10 Hot Tips to Improve your Outlook

- A Practical Guide -

November 2002

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Table of Contents

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Introduction

Love it or hate it, email is a business tool that has completely invaded our daily working lives. It is quickly replacing phones and pagers as our main communications tool. It allows us to confirm orders, schedule meetings, send notes and attachments and distribute information to large groups quickly and easily. Because we use email is a simple delivery device for text, many of us are unaware of its powerful ability to deliver **_messages_** to customers, prospects and associates

This guide is designed to help you use some of the power of Microsoft Outlook, particularly as it applies to using email as a sales and marketing tool … to help find new prospects, to drive new sales and to strengthen the relationship that you have with your existing customers.

It is not intended to turn you into an Outlook programmer or to force you to read through 600 pages of text just to find the 10 things that can make your e-marketing campaign successful. Its purpose is simple; to give you practical, step-by step directions help you;

- Deliver your company branding or mission statement
- Create a "look" for your email that reflects the nature of **your** business
- Get customers or prospects to respond to promotional offers
- Utilize hyperlinks like click here for more information embedded within an email

- Personalize your message with a digitized signature
- Learn how to send a simple but effective newsletter using hyperlinks to web files.

The best part is that you probably have the tools to put these techniques into practise right now. All you need to get started is your computer, some common business software and your creativity.

With all the media coverage focused on Spam, you might think that using email as a marketing tool will simply irritate the recipient. In fact, the opposite is the case! A 2002 study by Doubleclick indicates that consumers respond favourably when they are the recipients of permission-based email marketing [1]. In addition, of the recipients contacted through email marketing and who subsequently purchased online, three quarters of them did so immediately. Email marketing works!

Read on. Most of the suggestions take less than 10 minutes to implement. Pick one or two to start; you will be glad you did.

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[1] A recent survey of Internet users indicated that, as a result of receiving a permission-based email, 80 percent of recipients purchased online or offline. (Source: 2002 Consumer Email Study, DoubleClick)

(1) Treat it as a letter

With various office tools such as word processors, photocopiers, fax machines and now email sending correspondence has become much faster and more efficient. Unfortunately, with this increase in efficiency, the involvement of a secretary has largely disappeared. The secretary played a key role, as he or she was able to correct spelling, grammar and a variety of other errors in a letter so that a polished, formatted document was sent to the recipient.

Email is a powerful tool that can motivate, communicate, propose and deliver detailed, information, but it also allows virtually anyone in your company to send electronic letters to anyone … whether they be other employees, customers, vendors or prospects without any checks and balances on the language, grammar, content or layout of the message. A message sent out by a well meaning but poorly skilled author might not present the right image of your company when the recipient reads it.

If you use email to follow up on customer orders, confirm appointments, or interact with customers or prospects on a regular basis, create a professional image for your organization by using some email templates This concept is not new. There have been plenty of books written that provide a wide variety of royalty- free business documents as samples to help improve the quality of your correspondence. A ten-minute investment of your time on a decent search engine will turn up a wide variety of resources on the web to help you get some templates up and running. Some are free downloads,

others are inexpensive CD packages that help you save time and have all staff project a professional, consistent image.

Here are some links worth investigating.

- www.business-letters.com/ is a fee-for service site that offers a package that contains over 500 letters covering a wide variety of business situations
- www.4hb.com/letters/ provides 150 letters sorted by category that can be downloaded at no charge
- www.letterslibrary.com has a few sample letters for download but most are available for a fee.
- Microsoft has a comprehensive template gallery on their site with samples of correspondence for all business situations. You can see it at: officeupdate.microsoft.com/templategallery/
- If you still want to release the Mark Twain deep inside you, you can get some advice on letter writing guidelines for grammar, style and structure from the following website. www.asu.edu/duas/wcenter/business.html

Whatever you use as the source of your templates, download them, take some time and have a staff member modify them for your own purposes and put them in a letters library on the company server. This way everyone will have access to them and, if changes or refinements are necessary, everyone has access to the new copy right away.

(2) Create templates with Outlook Forms

A library of prepared customer letters becomes much more powerful when you can integrate them into Outlook or into your CMS[2]. It is an amazing timesaver and leverages the properly formatted documents that you have created. Here is how you do it in Outlook.

