H T M L   E M A I L

Using the HTML capabilities in the Correspondence file puts it far beyond anything possible in other email programs. Not only can Correspondence send styled email with embedded images to one or many contacts, it can be set up to personalize each and every message.

Correspondence can send plain email quite readily. Just write your message, select the Contact or Contacts to receive it and choose one of the email options in the File menu. As long as you've set up your email preferences, the message is sent without further ado. (Email preferences are set via the Email Settings in the Correspondence Access menu.)

If you want styled text or images in the message, Correspondence can handle that too.

CREATING HTML EMAIL

For the most part, there's not much that's different about an HTML email than any other. You create your message and send it.

The difference is that HTML email allows you to add type styles and images. Correspondence handles that and adds the optional capability of personalization.

The Correspondence file has basic HTML formatting capabilities that should satisfy most email needs for styled text and embedded images, but they are not a match for a dedicated HTML design program.

In addition to the HTML formatting done by Correspondence you can add your own HTML tags. For more ambitious page layout, create a page or section in a dedicated HTML program, then copy and paste the body into Correspondence.
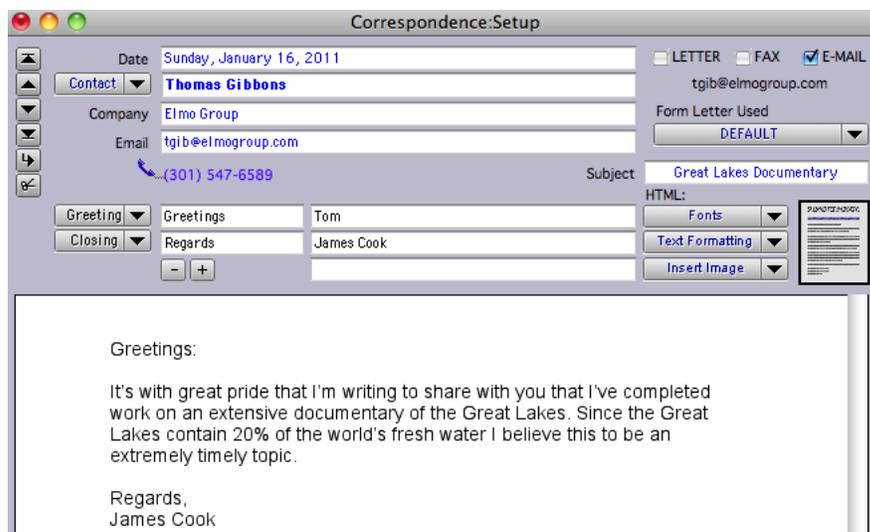
A simple email message bears a series of words and appears in the recipient's email much the same way; plain text with one font, no sizes or styles and no images.

Starting with the basic message above, following are some steps to dressing up a message and adding some personalization to it. As it is above, the recipient gets exactly what's shown in the Body cell, no more, no less.

Using the tools in the HTML popup menus, you can modify the appearance for the recipient extensively.
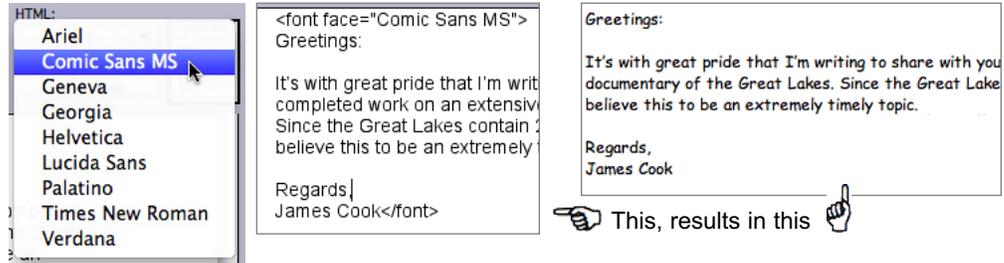
Tip:
The simple act of including a person's name in an email message greatly increases the chances of them reading it.

It also increases the odds that they'll respond to you.

HTML FONTS

The Fonts menu allows you to choose a font for all or any part of the message.

