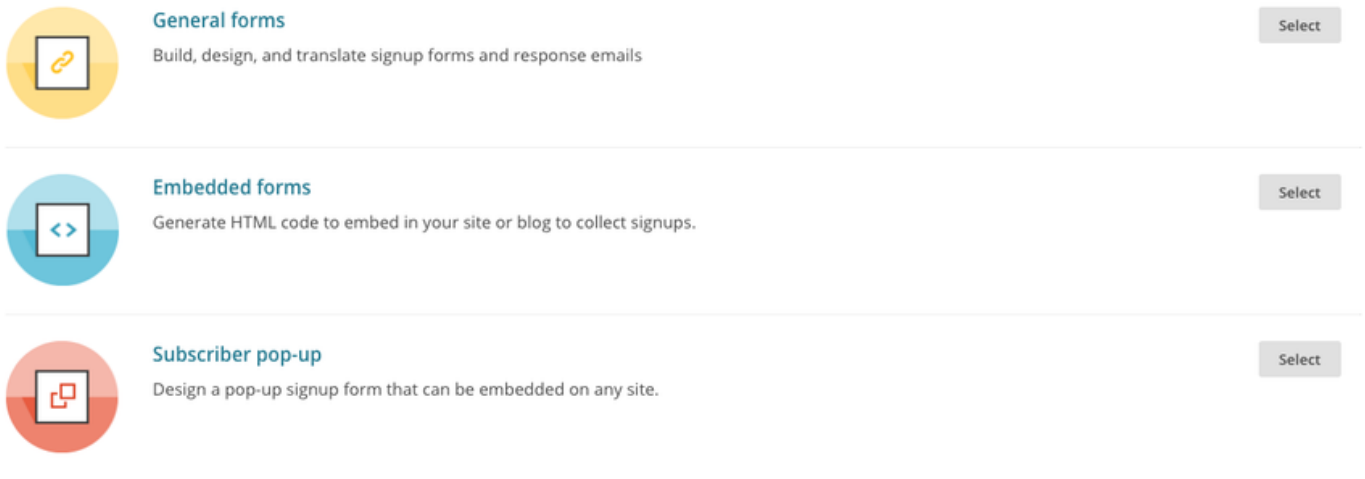
Once that is done, you need to create an actual form to embed in your site.

5. Create A Form For Your List

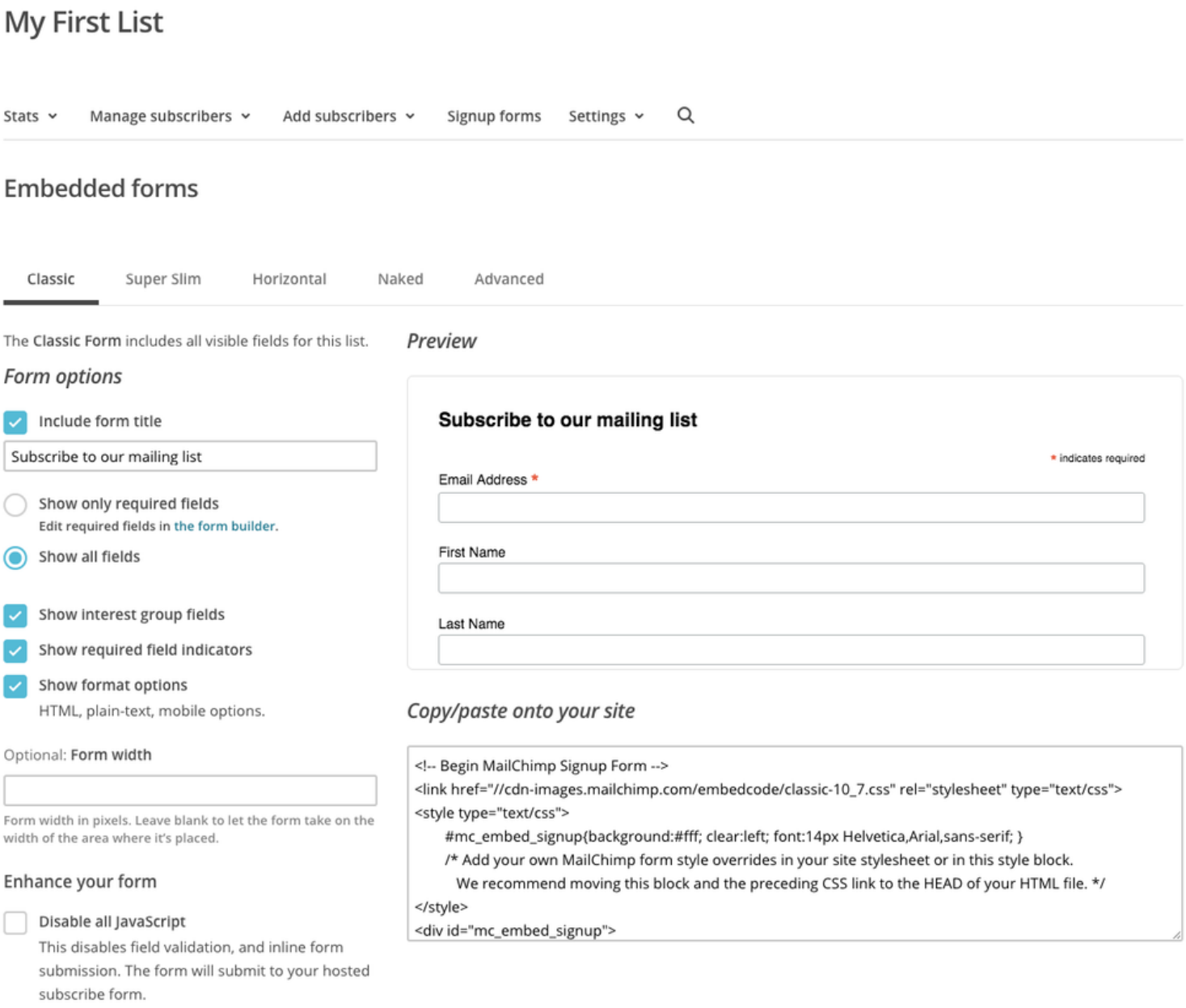
After saving your list, the next screen will give you the option to create the form for your list. Click on Create Signup Form to proceed with this step.



As you can see there are different options to choose from, but for the purposes of getting started, select Embedded forms - this will give you the most straightforward option to use directly on your website.



On the next screen you can choose between Classic, Super Slim or Naked. The form will gather the same information no matter which options to choose, the only difference is the visual look of the form.



The Classic design will give you a box with code that you need to copy and paste into your website where you want the form to appear.

Simply select all the text in that box and copy it, then log in to your website and paste it in a text widget in your sidebar. You can also paste it on the bottom of your pages.

Alternatively, you can install a plugin such as MailChimp for WordPress which will automatically connect to your list and give you a shortcode to embed anywhere on your site.

Congratulations, you are now ready to start growing your email list!