

WELCOME TO THE STUDIO

A Place for your letters

Write personal letters in the Kinnie Starr font, add artwork from the zine shelf, test them in an inbox, and keep every draft and review in one place.

OPEN THE STUDIO

kinniestarr.ca/email-portal

Bookmark this address. Your own sign-in protects the workspace.

1. Set your password

Open your welcome email and choose **Set your password**. Enter the same password twice, using at least 12 characters. The welcome link works once and expires after 30 days. If you already set a password, you can sign in with it; the invitation changes nothing until you submit a new password.

2. Sign in with your own email

Use the email address that received your welcome. Choose **Set or reset my password** on the sign-in screen if you need a new link. Recovery links last 30 minutes.

3. Start with Emails

Open an existing email or choose **Start a new email**. The first DestroyHer letter is preserved; use a fresh draft for your next send.

Nich, Alex and Alida have equal full admin access. Use your own sign-in; actions are recorded under your account. Do not share passwords or forward setup emails. Request a new link if yours expires.

start with the words

Name the email

In **Emails**, create a draft with a useful internal name. Choose Kinnie's personal letter template. A new draft keeps the design while giving the next message its own copy and history.

Fill in the letter

Write a clear **Subject**, a short **Preview line**, the title on the page, the body and your sign-off. Leave a blank line between paragraphs.

MAKE WORDS CLICKABLE

Type a link like this:

[watch the video](<https://example.com/video>)

Use a full <https://> address. Check every destination in the inbox test.

Keep the invitation simple

Use **Link words** and **Destination** for one main next step. Links can also sit inside the letter. Check dates and release information for each new email.

Save and preview

Choose **Save draft & context**. Use **Desktop** and **Phone** to check the layout. The default body lettering is 19 px. A browser preview is useful; it is not an inbox test.

If your session expires, sign in again in the same tab to continue. Your open draft stays in the tab, but unsaved work is not protected from closing or reloading the browser. Save regularly.

THE ZINE ARTWORK SHELF

Give it some Kinnie

Browse the shelf

Choose **Browse artwork** in Write & design. Search the 37-image collection, then select an image and a placement. The shelf includes archive stickers, photographs, posters, logos and bundle art.

Choose where it belongs

Use an accent beside the heading, in the margin or at the sign-off. Insert additional images between paragraphs. Set the paragraph position, size and alignment so artwork stays clear of the words.

Make the image useful

Add a destination when the image should be clickable, a short description for accessibility, and an optional caption. Remove an image from **In this draft** when it no longer fits.

Bring in new source material

Use **Sources & notes** for copy, links, feedback and reference uploads. Use **Add an image** in the editor to place a PNG or JPG in the letter. Reference uploads do not automatically appear in the email.

BEFORE SAVING

Keep the letter readable on a phone. Review image descriptions and links. The combined test artwork must stay below 5 MB; reduce large photographs if the studio reports a size limit.

Design concept: Nich. Artist, voice and original artwork: Alida Kinnie Starr. Preserve source credits. Ask Nich before reusing outside artwork with unclear permission.

Review it your way

Send a test

Save the draft, open **Test / verify**, enter the recipient and choose **Send test** once. Any admin can send to an explicitly entered recipient. The studio shows the remaining daily tests.

Understand the result

Sent to mail server means Hostinger accepted the message. It can take time to reach the inbox. Check spam or junk too. If delivery is uncertain, check the Sent mailbox before another attempt.

Approve from the platform

Choose **Review / approve** beside a sent test, or select it under **Sent proof**. Open the frozen proof, review the layout and links, confirm the review box and choose **Approve proof**. You do not need to click anything in the email or mark an inbox check first.

OR START FROM THE EMAIL

Choose **Approve this proof** in the test email to open that exact proof in the studio. Sign in if needed, review and confirm. Opening the link alone does not approve or send. **Request changes** uses the same screen with a review note.

Approve the exact revision

One admin approval is sufficient; you do not have to wait for a named reviewer. If the words, subject, links or design change, test and review the new revision again. Approval does not automatically send to subscribers.

Review decisions appear in the shared studio history. Account setup emails are separate from newsletter proofs and never copy another person's password link.

CONTACTS & AUDIENCES

Grow the list with care

Add one person

Open **Contacts**. Enter their name, email and where you connected. Select the permission checkbox only when they agreed to receive All Things Kinnie letters. Record the permission date and evidence note.

Import several people

Download the CSV template. Add your rows, choose the file, then **Preview import**. Review the proposed changes before committing. Subscribed entries need consent, its date and an evidence note.

