

# Getting started: how to personalize your issues

Thank you for choosing our *Staying in Touch*® newsletters to help you to promote your services! The following information shows you how to add your contact information to your issues. If you need any help, please call Jon at 877.634.1010.

**Installation and settings:** The newsletters require Adobe® Reader® version 5.0 or later. I suggest using Version 7.0, which is compatible with Windows XP. If you are using an older copy of Windows, you may need to use an earlier version. Any version from 5.0 up will permit you to personalize the newsletters. Only versions 6.0 and 7.0, give you the ability to change font, size, justification or style of your type to the personal info you're adding to your issue in Adobe Reader.

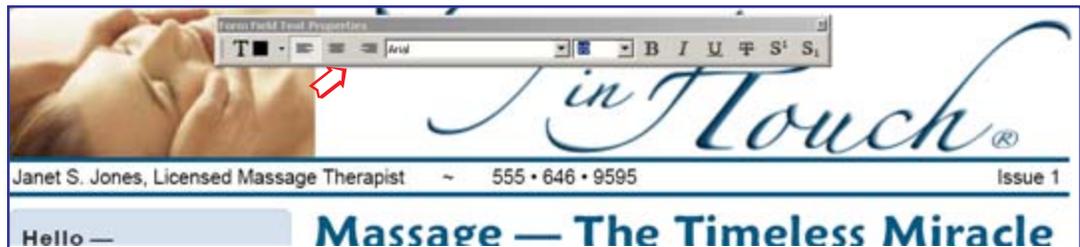
So if you don't already have 6.0 and meet the requirements for Adobe Reader 7.0, please install it. To do so, go to [www.Adobe.com](http://www.Adobe.com), select your language and the platform you are on (the platform is the type of Windows you are using), and then select the speed of your Internet connection. Depending on the version of Windows, you may need to input more information. Just follow the steps and you will soon be able to download the Adobe Reader.

The first time you run Adobe Reader version 7.0 after you've installed it, click on Edit > Preferences > Forms. "Show focus rectangle" should be checked and "Show text field overflow indicator" should **not** be checked. Then click "OK." The focus rectangle will cause a rectangular box to appear in the areas you can personalize when you roll the cursor over them. It's great for seeing where you can put text. The text field overflow indicator is a plus mark in a square that can appear when the text you type fills or exceeds the area for personalizing. If it happens, you'll end up with that mark printed on your newsletters. So, turn it off by ensuring it's not checked.

If you're using version 5.0, click on Edit > Preferences > Forms. "Show focus rectangle" and "Highlight form fields" should be checked. Then click "OK."

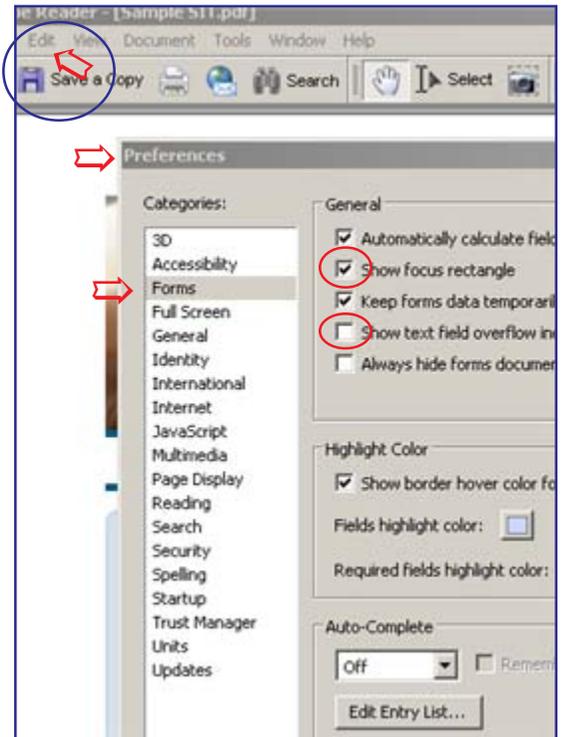
**How to personalize your issue(s):** Open a newsletter issue in Reader. You'll notice that when you move your mouse that you'll see a hand icon moving across the computer screen. When you move the hand into the areas where you can add text, the hand will turn into a vertical line. When it does, left click your mouse one time, and you'll be ready to add your info.

The easiest way to personalize the space near the top of the front page (under the *Staying in Touch* headline) is to type in everything you want first, *then* add the spaces between your name, phone number, Issue #, etc.

