

TOP PRODUCER COACHING & TRAINING

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TOP PRODUCER® e-mail newsletter for September 2010 from Dwight Kitchens

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We're back in the U.S. after having spent four weeks in Canada. The Summer months are generally slow for training. This year we took a break with the intent of cycling in varying areas of Canada on their trail systems. You can see photos from some of these locations at <http://picasaweb.google.com/DwightKitchens> .

Our first two classes since returning (Buffalo, NY and Cleveland, OH) should be completed as you read this message. We have five more scheduled prior to our return to central Florida.

Dwight

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Check www.DwightKitchens.com for the latest details.

Please forward a copy of this newsletter to your friends using TOP PRODUCER 8i.

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1. TOP PRODUCER 8i hands-on training

Our last five training sessions for this Fall are reflected below. Details on each may be found by clicking the hyperlink of the city name.

Buffalo, NY	August 26th & 27th	
Cleveland, OH	August 30th & 31st	included 14 hours OH CEUs
Columbus, OH	September 2nd & 3rd	includes 14 hours OH CEUs
Raleigh, NC	September 9th & 10th	
Charlotte, NC	September 15th & 16th	
Atlanta, GA	September 23rd & 24th	includes 14 hours GA CEUs
Destin, FL	September 27th & 28th	

2. TOP PRODUCER 8i letterhead and banners

Sometimes, we don't pay particular attention to the initial impression our messages make upon our clients. If you use letterhead stationery, you may already be familiar with this discussion. Unfortunately, TOP PRODUCER 8i's letter library examples may not be attuned to stationery design. Therefore, as part of the library modification process, I encourage you to do one of two things when you modify your letter library in conjunction with customizing your plans which call for letters.

- Either a.) enlarge the top margin of all letters to accommodate the pre-printed letterhead you currently use
or b.) reduce the top margin of all letters and paste a replica letterhead directly within the letter (you will print it out in conjunction with the letter on a color printer)

Similar constraints may affect your e-mail libraries. They contain the templated messages you may desire to send, but they may lack glamor, that initial impression designed to grasp your client's attention. There are two easy solutions to enhance your impact.

- Either a.) design a banner headline which you can insert within the templated message
or b.) subscribe to a service which will design a customized banner and provide links to web based pages

If you have some skill, making your own banner may work well for you. Unfortunately, it is unlikely that you can embed links to web based pages taking this option.

If you desire to have your e-mail banner link directly to pages within your web-site, I encourage you to consider subscribing to the Fabusend service whereby they design a banner to your specifications which is truly customized to your needs. Once your banner is designed, all it

takes is a plugin for either web-mail (through IE8/Firefox/Safari) or Desktop e-mail (Outlook/Outlook Express/Windows Mail) to display your banner and hyperlinks on all your outgoing e-mail. Check mine above where the hyperlinks are active.

3. Comments in Outlook 2007

If you are using TOP PRODUCER 8i in conjunction with Outlook 2007, you may find this feature of use.

Outlook 2007 lets you add comments to HTML or RTF email. The comments feature in Outlook basically works the same as it does in Word. When you add a comment, Outlook highlights the selected text, includes a balloon with your comment, along with your initial.

To add comments to a message:

1. Open the appropriate message.
2. Click Other Actions and click Edit Message.
3. Select the word or phrase to which you want to add a comment.
4. Press Ctrl+Alt+M and type in your comment.
5. Repeat step 4 to include additional comments.

When you reply to the message, after inserting your comments, they will be included in the message

4. Free Wi-Fi now at Starbucks

The good comes with the bad. First, Panera offered free wi-fi. Next, McDonalds added it to over 11,500 locations. Both have now been joined by Starbucks in offering free wi-fi access. But, you still need to protect yourself. This is not your home network. There are a few things you can do to protect your computer and your data. I encourage you to check out the following [lifehacker.com](#) article entitled "[How to Stay Safe on a Public Network](#)".

5. Need to watermark your images?

There may be occasions where you want to watermark one or more photographic images. TSR Watermark Images does a nice job, especially where you need to watermark a batch of photos. Your original photos are not modified. The program makes a new directory and puts the watermarked images therein. If you want either your phone number or web-site URL placed on photos prior to use, this is a useful program.

While free for personal use, there is a \$29 fee for the first machine (it drops in price per machine when you put it on additional computers) when used for business.

6. Pix Resizer

Yes, the photos we take of homes are 'top notch'. But, they are often also very large. PIXresizer is a photo resizing program to easily create web and e-mail friendly versions of your images with reduced file sizes.

The reduced files are saved in a different folder, so your original images are not altered at all. PIXresizer offers several different resizing methods to choose from and can automatically recognize image sizes to calculate the best fit. In addition, it can convert between image formats (JPEG, GIF, BMP, PNG and TIFF), rotate images, convert to gray scale and resize multiple images in batch mode. A great companion for webmasters, digital photographers, and REALTORS .

http://majorgeeks.com/PIXresizer_d5632.html

7. Eye-Fi Camera Cards

If you use either an SD or SDHC card within your digital camera, you may be interested in the Eye-Fi family of memory cards. These cards permit you to automatically upload your photos to both your computer and a social media site automatically. Setup the card through software, then after you have taken your photos, turn on the camera within about 45 feet of your computer, and the photos are automatically stored in the location you specified. Their older versions have recently been discounted at www.Woot.com (wi-fi b/g SD). The newer X2 versions (wi-fi N, Class 6 SDHC) of the cards even delete the photos after they have been safely stored, insuring that you have room for those new photos of your next listing. No more either looking for a cable or pulling the card and a card reader to get your photos into your computer.

<http://www.eye.fi>

Search "Eye-Fi" on www.woot.com for older versions at a discount.

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