- Create a new email and insert the text that will be included every time you use the form. This text should include the title of the email (eg: "Your Widget Order Confirmation"), any cc or bcc addresses, delivery options as well as the body of the message. Complete the template by adding a signature line. (see Tip #6 and #7)
- From the Outlook menu select **Tools>Forms>Publish form as.**
- You will be prompted to choose a name and a location for the saved form. Select Personal Forms Library if you are the only person that will use the form. To give access to others, save it to a forms subdirectory on a network drive.
- Choose a name that will make sense, "Widget Order Confirmation" for example, and select **Publish**.

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[2] CMS is an acronym for Contact Management System, a software tool that manages suspects, prospects, meetings, calendaring and a wide variety of correspondence with business contacts.
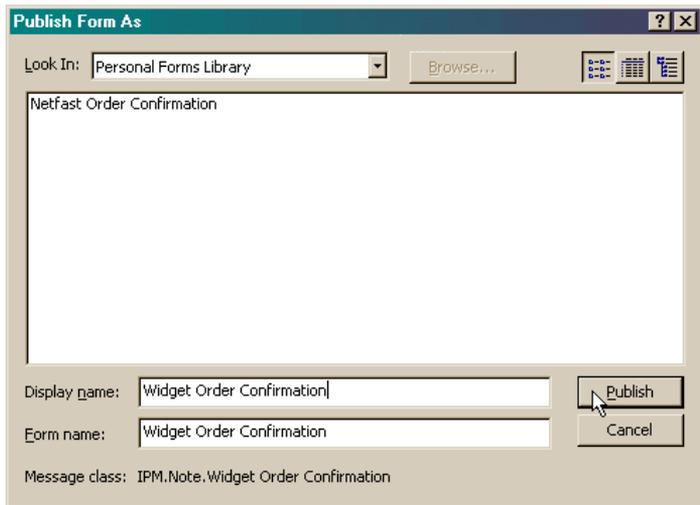
The letter is now available to use as the basis for all emails sent out confirming orders for Widgets. If necessary, some areas can be left open for additional information such as PO confirmation, Ship date etc. All the operator needs to do is insert the variable information, the recipient email address and press the send button.

Some companies, realizing the importance of their sales or customer service correspondence, have integrated these templates into a format that works with their work processing or Contact Management systems and send the same document to multiple addressees This process called MailMerge is a simple yet powerful tool at your disposal when automating the letter writing process[3]

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[3] FAX and email mailmerge techniques are discussed in detail "Implementing a Customer e-contact Strategy" due out in early 2003.

(3) Use cc and bcc appropriately

There are three address fields in Outlook; To, cc, and bcc. I have included some commentary on them in this guide because they are often used incorrectly. Here are some important guidelines that will help your emails get read rather than ignored or deleted.

The fields defined:

To... When used properly the only addresses in the "To" field are those who are directly and primarily involved in the subject of the email or the recipient of the information/ attachment. Include names in this field if you are delivering or requesting information

Cc... Cc, or "Carbon Copy" is a convention that is used when sending information to someone, but that you do not need a response.

Bcc... Bcc, or "blind carbon copy" is perhaps the least understood address field. The "blind" part means that the addressees included in this area are not seen by any recipient other than the originator.

When to use Cc: The cc field should contain contacts that can benefit from the information that you are sending to the primary contacts. Outlook power users tend to run rules on their inbox that puts cc items into a "read this later" folder. Hence, if you expect a response from this person put them on the

"to" line, otherwise your message likely will not be read on time, if ever.

Also, realize that not everyone that you cc actually needs to see a copy of your email. Go easy on others' Inbox and make a conscious effort to keep the cc list as short as possible

Using Bcc: Blind carbon copies have usually been the weapon of choice for office politics, but they also have some good applications when you are sending information to a wide variety of contacts.

The key is that the address list of bcc recipients is not seen by anyone but the originator. Use the bcc field when sending information to ad hoc distribution lists or in any situation where it is unnecessary for recipients to see other addressees that received the same message. As an example, in the Outlook Forms tip (item 2 above) it would be entirely appropriate to bcc the Sales Manager on Widget order confirmations as part of the forms script. This way the Sales Manager is advised that an order has been placed and can take action as necessary

(4) Use the Rules Wizard

The Rules Wizard is included in this handbook not because it improves how your email appears to others but how it lets you organize your inbox. A few basic inbox rules helps reduce the stress in your day by removing the clutter of junk mail, cc and bcc mail and e-mag subscriptions and allowing you to concentrate on the email that actually requires your attention and response.