To set the font for just a section, highlight the text to be changed and choose a font. Otherwise the font is applied to the entire message.

When a selection is made, the area being affected is sandwiched between HTML font tags.

HTML:
Ariel
Comic Sans MS
Geneva
Georgia
Helvetica
Lucida Sans
Palatino
Times New Roman
Verdana

Greetings:

It's with great pride that I'm writ
completed work on an extensiv
Since the Great Lakes contain 2
believe this to be an extremely t

Regards,
James Cook

Greetings:

It's with great pride that I'm writing to share with you
documentary of the Great Lakes. Since the Great Lake
believe this to be an extremely timely topic.
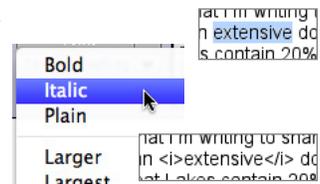
Regards,
James Cook

This, results in this

FORMATTING TEXT

Adding style to any of the message text works in a similar manner.

Select the text to be styled.

Click on the Text Formatting popup menu and choose the style to be applied. The appropriate HTML coding is applied to the selected text.

Applying size or color works is done the very same way.

Bold
Italic
Plain
Larger
Largest

at I'm writing t
h extensive do
s contain 20%

at I'm writing to shar
n <i>extensive</i> do
at Lakes contain 20%

HYPERLINK

Included in the Text Fornu is Hyperlink. Use it to create a link to a web page.

Highlight the text to be linked and choose Hyperlink. As with Web Image Tag described in detail below, paste the URL for the desired page into the dialog and the link is created.
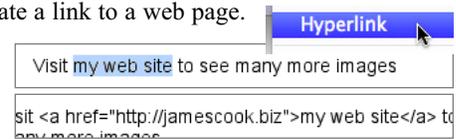
Hyperlink

Visit my web site to see many more images

sit my web site to
any more images

INSERT AN IMAGE

One or many images can be inserted into the email message. Click to insert the cursor where you want an image to appear and click on the Insert Image popup menu and choose either Select Image or Web Image Tag.

Select Image
Web Image Tag
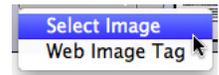
SELECT IMAGE

Select Image allows you to select an image located on your hard drive to be inserted into the indicated spot in the email.

Choose Select Image from the menu, then in the ensuing window, locate and select the JPEG image you want in the selected spot.

A specially formatted tag is inserted with the name and location of the selected image listed.

timely topic.

[img:Labrynth:Documents:JamesCook.biz:prints:images:DSC04672.jpg]

The square brackets identify it as local image; an image on your hard drive. When the email is processed and sent, the image is retrieved and included.

WEB IMAGE TAG

Web Image Tag inserts a standard HTML image tag referring to an image located on your web site.

Choose Web Image Tag from the menu, then type or paste the compete URL of the desired image into the dialog box. You can also leave it blank to add the image URL later.

Input

Paste the complete image URL if you've copied it.

http://jamescook.biz/photos/portrait8.jpg

Stop   OK

A standard HTML image source tag represents the spot where an image from the web is to be inserted. An XXX indicates the actual URL has yet to be added.
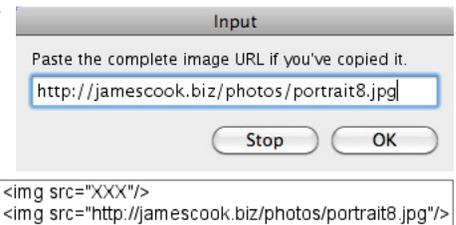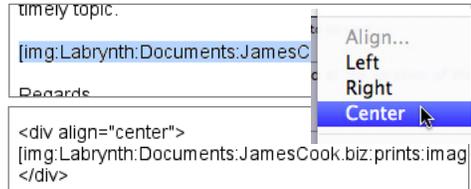

Note: A single email can contain images from multiple sources.

ALIGN TEXT OR IMAGES

Paragraphs or images can be set to align to the left, right or center.

As with other formatting, highlight the desired text or image, click on the Text Formatting menu and choose the desired alignment.

