

# Send Individually for Microsoft 365

## *An Outlook Add-In by Sperry Software*

### The Problem

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If you need to send an email newsletter to your most important customers and clients, you cannot do it directly from Outlook unless you painstakingly copy and paste each email.

You might be able to roll your own using Microsoft's Power Automate, if you're willing to invest the time it takes to learn how to make that happen.

Of course, you can turn to a third party service which will send your emails to your customers and clients but you must give your email address list to that third party and just hope that they don't get hacked.

These services send emails from their servers, and sometimes can look impersonal because it does not look like it came directly from you.

And some of these services can be quite expensive – they are almost all subscription based software that is frequently priced based on the number of people you are sending to.

### The Solution

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What's needed is a convenient way to send your newsletters and other marketing collateral to your clients and customers right from Outlook.

Enter the Send Individually for Microsoft 365 add-in for Outlook. It's a deceptively simple but powerful Outlook add-in that allows you to create one email and send it to everyone on your list, right from your mailbox, to each person one at a time (with just their name in the To field).

This process is commonly known as a mail merge and the way it works is by using an Excel file that has the list of all your clients and customers. The Excel file has a column for their email address, along with any other information that can be substituted on the fly for the ultimate in personalization.

This add-in, like many Sperry Software add-ins, was originally made with the input and suggestions of other Sperry Software customers. We use it ourselves to send newsletters to our select customers.

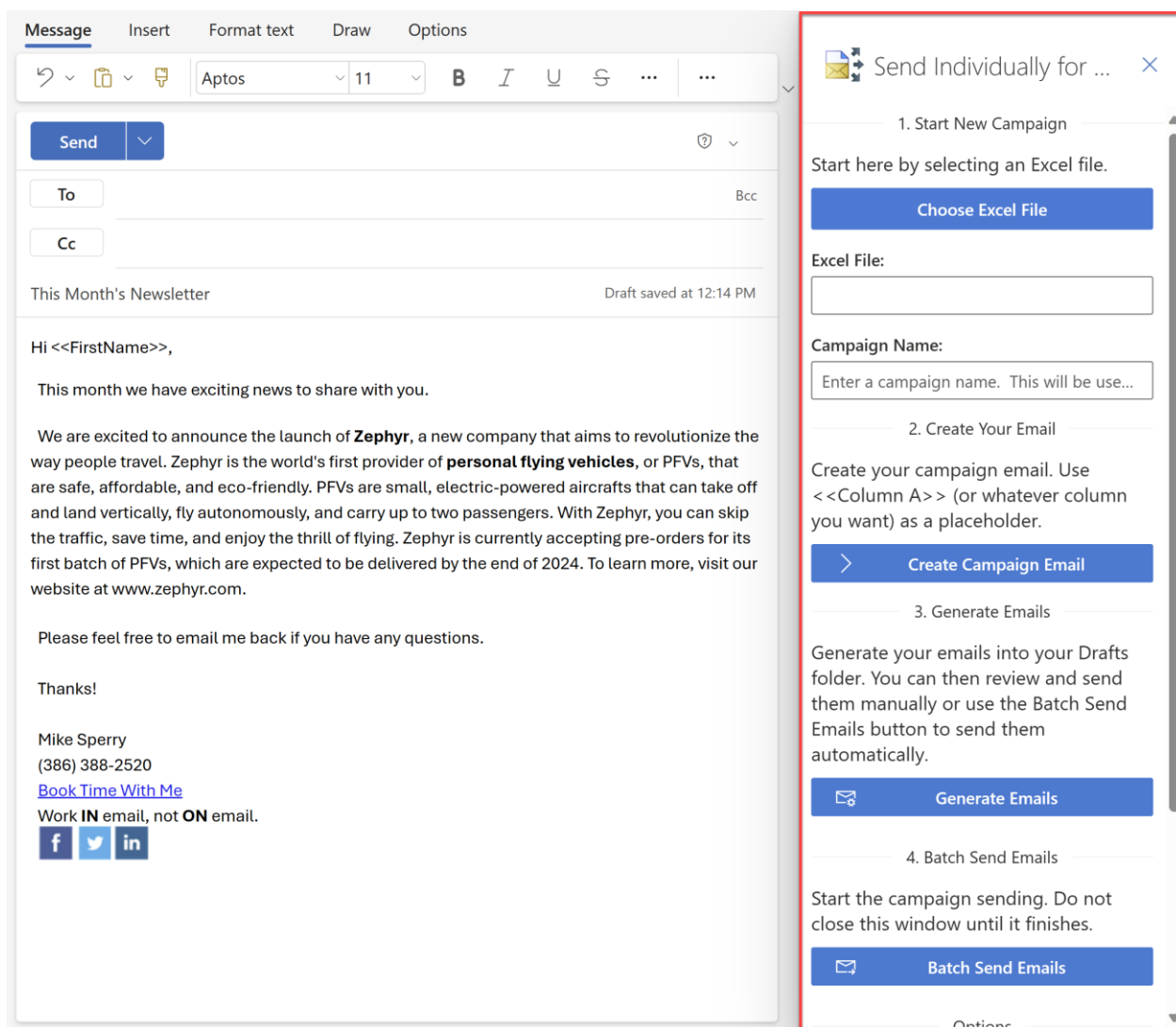
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## Benefits

