Yet Another Mail Merge (YAMM) Cheat Sheet

The very basics (YAMM can do more than described below. Be brave and try stuff!)
IMPORTANT: YAMM only works with gmail and Google Sheets

- Draft your email in gmail.
- Type this at the beginning of the text: Dear {{First Name}},   You can replace "Dear" with any other word(s), or no words at all. "{{First Name}}" will be replaced with the first name of each email recipient, as it appears in Column A (see below). If you want to personalize the beginning of the message type {{Opener}} at the beginning of the text. If you want to end with a personalized message, type {{Closer}} where you want that message to appear.
- Don't include any recipients in the email. Close the message. It will be saved in your gmail Drafts folder

POPULATE THE GOOGLE SHEET with information about your recipients

- Open Google Sheets
- Create blank sheet
- Name the file (Force Multiplier contacts, e.g.)
- In cell A1, type: First Name; in cell B1 type: Last Name; in cell C1 type: email address; in cell D1 type: Opener; in cell E1 type: Closer
- If you have created a Google contact list, import your contacts into this Google Sheet, delete unnecessary columns, and then rename and populate the appropriate columns, as per the previous instruction.
- If you don't have a google contact list, then manually populate the columns with the first names, last names and email addresses of those you want to receive the email. If you would like to begin your email message with a personal note (eg Great to see you last week), then type that in the Opener (column D). If you want to end the message with a personal message (eg looking forward to seeing you at the circus next Tuesday), add that sentence in the Closer (column E)
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THE FIRST TIME YOU USE YAMM, follow steps 10 and 11 (next time, skip to step 12)

- Go to Add-ons > find the app called "Yet Another Mail Merge"
- Follow the instructions to download YAMM. You can send 50 emails/day for free, or 400/day if you pay $24/year. If you don't want to pay, at the page where you're prompted to pay or invite a friend, don't do either. Just click "Continue".
- Go to Add-ons > Yet another mail merge > Start Mail Merge
- Type your first and last name into "Sender Name"
- Click on the box next to "email template". A list of all your draft emails will appear. Click on the draft you want to send.
- DO A TEST, by clicking "send a test email to yourself". YAMM will send you a test email with the First Name of the person in Row 2 of your Google Sheet. If you're happy with what you see when you go to your gmail inbox, then…
- Go back to the Google Sheet and click "Send # emails". It will send 50 immediately. If you have more than 50 recipients, the next batch of < 50 will be sent automatically, 24 hours later. Of course, you can go back and pay $24 to send 400/day.