The Rules Wizard helps you manage your e-mail messages by using rules that mode or delete messages. After you create a rule, Microsoft Outlook applies the rule when messages arrive in your Inbox or when you send a message [4]

Before starting to set up a few basic rules, you need to give some thought to a simple folder structure for your inbox. This structure needs to reflect your daily work routine so it will be different from one person to another. Here is how I might set up mine

- **Inbox** – the folder for all inbound mail that requires my attention.
- **Read later** – electronic magazine subscriptions, emails where I am on the BCC line, industry news … things that I can read later, perhaps on a plane when I am in off-line mode
- **Suppliers –**
- **Customers –**
- **Staff** –
- **Junk** –

Creating a rule with the Rules Wizard is simple. Here is a rule that I can write to automatically move a newsletter item from my inbox to my "Read Later" folder.

From the Outlook main screen select **Tools>Rules Wizard** then click the **New** radio button to create a new rule. You will be presented with a variety of conditions that will determine when your rule will take effect.

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[4] Microsoft Outlook Help file.
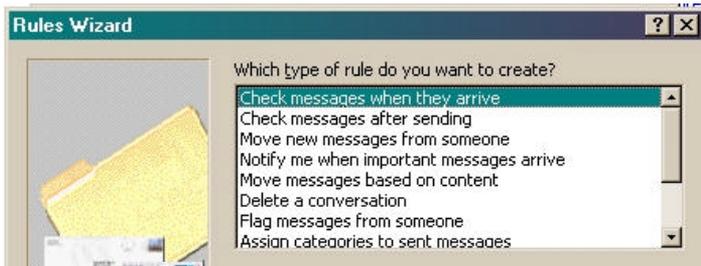
For this example leave the "check messages when they arrive" option highlighted and click the **Next** radiobutton. The next screen gives you the chance to specify the circumstances under which the rule will be applied. For our example, scroll down until you see an option called "with specific words in the subject". Check this box. You will notice that the phrase "specific words" also now appears in the lower box. When you click on the underlined text in the lower box you will be prompted to enter the text that will act as a trigger for the rule.
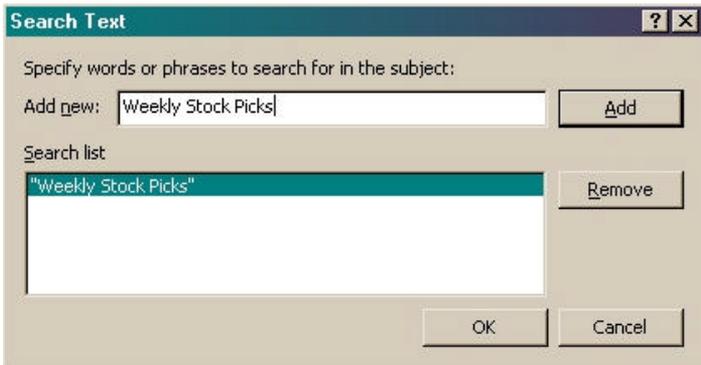
In this case the newsletter that I want to put in my "Read Later" file is called "Weekly Stock Picks". I enter the text and press **Add** then **Ok**.

When you return to the main Rules Wizard screen click **Next**. You will be asked what you want to do with the message. Check the box beside "move to the "specified folder"". Move to the lower box and select specified and choose the folder you want hold the message. Click **Ok** and **Finish**.

Congratulations! You have now created a rule that will move anything with "Weekly Stock Picks" in the subject line to the "Read Later" folder.

You can create just about any rule that you can think of using the same basic process. Try to be as specific as possible with the text that you insert into the "specific words" option. Outlook does not look at the context of the search string. If you are too general, you may find Outlook filing things that you don't want moved out of your main inbox.

(5) Use an HTML Email Editor

If your email involves promoting ideas, selling products and services or working in a customer service environment, the colour, balance and layout or your email messages become subtle yet powerful tools. Consider the way that you are drawn to an attractive web page or a magazine advertisement. Both are graphic media that have a lot of work put into the fonts, the colours, the background and the physical layout, all of which combine to deliver a subliminal message. You can employ some of the basic concepts used by web designers to create a crisp, balanced look to your email as well.