ADD PERSONALIZATION

In any message generated by the Correspondence file, names and words can be the result of fields or formulas set to tailor each message based on specific Contact data. This is true for printed letters, plain text email or html email.

The simplest form of personalization is the insertion of each Contact's name or Salutation.

Click where you want the name or salutation to be inserted, go to the Text menu, move the mouse down to Insert Field and choose Contact.

The field name appears at the location of the cursor with a box around it. The box indicates that this is dynamic text, a formula, to be replaced by actual data when the message is processed.

Clicking outside of the Body cell causes the result to be displayed as it will print or be sent.
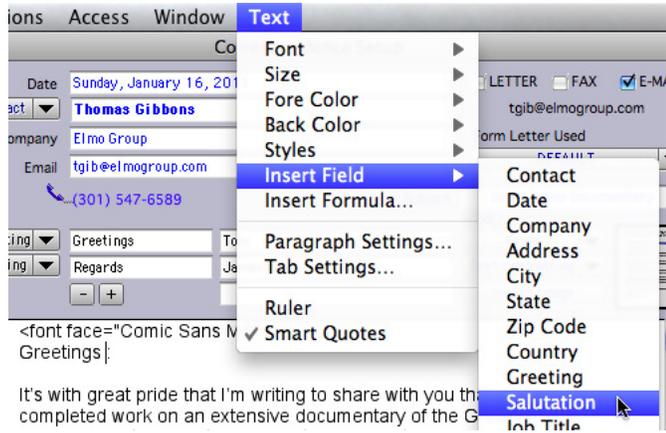
Note: Correspondence is capable of very sophisticated blends of data in all of your messages. See the section on Merge Formulas in the Correspondence chapter for much more on the topic.

Note: Fields and Formulas are the only selections in the Text menu that apply to email. Fonts, styles, colors, alignment, etc, chosen from this menu affect your view only. The HTML Text Formatting menu must be used to style email.

Styles can be applied to fields and formulas, but the HTML tags must be outside of the box indicating the formula style. HTML tags cannot be included inside the formula box.

Note: Personalization is only appropriate if you send the email using either Email This Message or Email to Selected Contacts in the File menu. It makes no sense to try to personalize a message being sent by CC or BCC to Selected Contacts.

REMOVING HTML TAGS

You can always remove any or all HTML manually as you would any other text. The Text Formatting popup menu offers a pair of aids for the process though.

Highlight any section of text from which you want to remove the HTML tags, click on the Text Formatting popup menu and choose Strip Selected Text. All HTML tags that are within the selected area are removed.
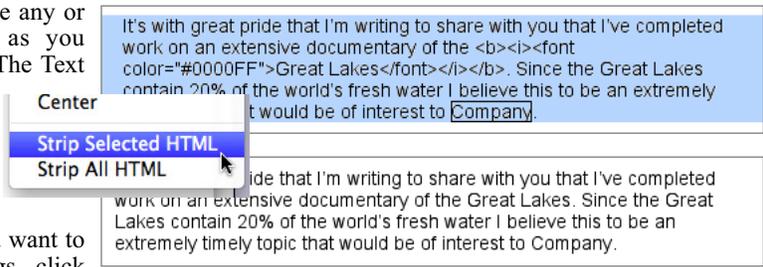
Note: Removing Tags also removes any Formula Style in the selected area. It is necessary to either install the field name or Formula again, or highlight it precisely and apply Formula Style from the Text menu.

Strip All HTML removes all tags and formula style from the entire message.

A COMPLETED HTML EMAIL

Here is an example of an email message ready to go. Whether sent to one or many Contacts, Salutation and Company are replaced in every copy sent via Email This Message or Email to Selected Contacts in the File menu.

```
<font face="Comic Sans MS">
Greetings Salutation:

It's with great pride that I'm writing to share with you that I've completed
work on an extensive documentary of the <font
color="#0000FF"><b><i>Great Lakes</i></b></font>. Since the <font
color="#0000FF"><b><i>Great Lakes</i></b></font> contain 20% of the
world's fresh water I believe this to be an extremely timely topic that would
be of interest to Company.

<div align="center">
[img:Labrynth:Documents:JamesCook.biz:prints:images:DSC04672.jpg]
<font size="-1"><font face="Helvetica">Winter's Assault on Lake
Michigan</font></font>
</div>

Regards,
James Cook
</font>
```

Below is what the Contact sees in their received email.

