

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

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author, *Guerrilla Marketing*

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Roger C. Parker's

Guerrilla Marketing & Design

Software spotlight

Two software programs needed for total marketing power

Guerrilla Marketers need more software power than programs used for word processing, spreadsheets, and database management. A page-layout program and Acrobat Distiller are needed.

Word processor limitations

Although you *can* use your word processing program to format multi-column publications like newsletters, a page-layout program offers significant benefits and are often easier to use. Here are some reasons why:

- *Accuracy.* Page-layout programs include on-screen columns and guides which make it easy to accurately align text and graphics. Objects tend to stay where they're placed, whereas text and graphics placed in a word-processing program often jump from page to page.
- *Working with commercial printers.* Commercial printers often refuse to accept files created with word-processing programs. This limits you to the

smaller quantities you can print on your desktop printer.

- *Color capabilities.* Only page-layout programs can prepare the four-color separations needed to reproduce color photographs in your publications.

Which program?

Microsoft Publisher 2002 is often the program of choice. It can do just about anything that needs to be done, plus it's easy and inexpensive to get started.

Indeed, Publisher is already installed on many computers. It has been, and still is, included with many versions of Microsoft Office. Its advantages include:

- *Ease of use.* Publisher's menus and commands are similar to those used in Microsoft Word, Excel, or Access. If you're familiar with Microsoft Office, you'll be instantly comfortable with Microsoft Publisher.
 - *Visual operation.* Choose designs and commands by clicking desired options.
 - *Consistency.* Even if you had not had previous design experience, Publisher makes it easy to create a family of publications, i.e. brochures, newsletter, etc., that project a consistent image.
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*Files created
with Acrobat
Distiller can not
be easily
modified*

- *Customization.* You can customize your publication by choosing alternate column layouts and different Color Schemes and Font Schemes.
- *Preformatted page elements.* Add calendars, order forms and registration forms with the click of the mouse.
- *Multiple levels of undo.* You can easily change your mind, even if you've made dozens of formatting changes.

What is Adobe Acrobat?

Adobe Acrobat .pdf files have emerged as the standard for sharing documents between computers. Acrobat consists of two programs:

- *Acrobat Reader*, available for free and already installed on most computers.
- *Acrobat Distiller*, needed to create .pdf files from from previously saved files.

What can Acrobat do for you?

Acrobat permits you to:

- *Share formatted documents.* Acrobat embeds the fonts (or typefaces) used when you first create a document. As a result, even if the fonts used are not present on the recipient's computer, the fonts will correctly appear and print, preserving line breaks and page breaks.
- *Compression.* Acrobat compresses files for faster transmission as e-mail attachments or web site downloads.

- *Security.* Although files created with word-processing or page-layout programs can be modified, Acrobat .pdf files can't be easily modified. You can also keep readers from printing them.
- *Flexibility.* Acrobat Distiller permits you to preview pages at reduced size, add, delete, or rearrange pages.
- *Web browser.* You can use Distiller as a web browser to make permanent copies of web sites before they change.

Presenting with Acrobat

Advantages of converting PowerPoint files to Acrobat .pdf files include:

- *Composite presentations.* Mix PowerPoint visuals with pages originally created with word-processing, spreadsheet, and page-layout programs.
- *Full-screen mode.* Hides menus and resizes visuals to fill screen. Type is optimized for maximum sharpness.
- *Fast, easy navigation.* Move through your presentation using up/down or left/right arrow keys.
- *Security.* Place a backup copy of your presentation files on your web site to download if necessary.

For more information

Let Roger C. Parker help you market your business by taking full advantage of the latest advances in software.



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