**Privacy:** Because the Send Individually for Microsoft 365 works from your Outlook mailbox, there is no danger of exposing your email list to anyone else.

**Simplicity:** Four simple steps to send a newsletter or other communications (frequently referred to as a “campaign”): 1) Start by composing a new email, 2) Choose your Excel file and give your campaign a name, 3) Generate your emails into your Drafts folder, and 4) After reviewing the draft emails (optional), start the campaign sending with the Batch Send Emails button:



The screenshot displays the Outlook 'Message' window on the left and the 'Send Individually for Microsoft 365' add-in window on the right. The email draft is titled 'This Month's Newsletter' and contains the following text:

Hi <<FirstName>>,  
This month we have exciting news to share with you.  
  
We are excited to announce the launch of **Zephyr**, a new company that aims to revolutionize the way people travel. Zephyr is the world's first provider of **personal flying vehicles**, or PFVs, that are safe, affordable, and eco-friendly. PFVs are small, electric-powered aircrafts that can take off and land vertically, fly autonomously, and carry up to two passengers. With Zephyr, you can skip the traffic, save time, and enjoy the thrill of flying. Zephyr is currently accepting pre-orders for its first batch of PFVs, which are expected to be delivered by the end of 2024. To learn more, visit our website at [www.zephyr.com](http://www.zephyr.com).  
  
Please feel free to email me back if you have any questions.  
  
Thanks!  
  
Mike Sperry  
(386) 388-2520  
[Book Time With Me](#)  
Work **IN** email, not **ON** email.  


The add-in window on the right is titled 'Send Individually for Microsoft 365' and contains the following steps:

- 1. Start New Campaign**  
Start here by selecting an Excel file.  
[Choose Excel File](#)  
Excel File:   
Campaign Name:
- 2. Create Your Email**  
Create your campaign email. Use <<Column A>> (or whatever column you want) as a placeholder.  
[Create Campaign Email](#)
- 3. Generate Emails**  
Generate your emails into your Drafts folder. You can then review and send them manually or use the Batch Send Emails button to send them automatically.  
[Generate Emails](#)
- 4. Batch Send Emails**  
Start the campaign sending. Do not close this window until it finishes.  
[Batch Send Emails](#)

**Flexibility:** Everything is driven off the Excel file, allowing for maximum flexibility when it comes to sending a campaign. Only one column is required, the email address to send to, but after that any information can be included and substituted on the fly.

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**Safety:** To avoid overwhelming Microsoft servers, the add-in automatically stops processing after a pre-set number of emails have been sent.

**Cost-Effective:** This add-in can be purchased using a flat fee model (where payment is required once but there are no further updates) or using a subscription (where new versions are delivered automatically).

In addition, customized versions are available to change any text or labels (for example, the title shown at the top). In fact, a complete white labeling version is available as well.

## Next Steps

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1. You can sign up for a free trial or a paid version using [our listing on Microsoft AppSource](#).
2. Once you sign up, install the add-in into Outlook either for yourself or for your users using the Microsoft Admin Center.