Greetings Tom:

It's with great pride that I'm writing to share with you that I've completed work on an extensive documentary of the *Great Lakes*. Since the *Great Lakes* contain 20% of the world's fresh water I believe this to be an extremely timely topic that would be of interest to Elmo Group.

Winter's Assault on Lake Michigan

Regards,
James Cook
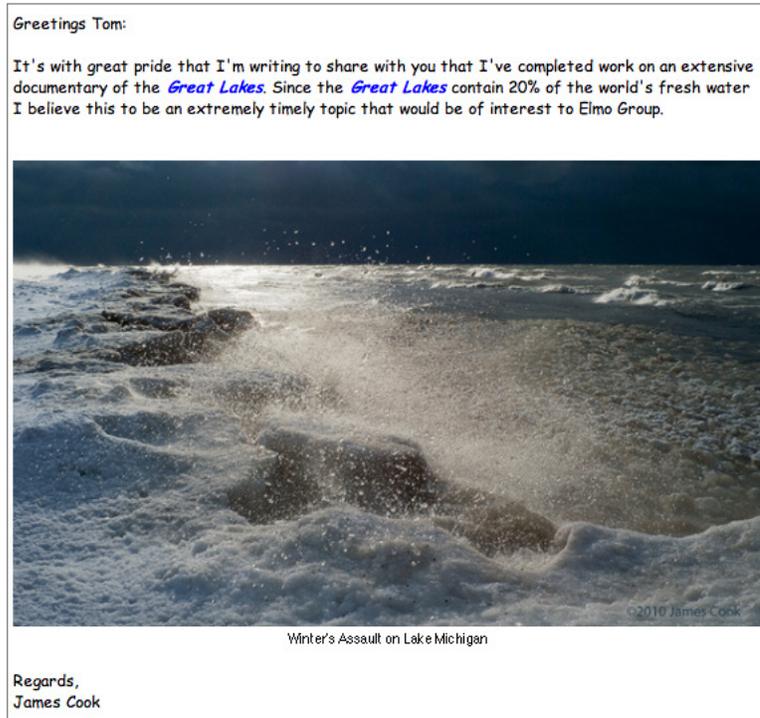
Of course, this is just an example and not a suggested message or design.

Your HTML email can include any number of images at whatever size and placement you prefer. Use your own choice of words, fonts and formulas to create impressive email that every recipient will think was written just to them.

Turn this capability loose on your direct marketing and watch your results improve.

INSTALLING PYTHON (Windows Only)

Correspondence uses a programming language called Python to process and send HTML formatted email. Without Python installed you can still send email, but you are limited to plain text.

WHAT IS PYTHON?

Python is a programming language to tell a computer what to do. Python runs on Windows, Linux/Unix, Mac OS X, and others. Python is free to use, even for commercial products, because of its open source license.

- Python 2.7.1 Windows installer (Window
- Python 2.7.1 Windows X86-64 installer (

> Macintosh OS X is already fully configured with Python built into the system so there's no installation required on Macintosh.

If you don't understand this, don't worry. Just know that Python is very safe to install on your computer and it's free.

On Windows it's probably necessary for you to install Python since it is rarely pre-installed on Windows computers.

Start by downloading Python from http://python.org. Click on the link for Download and choose the latest Python for Windows version.

Choose Run when asked to Run or Save and Run again when asked to Run or Don't Run the installation

When the Python Installer opens, choose to Install for All Users.

The Installer gives you an opportunity to choose a destination directory. Leave it set to the C drive as it suggests since this is where the Correspondence file expects it to be.

After a moment the installation is completed and you have a Python folder listed on your C drive.

Your involvement with Python is completed. You can ignore its existence from this point on. Correspondence handles the rest for you.