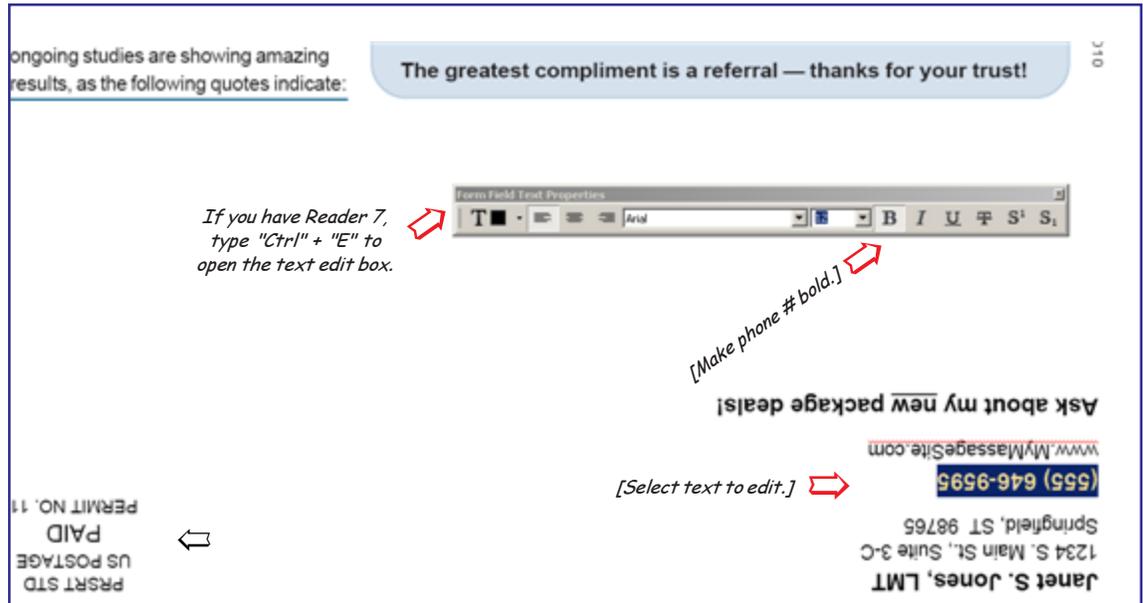


[Add your name here.]

Please note that the text for the return address will automatically print upside down in the **bottom right corner** of the back page. This is so your return address will be correctly positioned after you've folded your newsletters for mailing. To personalize the newsletter issues, I recommend that you use a word processing program (Microsoft Word, etc.) to store your return address and front-page personal information for your newsletters exactly as you want it. (Reader won't allow you to save your contact info in the issues.) Be sure to save it as rich text format (rtf). Rich text format allows you to format the font, size, style and justification (centered, etc.). In version 5.0 of Adobe Reader, copying formatted text from a word processor is the



only way to format that text. In versions 6.0 and 7.0, you can change the format by holding down the "Ctrl" key and hitting the "E" key (for edit). (Type at least a word of your personal info and select it by dragging the mouse over what you've typed before you type "Ctrl" & "E." I've found Reader only fully opens the text editing box after I've entered some of the text and selected it.)



By saving your contact information in Word, you can personalize all your future issues in just a minute or two. Simply open the word processing program where you've stored your personal information and copy it. Then paste it into the selected issue in the appropriate areas. The only thing you'll have to remember to update each time is your chosen issue number (Issue 1; Vol 1 No 1; Summer 2006 ... however you decide to number your issues).

When printing newsletters, make sure your front and back pages are both right side up. Here's one way to do this. Print one copy of page two. Then take that page and load it into your printer's paper tray. Make a note of how you put the page into the printer (printed side up or down ... top or bottom of the printed page at the front of the paper tray). Then print page one. Now, see if the issue printed the way you want. If not, look at how page one printed and determine how to load it so your front and back pages are how you want them. Then write the instructions down for next time! (\* **When you click "Print," be sure that "Page Scaling" has "None" selected.** The other choices can have your issue print out smaller on the page.)

We have included an additional text box on all the newsletters, which you may or may not need. It's for the special postage indicia ("First class postage paid," etc.). It is located in the bottom left corner of page two and also automatically rotates the text upside down. Indicia are used when you buy special postage permits to mail at cheaper rates or to do specially prepared first-class mailings. They require higher quantities to use, like 200 identical newsletters mailed at once. If you need to do this, look up "Mailing Services" in your yellow pages to find companies that can tell you more about these services. If you ever need to put one of these postage permit numbers on your newsletter, you'll be able to do so.

You may have purchased issues that include blank personal and advertising columns. You personalize these the same way you add your return address info. Just move the mouse into the empty box, left click one time, and start typing.

**Hints:** If you like using the little round dots to separate the digits in your phone number [•], you can create them on most word processors by holding down your "Alt" key and typing in the numbers "0149."

You can reduce the amount of space between your return address and your special offer message by selecting *just* the space (double-click your mouse) and setting the font size in your text editing box to "6."

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