Outlook 2000 allows you to set the default message format for simple text or to a message format mode known as HTML. HTML is the same language that is used to build web pages, so you have a good deal of flexibility in manipulating the look of the email that you send out. The result will be much more pleasing to the readers eye.

To set the default message format to HTML, go to the **Tools,>Options>Mail Format** tab and in the Message Format area option pull down box, select HTML. You can also set a default font that will be used by all messages that you create. Make this selection in the second option pull down box. Though the selection of colours and fonts is a matter of your own taste, do not let the text of your message get lost in an overzealous colour, font and background scheme.

Try to keep the font simple such as Arial 11pt. and use a plain stationary. The result will be a clean, professional looking document.

Finally, If some of the recipients of your email are not able to receive HTML encoded email text, don't worry, their email browser will display your message in plain text font.
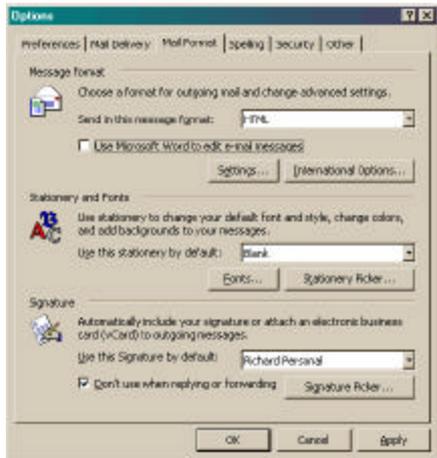
(6) Create multiple signatures

Signatures are blocks of text or images that are automatically inserted by your email editor at the bottom of a message. This area is usually used for your name, title and contact information. This is an ideal opportunity to include a company motto, brief mission statement or other tag line … reinforcing your brand every time you send an email.

Regards,

Your Name
**Title, Company**
Telephone, Fax
Website

Company tag line

While you may already be using some kind of a signature line, you may not know that you can create multiple signatures and save them with different names like "Work Formal", "Work Casual", "Customer Newsletter" etc. In this way, you can customize the signature text to the target audience of your email.

If you are not familiar with signatures, here is how to set it up.

From the Outlook main screen click on **Tools> Options> Mail Format** tab

In the signature area you can specify a default signature but you can also select other pre-established signature lines appropriate for your email. If you are using HTML (see above) mode for your email, you have control over selecting, fonts, font sizes and font colours just as you would when working with a Word document. Note, the control that you have over colours and fonts is available only if you use HTML mode.
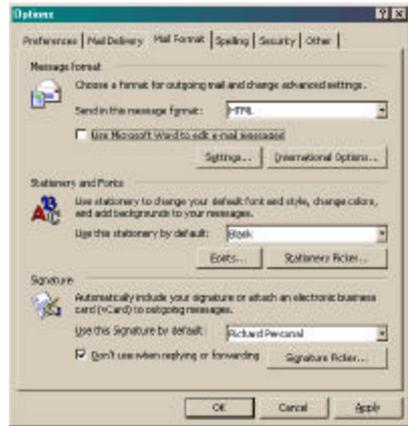
When you want to select a signature for your email that is different from your default, highlight the signature text in your open message and delete it. Insert the new signature text by clicking on **Insert>Signature**, and the new text is visible

(7) Create a written signature

We have already discussed how you can use the formatting power of HTML (see Tip 5) as a tool in creating messages that are visually balanced and, hopefully more likely to be read
For some messages, it important to personalize an email …something that goes beyond the traditional text message.

Here is a great tip that allows you to insert a digitized signature as part of your Outlook signature line. I have used this technique for some time now, and I consistently get good feedback from people asking how I insert my name at the bottom of an email. It might look something like this:

Regards,

John Adams
Vice President Sales and Marketing

Even better is that you can create multiple signatures, each with a slightly different theme and select them the same way that you did for a text only signature in Tip 6

Here is how you do it:
- Get a few 3x5 inch unlined index cards and a fine point permanent marker. Write your first name so that it occupies about 60% of the area of the card and place it in a scanner[5].
- Put a small dot in each corner of the index card as shown below. This will give you more flexibility when using the editing tool to select just the signature area in your scan.

