

Mulkern AI Systems – EmailCrafter

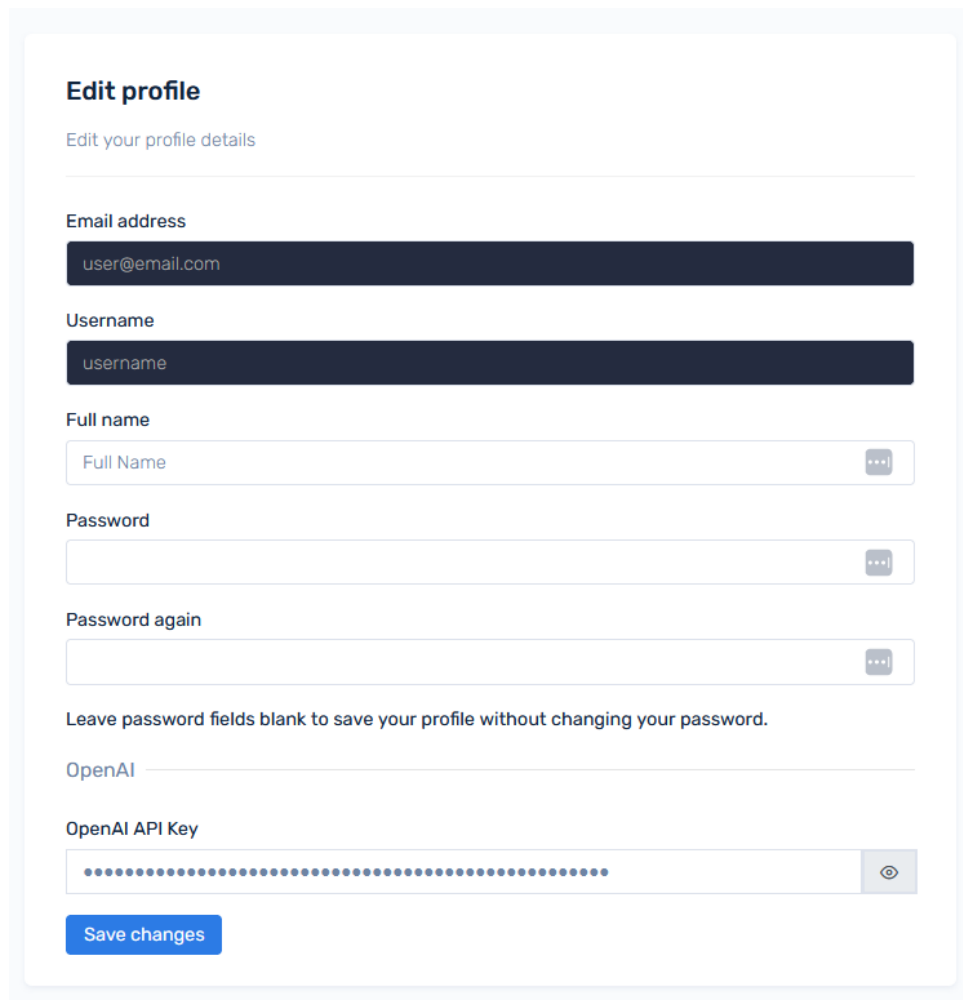
User Manual

First thing after logging in, you will be taken to your dashboard. For now it should be empty until you create and save your first emails.

In the left navigation you can click on Create Emails. If you are prompted to enter your API Key, then please click your name in the top right corner and select “Profile” then add your OpenAI API key to your profile.

OpenAI Keys are here. <https://platform.openai.com/api-keys>

Adding your API key



The screenshot shows the 'Edit profile' form. At the top, it says 'Edit profile' and 'Edit your profile details'. Below this are several input fields: 'Email address' with the value 'user@email.com', 'Username' with the value 'username', 'Full name' with a placeholder 'Full Name', 'Password', and 'Password again'. There are three dots in a square icon to the right of each of these fields. Below the password fields is a note: 'Leave password fields blank to save your profile without changing your password.' Below this is the 'OpenAI' section, which has a label 'OpenAI API Key' and a long input field filled with dots, with an eye icon to its right. At the bottom is a blue 'Save changes' button.

Edit profile

Edit your profile details

Email address

user@email.com

Username

username

Full name

Full Name

Password

Password again

Leave password fields blank to save your profile without changing your password.

