

## Welcome!

Welcome to the second issue of the quarterly CyberText Newsletter.

Our aim is help make you more proficient by sharing some productivity hints and tips, and to let you know about some of our services. If you'd like me to address a particular aspect of productivity, let me know.

You have received this newsletter because you are one of our current or previous clients, or because you're a friend/colleague. If you don't want to receive notification of any further issues let me know and I'll remove you from the mailing list.

Rhonda Bracey  
rhonda.bracey@cybertext.com.au

## Milestone reached!

I set up the CyberText website in August 1999, but it wasn't until January 31, 2000 that I started using a tracking service to find out how many people had visited the site's home page.

Two years later, I had received over 2500 visits from unique web addresses—just to the home page. Not bad for a small site in Western Australia with a very defined target audience.

You can view the detailed statistics by going to <www.cybertext.com.au>, scrolling to the bottom of the page and clicking on the funny little logo.

Managing Director: Rhonda Bracey  
PO Box 318  
South Perth  
Western Australia 6951

Mob: 041 993 5516  
Fax: (08) 9367 5801  
E-mail: info@cybertext.com.au  
Web: www.cybertext.com.au

## Word hints and tips: Macro to remove excess characters

In the last issue I showed you how to remove excess paragraph marks (and line breaks) from copied web and e-mail text. However, doing this each time is tedious, so it is useful to set up a macro that automates the procedure using a single keystroke combination.

A recorded macro is like a tape recording—everything you do (keystroke, mouse click, etc.) is recorded, so you should practise the instructions from Issue #1 a few times before you start <www.cybertext.com.au/news\_01\_12.pdf>.

1. In an open Word document, go to **Tools > Macro > Record New Macro**. The Record Macro window is displayed.
2. Type a name for the macro (e.g. **WebFix**).
3. Click **Keyboard**. The Customize Keyboard window is displayed.
4. In the *Press new shortcut key* field, hold down the **Alt** key and press **W** at the same time. **ALT+W** is displayed in the field, and beneath it you should see that it is *[unassigned]*. (If this key combination is already assigned to something else, then you will have to press a different key combination.)
5. Click **Assign**.
6. Click **Close**. Your document is redisplayed with a small floating macro toolbar, as shown. The square button is "Stop"; the other is "Pause". Your cursor now has a tiny cassette tape icon attached to it—this shows that you are in recording mode.
7. Follow the instructions in Issue #1—don't make any mistakes.
8. When you have finished, click ■ to stop recording.



Now, for any document you have that has text copied from the web or e-mails, you only need to press **Alt+W** to run the macro and get rid of all the excess formatting codes. Macros can be used for almost any task in Word that you do repetitively, so experiment with them to improve your efficiency.

## Clients

CyberText does work for clients large and small. Some of them include:

- Alpha Travel
- AI's Cards
- AngloGold
- Aquinas College
- BMS Solutions
- Boral CMG
- Cawse Nickel
- Central City Medical Centre
- CodeBeat Productions
- Dynamic Digital Depth
- Information Enterprises
- Ministry of Premier and Cabinet
- Norgard Clohessy Equity
- Olea Australis
- Optimiser
- Sons of Gwalia
- Winthrop Australia
- WMC Resources
- Woodside Energy





### Capture Web Pages with Acrobat 5.0

As promised in Issue #1, here are the instructions for capturing web pages and saving them as a PDF document to read offline or distribute to others. As with all new techniques, experiment first.

**Example use:** A client's software had received a great review in a online magazine. They knew that the review would not be "up" forever, so I created a PDF of the web page that they could distribute to their potential customers. I kept the headers and footers so that the potential customers could see where the review had come from.

**Notes:**

- If you are capturing pages from a web site or a directory that is not on your own computer, then you must be connected to the internet or your network.
  - You must have the *full* version of Adobe Acrobat—you cannot do this with the Reader.
  - Both Acrobat 4.x and 5.x can capture web pages (the instructions below are for version 5.x; version 4.x is similar).
1. Open Acrobat, then select **File > Open Web Page** from the menu. The Open Web Page window is displayed.
  2. In the URL field, type the web address or click **Browse** to search for a local HTML file.
  3. Select your Settings options for downloading the web pages. Be careful—if you don't know how the web site is structured, there could be hundreds, even thousands, of pages! By default, *Levels* is set to 1. This means you only get pages at the same level as the one you specified in the URL. **DO NOT** select *Get Entire Site* unless you know the site intimately.
  4. Click **Conversion Settings**.
  5. On the **General** tab, select **HTML**, then click **Settings**. Use the options on the *Layout* and *Font* tabs to tell Acrobat how to display the web page content. Click **OK**.
  6. Click the *Page Layout* tab and set the page size and margins. Click **OK**.
  7. Click **Download**. Acrobat finds the web page(s), downloads them, and creates the PDF document.
  8. Check the document. If you don't like the fonts or page layout, then close the file without saving and repeat the steps above. **Note:** If you click on a hyperlink for a web page that wasn't downloaded, Acrobat will automatically download that page and add it to the end of the document.
  9. Save the PDF file. You can now use the normal functions of Acrobat to add your own pages, delete unwanted pages, create bookmarks, and so on.

### First impressions DO count!

A fresh set of eyes over a piece of writing will invariably pick up errors not found by the person who wrote it; errors such as typos, punctuation, spelling, grammar, tense, and voice, as well as inconsistencies of usage within the same document.

So if you have a newsletter, marketing brochure, flyer, menu, web page, or any other written material that will be seen by others, then consider the cost of a bad first impression. A glossy, colour, 3-fold brochure to be mailed out to 500 clients and potential clients, will probably be a 4-figure cost—and one that you don't want to incur too often. Add to this the hidden cost of losing a potential customer because they judged you by a spelling error...

For a *very* small investment in relation to the total cost, we can take a look at your piece *before* it goes to the printers. That way you'll be sure it's called "Valentine's Day, not "Valantime's Day", as I saw on the heading of a recent promotion for a classy local restaurant.

### Clear instructions

From a printer manual (thanks Shari!):

4. Do not place the head of the BJ cartridge face down as shown in the picture.

Contributions to "Clear Instructions" welcome! If you find a terrific or horrendous piece of technical writing, send the details to [info@cybertext.com.au](mailto:info@cybertext.com.au)

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**News!**

I am presenting a paper at the 49th Annual STC Conference in Nashville on May 7, 2002. The paper is "Training 101: Learn How To Train" and is a set of hints, tips and survival techniques for when you have to deliver your first-ever training course. The paper, and related handouts and checklists will be posted on the CyberText web site when I return from the US.

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