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[5] Do not write your full name and include it in your email. Any Outlook power user can strip this digitized image off your email and could use it without your consent

- Save the file as a *.bmp on your computer.
- Go to **Tools>Option>Mail Format** and select Signature Picker. Select a new signature that you might call "Bus. Casual" and create the typed text area as you would for a regular signature. This time leave a few empty lines between the sign off line and your name
- In the signature editing area, right click your mouse and select **Insert Image** from the pull down menu. Choose the signature graphic file that you saved earlier and select it as the inserted image. Note: you may need to resize the graphic image to the correct dimensions. Use your mouse to drag the corners of the signature graphic so that it is in proportion to the rest of the text. Save the signature file
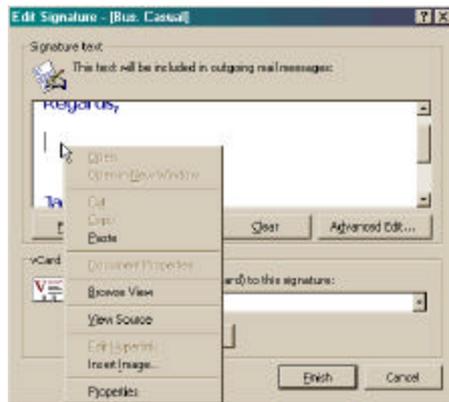
You can use any graphic image, like your company logo, by following the same procedure. As a word of caution though, using high definition photo's or complex graphics will have a big impact on the file size of your email message and on the download time for those recipients with a dial-up connection.

(8) Use Hyperlinks for Effect

Hyperlinks are special areas of text that act as a link to another area of text, to a website or to another document. Internet convention usually shows these hyperlinks as underlined blue text. Moving your cursor over this area and clicking takes you to the hyperlink location.

They have enormous benefits when you are using email for client follow-up, newsletter distribution or in any situation where you need to present detailed information. It helps you overcome the real dilemma

in electronic messaging … getting the information across without overloading the recipient.

Consider your own email inbox. What is the likelihood of you reading through lines and lines of text in an electronic newsletter to see if the material is relevant?

Many people will focus on what is available at the top of an email page or even the limited area that is viewable in a Preview Pane. The key is to use this area to grab the readers attention and use hyperlinks to move them to other parts of the message, a page on your website or an entire document or a web-based spreadsheet or PowerPoint slide.

I will discuss three techniques that will really make your use of hyperlinks a powerful tool.

Linking to a web site or a web document: This is perhaps the most popular application for a hyperlink. It is very useful when you want to make additional information available as part of your message that the reader can select if he or she wishes. You can also use the same hyperlink technique if you want to include someone else's email address within the body of your message

 You may already have used a hyperlink when sending a website URL within an email … something like this

If you want to see the area where went on our vacation you can go to www.cancun.com

Outlook recognizes the www.cancun.com as a website so it automatically puts it in a hyperlink format

In cases where you want to direct someone to a specific page within a website you must include the exact instructions for the readers browser to follow. A more complex link within the body of an email might look like this

If you want to see the article yourself just click on http://www.globetechnology.com/servlet/ArticleNews/einsider/RTGAM/20021022/gtcisc/einsider//

Hardly intuitive but it gets the job done.

The simplest way to insert a complex link like the one immediately above is to go to the "Address" area on your browser toolbar, position your cursor anywhere in the address that you want to copy and right-click. Select **Copy**, go to your email, position the cursor where you want to insert the link, right-click and select **Paste** and the exact link is in place.

If you are using Word as your email editor[6] you have an easy way of editing the way that a hyperlink appears in your email.
Consider the example above where a link has been included to take the reader to a specific page on a site. The string

http://www.globetechnology.com/servlet/ArticleNews/einsider/RTGAM/20021022/gtcisc/einsider//

can be edited to look like this:

<p align="center">click here</p>

I'm sure you'll agree that it is a better way to present a complex hyperlink in a message. Here is how to do it when using Word as your email editor[7].

Step 1: When you arrive at the point in your message where you want to insert a hyperlink and from the toolbar click on **Insert>Hyperlink**.

Step 2: Select the Link to "**Existing File or Web page**" option and you will see a list of the most recently visited web pages displayed in the box.