OpenAI

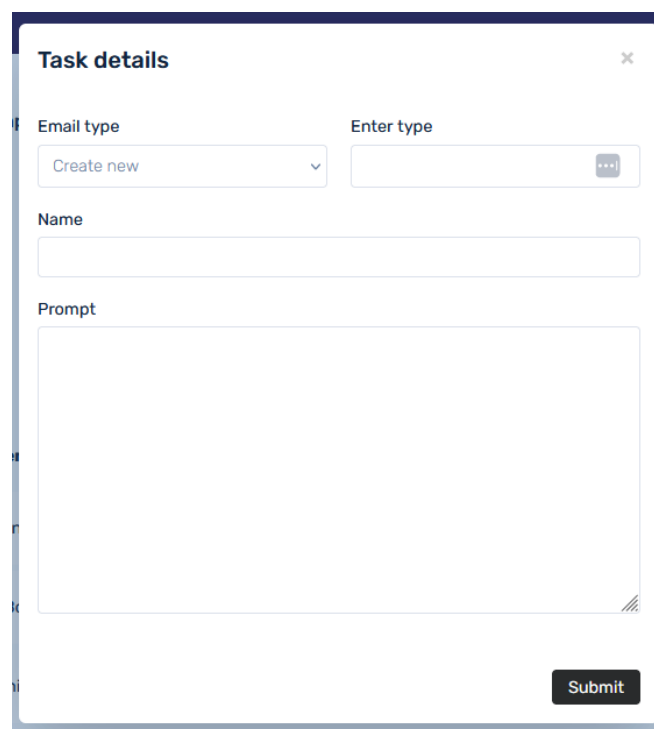
OpenAI API Key

Save changes

Here you can change your name and password to if you would like, and add your API Key to. Please note, that if you are getting an error related to password when saving your profile with your API key, please make sure that both password fields.

Email prompts

You can access “Email prompts” in the left side navigation. This page contains all the default prompts available to you (if any) and an “Add prompt” button using which you can add your own prompts.



The screenshot shows a modal window titled "Task details" with a close button (X) in the top right corner. The form contains the following fields:

- Email type:** A dropdown menu with "Create new" selected and a downward arrow.
- Enter type:** A text input field with a small icon of three dots and a bracket on the right.
- Name:** A text input field.
- Prompt:** A large text area for entering the prompt text.
- Submit:** A dark button with white text located at the bottom right of the form.

You will need to select an existing Email type, or define a new Email type if none added yet. These act basically as categories when generating emails. You can define a name which is used also internally to make a difference between emails.

The prompt field is the most important part of this since this is where you can define what exactly you want to be done and written in what style. You can go really creative and detailed here which we recommend, but you can use simple prompts to.

For example a simple prompt would look like this:

“Write a launch announcement email with an early bird sale offer, emphasizing the limited time to take advantage of special pricing.”

A way better and detailed prompt can look like this for example:

Please write an email based off the input given, using this as a general structure and template.

Note there are placeholders surrounded by square brackets. Use this template EXACTLY and only replace parts that are inside square brackets.

Here is the template:

"Hi [First Name],

I know what it's like to [have a bad thing, like back pain, poor conversion rates, an untrained dog, etc]. I've been there, I've done it, I have the t-shirt to prove it.

It gets frustrating when you have to constantly deal with [some aspect of the bad thing, like “cleaning your puppy's accidents off the carpet]. It makes you want to tear your hair out. Sometimes you want to just throw your hands in the air and [quit/forget about it].

But then you look around and see that other people [have some good thing, like a well -trained dog, good conversion rates, etc]. You figure if these people can do it, so can you (and that's true). If only you could discover their [topic/niche] secrets, then you too could [get a big

benefit, like “have a perfectly well-trained dog”].

Good news – now you CAN learn these secrets! That's because I've created a collection of the best [niche/topic] tricks, tips and strategies inside my new [video/book/other product], “[name of product]”. Check it out here [link].

In just moments you'll discover:

- A surprisingly simple way to [get a desirable benefit]
- A neat trick that virtually guarantees you'll [get another desirable benefit]
- My quick and dirty method for [getting another desirable benefit]
- A little-known way to [get another desirable benefit] – even if [you don't have some specific skill, requirement, etc]
- A quick and easy [number] step method for [getting a specific benefit] – you'll be amazed when you see the results!

And much, much more. By the time you finish [reading/viewing] [name of product], you'll know exactly how to [get a big benefit] – guaranteed!

But don't take my word for it. Go to [sales page link] and check out the testimonials from people just like you. You'll be amazed at how they [got rid of their problem and received a specific benefit] – and best of all, you can do it too!

Listen, you don't need to struggle with [bad thing] anymore. You don't have to [experience another bad thing anymore]. And you'll never again have to worry about [still another bad thing]. Because once you know the secrets inside this exciting [report/video/etc], you'll [get a big benefit].

Go ahead, imagine what life will be like when you finally [get a big benefit]. Imagine how you'll feel when [the specific problem is gone].

Feels good, doesn't it?

Best of all, you don't have to dream about it anymore. Because when you go to [sales page link] and claim your copy of [title of product], you'll finally have [benefit].

Go get it – you deserve it!

[Sign off]

P.S. If you act now, you can get a [%] discount when you use coupon code [insert coupon code]. But hurry, this offer ends [“soon” or after some specific amount of time or on some specific date]."

You can see that you can go really creative with prompts and get the exact results that you want. The example above uses multiple different techniques to get results that we are looking for every time.

