

# Creating Content For an Email Newsletter

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This guide is a step-by-step walkthrough of the process of creating "HTML Content" for an EveryAction Targeted Email using Audubon's custom content builder, [The Email Machine](#). Specifically, this guide shows the creation of content for a newsletter. More email type guides are in the works; please stay tuned.

This is the middle part of a three-step process. The first step is [scheduling your email on Audubon's shared email calendar](#); the last step is [setting up your email EveryAction's Targeted Email tool](#). Please use those links to view the guides for those steps.



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