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[6] In the **Tools>Options>Mail Format** menu, you can check off a box to use MS Word as your email editor. Outlook 2002 uses Word as the default HTML editor.
[7] If you are using Outlook 2000 you must set Word as your email editor for this hyperlink editing function to work as shown. See footnote 3 for instructions

Listing of recently visited web pages
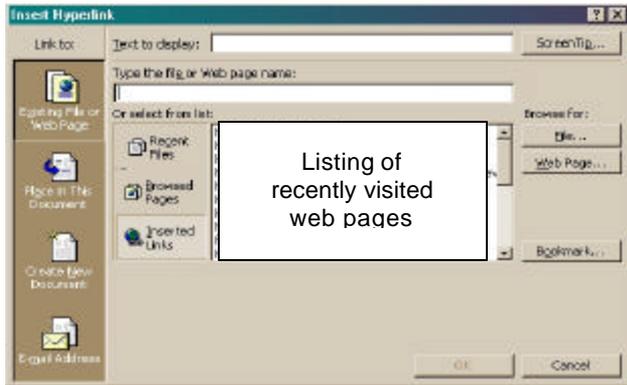
Step 3: Choose the page that you want to link to and Word automatically puts the exact link in place for you. As a default, Word will use the full link as the text that will be displayed in your email. However, you can override this simply by typing something else in the "**Text to Display**" box. In this example, we will enter "Click here" and select **Ok**. Your email message will now display the complex hyperlink simply as click here.

Linking to an application on the web: The real power in using hyperlinks starts to take effect when you link back to a file on a website that you manage and control. Let me give you an example how this would work.

Imagine that you are an independent agent selling services to property management companies. Your potential customers are spread over a territory 500 miles from end to end. You are about to introduce a new product to some of your existing customers but you need to get the information out fast and explain it

in detail but you don't have time to travel to see each account.

Here is a possible solution. Prepare a PowerPoint presentation of about 10-12 slides that explains the product, it's benefits and a financial model that illustrates cost saving that the property manager would realize. However, rather than emailing the PowerPoint (and hoping that all of your customers have a copy of the program with a version that is compatible) you publish the PowerPoint presentation[8] to your personal webspace. [9]

You send a quick email announcing the product and arranging a time for a telephone meeting.

Your email to the customer might look something like this

> I'll be explaining a new energy saving light fixture that uses 38% less energy and lasts 5 times longer. While we are on the phone, you can click here to see a product description, specs and test data

The customer clicks on the hyperlink in the email and his browser opens the PowerPoint slide – he doesn't even need to have PowerPoint on his PC.

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[8] Any document can be "published" to the web by using the "Web Publish" function in the software or by printing to an Adobe file.

[9] Refers to a folder or a series of folders on a web-accessible server. The process is covered in detail in "Implementing a Customer e-contact Strategy" due out in early 2003.

As a final benefit is that you can make pricing changes and refinements to your presentation and publish them to your webspace minutes before you actually begin the phone meeting. Your presentation ends up delivering maximum impact while saving time and travel costs.

Linking to an area of text within the same document: A hyperlink can be used like a bookmark to move the reader from an attention-grabbing summary paragraph to detailed information within the same document. This technique has its pros and cons. On the pro side, you do not need any other web accessible files to link to, so for users with limited knowledge or resources, it could be the best option. The only disadvantage to using bookmarks is that they are a bit more complicated to set up. Here is how you set it up.

To create the hyperlink from Outlook set your email editor to use Word. Format your message so that there are two or three brief summary paragraphs that attract the reader to your proposal, ideal or product. At the end of each summary paragraph, you will want to insert a link something like…. Click here for more information.

Go to the first line in the paragraph that contains the detailed information and click on the first word. From the Word toolbar select **Insert>Bookmark**. You will see an option box. Enter a name that
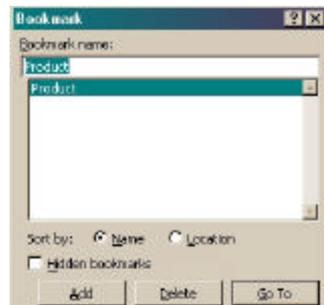
logically describes this detailed paragraph and select **Add.** You have now created the bookmark that will be used for the link.

Your next step is to create the hyperlink. Go to a point at the end of your summary paragraph and click on Insert>Hyperlink from the Word toolbar. An option box is presented with four choices on the left hand side. Select "Place in this Document" and select the bookmark from the list that is presented to you.
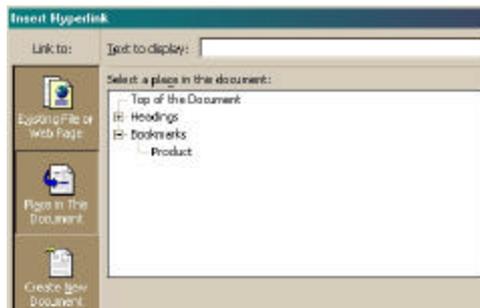
Insert an appropriate caption like "click here for details" and select **Ok**

As a final comment on hyperlinks, regardless of the technique that you use, send the email to yourself first and check that all the links work properly.