Respect existing choices

People without recorded permission stay pending. Unsubscribed, bounced and complained contacts are excluded from sends. An import does not silently resubscribe them.

Choose a full list or a custom audience

In **Send / schedule**, choose the full list or create a named audience from existing contacts. Review the eligible recipients and exclusions before saving a plan.

SEPARATE MAILING LIST

This audience is independent of Beehiiv and Small Winged Musings. Customer records, admin access, a reference file or a prior conversation do not automatically subscribe anyone.

A webhook integration accepts new submissions as pending. Use Setup with an admin to configure its private credential; never paste that credential into a draft, reference file or shared manual.

Keep the next step clear

Review the readiness panel

The studio shows what still needs to be completed before a subscriber send. Confirm the audience, current proof, an admin's approval, sender details and unsubscribe setup.

Plan the timing

Choose **Send now** or **Schedule**, then save the plan. The displayed timezone is your browser's timezone. **Saving a plan does not queue or send a campaign.** The final send action must be available and deliberately chosen.

CONFIRM BEFORE QUEUING

Any admin chooses the final Send now or Schedule button, then confirms the recipient count, approved proof and saved timing. The capacity panel estimates completion before you confirm. **Cancel pending deliveries** stops unattempted messages. See page 8 for rescheduling and limits.

Review past work in Results

Filter campaign sends and test proofs separately. Open a record to see its frozen letter, original recipient snapshot and notes. Unavailable opens and clicks are **Not tracked**, not zero.

Keep the next draft informed

Save exact feedback in Sources & notes. Nich, Alex or Alida can make changes directly or use Codex in this project to refine the next draft. Results notes never change a sent letter. Saving draft context creates a new revision, so test and review that revision again.

Need help? Reply to a studio email to reach Nich, or use nich@violetinch.ca. Replies to allthings@kinniestarr.ca currently forward to Nich and retain a mailbox copy.

RECIPIENT PREFERENCES

A clear way to say goodbye

Every subscriber letter has an unsubscribe link

The footer includes **Unsubscribe from these letters**, a contact address and Violet Inch, PO Box 159, Benalto, AB. Each subscriber receives their own link. The plain-text email includes it too.

No sign-in and no reply required

Opening the link shows the choice. Choosing **Unsubscribe from letters** immediately suppresses that address and records the request. Opening a link alone does not unsubscribe anyone. Old letter links remain usable.

Suppression follows the person

Future recipient previews exclude the address. The queue checks permission again before each attempt. An import cannot reverse the choice. A message already handed to the provider may still arrive.

WHEN SOMEONE ASKS BY REPLY

Open their record in Contacts, change the status to **Unsubscribed** and record their request in the note. Do not add them back without fresh permission dated after the unsubscribe. Bounces and complaints remain suppressed.

Check the proof footer

The unsubscribe link in a test opens an explanatory preview; it does not change a real contact. Subscriber delivery replaces it with the individual working link. Never share another person's unsubscribe link.

Any admin can pause subscriber delivery in Setup. Keep the sending account, reply routing and mailing address current. Ask Nich for help with a failed or uncertain delivery; the system does not silently retry uncertain messages.

DELIVERY CAPACITY & WEBSITE EDITING

A little room to work

Read the capacity estimate

Before confirmation, Send / schedule shows the current subscriber allowance, the queue already waiting and an estimated completion time. These are estimates, not guaranteed inbox arrival times.

Allow time for larger lists

The studio allows up to 90 subscribers per rolling 24 hours, at up to two letters per minute. Each subscriber gets one private email with no Cc or Bcc. nichedavies@gmail.com receives the first copy, included once in the audience and quota. The remaining recipients wait for Hostinger to accept it; rejection or uncertainty holds the rest for review. All studio emails share a 90-recipient limit, leaving 10 of the mailbox's 100 slots for ordinary mailbox use. A 206-person list normally needs about two days. Tests, account messages, other queues or pausing can extend the estimate.

Cancel and reschedule safely

If no message was attempted, cancel pending delivery, review the recipients, save a new plan and explicitly confirm the new schedule. The old cancelled record stays in Results. If any message was attempted or its outcome is uncertain, the same revision cannot be automatically sent again.

Edit the public EPK and biography

Open kinniestarr.ca/admin/epk. Sign in through the email studio using your own account, then return to the editor and choose **I'm signed in · continue**. All three admins can manage the website's press and biography content.

KEEP CURRENT NOTES CLEAR

Older setup notes may describe permissions that have since changed. Nich, Alex and Alida now have equal full admin controls. Saving changes to draft context creates a new revision; sent history stays intact.