

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

Jay Conrad Levinson
author, *Guerrilla Marketing*

Vol 5, #8

Roger C. Parker's
**Guerrilla Marketing
& Design**

Boost your computing productivity

Keep your hands on the keyboard, where they belong!

Create your own shortcuts that work with all of your Windows® software programs!

The Microsoft® Windows operating system defines the environment in which most of us perform our daily tasks.

Our productivity, however, is compromised because there are numerous differences within individual software programs. A keyboard shortcut that works in Program A, for example, often doesn't work in Program B—or results in a totally unexpected and unwanted action.

At a glance

Get more done in less time, with greater accuracy; spend less time fixing typing mistakes.

For the first time, Apple® Macintosh® users will be jealous of what you can do with your computer!

You can also download hundreds of existing specialized Add-in's.

In addition, when starting to type after using the mouse to access a command, many inadvertently return their fingers *one key to the left or right* of where they should be! Chances are, if this has happened to you, you didn't notice until you had typed several lines of nonsense—which you now have to locate, delete, and replace.

This can't happen with ActiveWords!

What is Active Words?

ActiveWords is an inexpensive software program that allows you to work faster and more accurately. You can create *universal keyboard shortcuts* that will work with any Windows software program.

Without removing your hands from the keyboard, you can substitute text, launch software programs, open files, address e-mail, search the web, and more.

Your ActiveWord shortcuts reflect the way you think. You can base them on your friend's names, to address e-mail, or phrases you use to describe a desired result, i.e. "rpe," to launch your web browser and visit my upcoming events blog—www.rcpevents.info.

Save big time, a little at a time

1. Convert acronyms into phrases. Consider the frustration of writing a book title, like LOOKING GOOD IN PRINT: A GUIDE TO BASIC DESIGN FOR DESKTOP PUBLISHING, over and over again in a proposal or marketing document.

Instead, just type "lgip" and watch the full title appear, correctly capitalized, regardless whether you're using Word®, Excel®, Outlook®, PowerPoint®, Adobe InDesign®, or America Online.®

Wizards guide you as you create new shortcuts

Latest events and tips

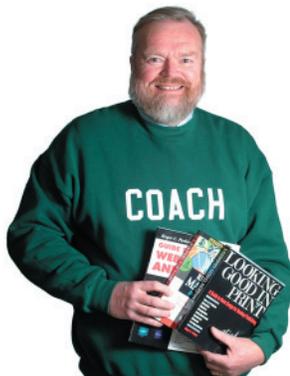
www.rcpevents.info

www.rcpdesign.info

www.rcpnewsletters.info

www.rcpwebblog.info

www.rcpmarketing.info



Roger C. Parker
Profit Builder

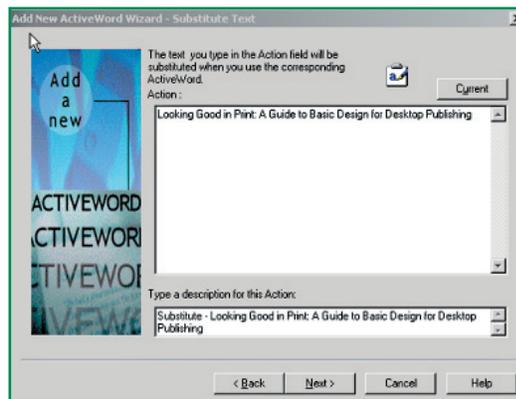
- **\$32,000,000** author
 - 35 books, 37 languages
 - 1.6 million copies sold
 - NY Times* recommended
 - **Speaker, consultant**
 - Design educator
 - **Training, workshops**
 - Marketing coach
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PO Box 697
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2. Send e-mail from any program. Let's say you're working on your cash flow projection, and want to e-mail me a question. Without removing your hands from the keyboard, enter "erp," and your e-mail program will launch and insert my e-mail address into a ready-to-complete message!

You can also set up groups of e-mail addresses, so you can instantly communicate with workgroups or attendees at an upcoming seminar or teleconference.

3. Locate desired web resources . When most people want to visit a website, or search for information, they reach for the mouse, launch their web browser, and wait to type in the desired URL.

A better and faster alternative is to enter "goo," which can launch your browser and go to www.google.com, where you can immediately enter your query.



Wizards and menus make it easy to add, edit, and review, your ActiveWord shortcuts.

4. Launch programs, open/close/resize windows. You can access commands, like Word Count, sort a database, add new contact information, or create a PDF, without taking your hands off the keyboard.

The above, of course, represent just the tip of a constantly growing iceberg.

How hard is it to use?

ActiveWord's founders realized that "if it isn't easy and intuitive, it won't be used!" So, they developed a visual interface.

ActiveWords adds a slim toolbar to the top of your screen. You can easily review existing ActiveWords. Wizards help you create new ones. You can also download hundreds of free, pre-defined, Add-In's.

Extra long free trial

Most software programs offer you between 14 and 30 days to try out their program before you have to purchase it. At www.activewords.com, however, you can download the program for a **60-day free trial!** When it's time to buy, you'll be impressed with its reasonable price.

Conclusion

Visit www.onepagenewsletters.com to learn how to use the latest technology to simplify *promoting your expertise* and *keeping in constant touch* with your customers and prospects!