(9) Create a Simple Email Newsletter

A newsletter is an excellent way to keep your customers and your prospects up-to-date on new developments in your organization. The problem in past years has been that a newsletter took a long time to create; it usually involved an outside design or printing house to print and mail and; it was very expensive

A company **e**-newsletter combines the traditional branding and marketing benefits from a newsletter with cost savings realized by using email for delivery. However, for any e-newsletter to be successful it still needs to satisfy some basic criteria – and it is your audience that determine what that criteria will be. Some of the issues that you need to consider are:

- Frequency – strike a balance between your perceived need to send information to clients or prospects and your realistic ability to do so on a consistently regular basis.
- Content – keep the content focused on the audience and their benefit in reading the material. A newsletter that ends up sounding like an advertisement also ends up getting deleted quickly
- Size – try and keep an email newsletter to 3 or 4 points in short, attention grabbing summary paragraphs. Use hyperlinks to bring the reader to detailed if they wish to read it.
- Bandwidth – Many users still have low-speed, dial-up connections. While graphics, logos and backgrounds are important design tools, understand that they have a huge impact on the download speed for your readers. Try and keep the total file size for a newsletter to less than 60K[10]

This section gives you a quick overview on the mechanics of publishing an email newsletter that looks professional, yet the file sent to the customer stays below 50-60K.

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[10] A 60K message will take about 20 seconds to download over a 28.8 dial-up connection.

Setting up a newsletter template: In this section, I'll discuss how to create a template for your newsletter that looks colourful, utilizes hyperlinks, has a small total file size and, perhaps most importantly, is easy to write, publish and administer.

Step 1: Develop a plan for your newsletter.
- How often should it be published?
- What do I want to tell my readers?
- What do my readers want to know?
- How do readers opt in or opt out of the newsletter?[11]
- Do I need to link to my web page or to other web resources to make my newsletter effective?
- Who will be responsible for gathering content? Who will handle the administration?

Step 2: Gather the ingredients for your Newsletter template. They should include the following:
- Company logo and colour scheme
- Company motto/tag line
- "Contact us" information
- 2-3 low resolution photos (Senior Partners, office location, product shot etc)
- Identify web resources and process for uploading documents to web-accessible storage

Step 3: Create a draft, insert some sample content, graphics and links and send it to 3 or 4 different types

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[11] Allowing readers to "opt out" from your newsletter is vital. For additional information, subscribe to a copy of in "Implementing a Customer e-contact Strategy" due out in early 2003

of email addresses. Try to pick a range of email types as noted below:

- Corporate email (Microsoft Outlook client)
- Hotmail/Yahoo
- AOL
- Sympatico/Rogers.

The mechanics here are not as complicated as you might think. The process that I'll recommend uses standard Microsoft Word techniques that end up looking like a professionally produced piece. Here is how you do it:

Open a blank word document and create a table with 3 columns and 5 rows. I recommend merging the 3 cells on the first row, as this will allow inserting a graphic or a banner from your web site into your newsletter. This important branding technique reinforces the graphics, colours and your company logo every time you publish the newsletter.

Set the top, left and right margins to the minimum possible. Text wrap, cell alignment and other formatting options are all set to the author's preferences. Table borders are kept in place to permit easy editing, but they will be removed before the newsletter is published.

A sample, formatted table is available on the web at http://www.e-contact.ca and follow the links to the downloads.

You have created an HTML newsletter that looks like a web page. The colours and graphics can be modified quickly and easily using standard, Microsoft Word editing. In short, you have a simple, but professional looking template that can be administered by anyone competent in MS Word.