In rest on this page, you can edit your own prompts, and enable or disable default or your own prompts. This will keep them in the system, it will just not show them in the select field when creating emails.

Create emails

Create Emails

Settings

Campaign title

Content source

URL

URL

AI model

gpt-4-0613

Email prompts

Email tone

Professional

Email length

Short

Special instructions

Generate emails

The first field is the campaign title, which is only for internal usage so you can make a difference between your campaigns.

Second field is content source. You can either use a URL to get the base content from, or select “Enter content” and you can add your own custom content. This field is also useful when the content of a website can’t be scraped, then you can just copy and paste the website content here. We recommend using

The “AI model” field will display the OpenAI models currently supported by EmailCrafter and available to the API key being used.

For most email-generation tasks, select a current general-purpose model that provides the best balance of quality, speed, and cost for your needs. OpenAI regularly introduces new models and updates or retires older models, so the exact models available in this field may change over time.

In the “Email prompts” field, you can select one or more of the already added prompts, or the email prompts added earlier. You can select specific prompts, or prompt categories to add all of the prompts in that category to the process. We recommend selecting only the necessary prompts, no point generating emails for prompts which are not required and the process is obviously faster when generating less emails.

In the next field you can select the “Email tone” from the 10 predefined tones, then you can also define the length of the generated emails.

Finally you can add any special instructions that you might need to define. You can also use this field to overwrite settings from earlier. For example, if you want to use a different tone of email then you selected earlier. You can define it like “Use a childish tone instead and act as a 14 year old”, then the previously selected tone will be overwritten.

When clicking on “Generate emails” the process of generating emails will start. You will be taken to a new tab on this page where you can see on the left the selected prompts which will be processed. You can see the status of the process

marked with a loaded, one by one as the process is running. Already generated emails will be displayed on the right side.

Create Emails

Settings **Emails**

Email 1: Introduction and Invitation to Book a Call
"BOOK A CALL" FOR CLIENT WORK

Email 2: Reminder to Book a Call and Added Value
"BOOK A CALL" FOR CLIENT WORK

Email 3: Last Opportunity to Book a Call
"BOOK A CALL" FOR CLIENT WORK

...changer for your business.

Don't wait to harness the potential of AI. Claim your exclusive Founders Deal and start building smarter, faster, and more effectively with Kai.

Best regards,
[Your Name]
[Your Position]
Kickpages.com

Regenerate Save Copy Back To Top

Subject: Elevate Your Marketing Strategy - Book Your Call with Kai Today!

You can click the different prompts in the left side to jump to the generated email if available or scroll the right side to get to the desired email.

In the bottom of the page, you can click on “Save All Emails” which will save the generated emails to your dashboard. Each generated email has a few buttons below them.

- **Regenerate:** If you are not happy with the email you have received, you can click this button and add extra instructions, then click regenerate. You can add details for example as “Rewrite this as a 14 year old with emojis” then after the generation process a new modal will appear, with the old and new email message besides each other and you can select whichever email to be used. If still not happy with the result, then you can regenerate it again, after selecting whichever of the versions
- **Save:** It will save only the selected email to your dashboard
- **Copy:** It will copy the selected email’s content to your clipboard
- **Back To Top:** takes you back to the top of the page

Dashboard

On the dashboard you can see all your saved campaigns. You can either view the available emails in a campaign, or delete the campaign with the emails included.

If you click “View emails” you can see all the emails in the campaign on the left side and you can select any specific email. You can edit the email’s content as you would like, you can also regenerate the emails using the “Regenerate” button, Save, Copy, Download and Delete the email from the campaign.

Error messages

If an error appears in the red box above your content or in place of generated content, read the message carefully. Some errors are returned directly by the OpenAI API, while others may be related to EmailCrafter, your internet connection, or the communication between EmailCrafter and OpenAI.

Common OpenAI API errors can include:

- An invalid, expired, or incorrect API key
- A billing or account issue
- Reaching a usage or spending limit
- Reaching an API rate limit
- Selecting a model that is not available to your API account or project
- A temporary OpenAI service issue

If you receive an error stating that a model does not exist or that you do not have access to it, return to the “AI model” field and select another available model. You can also check your OpenAI API account to confirm your billing settings, usage limits, and model availability.

Please Note: ChatGPT and the OpenAI API are separate services. Having a paid ChatGPT subscription does not automatically include OpenAI API usage or credits. API usage and billing are managed separately through your OpenAI Platform account.

OpenAI may change its available models, account requirements, pricing, and usage limits from time to time. For that reason, you should follow the information shown in your OpenAI Platform account rather than relying on a specific model or spending amount to obtain access.

Most OpenAI API error messages include information explaining the problem. If you continue to receive an error, first check your API key, billing and usage settings, and selected AI model. You can also check OpenAI's service status or contact OpenAI Support if additional assistance is needed.