When have the content and the graphics inserted, fine-tune the horizontal and vertical alignment in the various cells. Once the balance is right, remove the table borders and. Your newsletter might look like this:
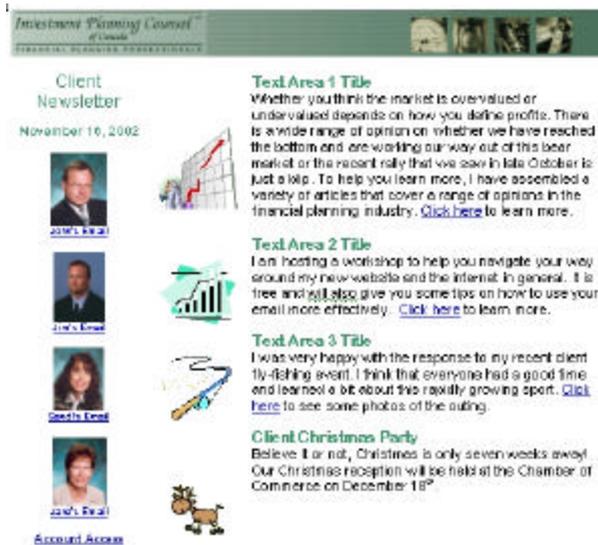
The photo's and graphics photos used in the
newsletter are low resolution to minimize file size.
The example above including graphics represents a
35K email message

When you are satisfied with the content and
graphics, cut and paste the entire table from Word
into an open, blank email. Do a test broadcast to 3 or
4 email addresses and review the results. If no
formatting problems are found, release the email to
your predetermined list of recipients[12]

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[12] Outlook Distribution lists or a CRM software group list is
an effective tool to manage your newsletter subscriber list.

(10) Creating an Outlook Backup

In the opening paragraph of this guide, I referred to the fact that email has become an indispensable business. It is very important to understand that, with so many business processes relying on email, you take responsibility for backup and archiving seriously,

You will need to think of a couple of scenarios. If you are connected to a local area network (LAN) in your office and using Microsoft Exchange Server for email, your systems administrator will have a backup plan in place. Microsoft Exchange Server rather than your PC stores all of your email so if you have a major problem, your email can be reconstructed without too much difficulty. As a precaution, confirm the backup schedule with the administrator to ensure that it fits with your needs.

How often Should I Back-up

The backup interval is unique to you. Ask yourself "How much data could I afford to lose if my PC crashed or was stolen"? If the answer is 1 week, set 1 week as the backup interval.

If you are a mobile user with a laptop or if you connect to your email provider via a modem or DSL service, it is unlikely that a recent backup exists unless you have done it yourself.

You can save Outlook data by using the Outlook Auto Archive feature and by creating a backup

location that is a bit more visible than the default Outlook location[13].

To create your new Archive folder select "My Computer" from your Windows desktop. Double-click on "Local Disk" [usually C:] then click on **File>New>Folder**. Enter "My Archives" when prompted and press [Enter]. You will be using this folder as the location for storing, exporting and managing your archived files.

Auto Archive: Auto Archive is a function within Outlook that moves data from your active, Inbox to an archive file location. You can set the archiving interval with a global setting, or specify different intervals for specific folders. As you will see, the archived folders can become quite large (often over 100 Mb) so breaking your archive into smaller components can make the process easier to administer, to copy to CD or to email to other locations.

To create global archive settings select **Tools>Options>Other** and select the Auto Archive tab.

The option box presented to your should look something like this:

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[13] Outlook creates file with a .pst extension to identify an Outlook archive file The default location for your archive is usually deep within the Windows file structure. The good news is that a backup exists; the bad news is that, if your hard drive crashes, this information will be lost as well. To find out where your auto Archive files go click on Tools>Options>Other>Auto Archive from the Outlook toolbar.
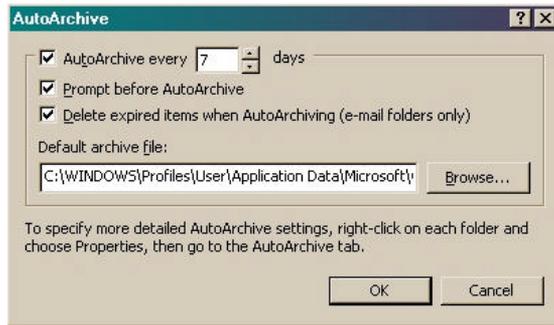
Click on **Browse** and select the "My Archives" folder that you just created. When archiving anything, create a unique filename that reflects the date of the file (eg: OutlookDec2002.pst) and oppress **Ok**

Outlook will create a file called OutlookDec2002.pst and store it in this folder. Make a regular habit of copying this file to a server or burning it to CD.

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