

WebPrepPro eTutorial

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Bonus eTutorial from WebPrepPro

How to Make a Business Card Signature in your Outgoing Outlook email Correspondence.

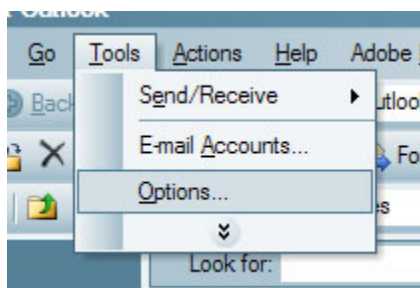
Step One: You need a .jpg or .gif image. You can scan your business card; you can make a visual in a photo editing program. If it's for your business, make sure the colors, look and feel are similar to your website and other advertising and communications materials such as letterhead. Save the visual in a file. I'll be using my own "ebusiness card" as an example.



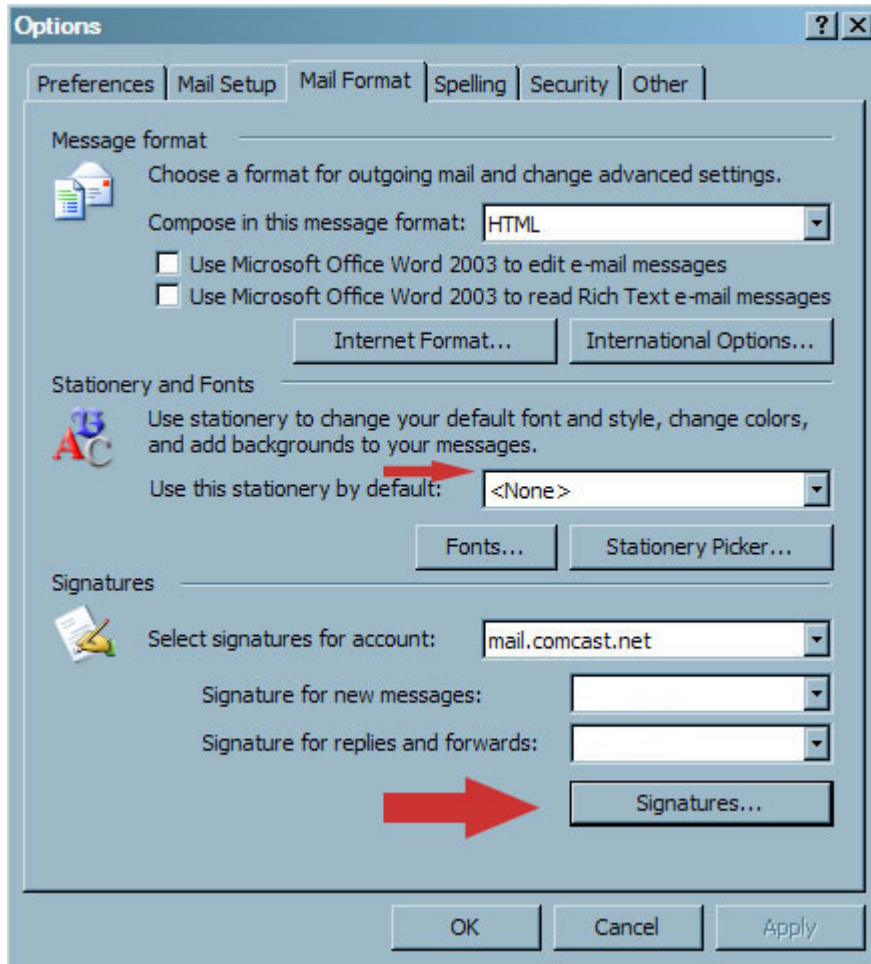
We want to make a hyperlink below this image instead of hyperlinking the image. Why? Because a hyperlinked image gets blocked and filtered to junk mail more often. We also want the image to translate on all-text, non-html email accounts and devices.

So we'll set this up with "alternate text" that will fill in that blank spot when the visual business card doesn't get through.

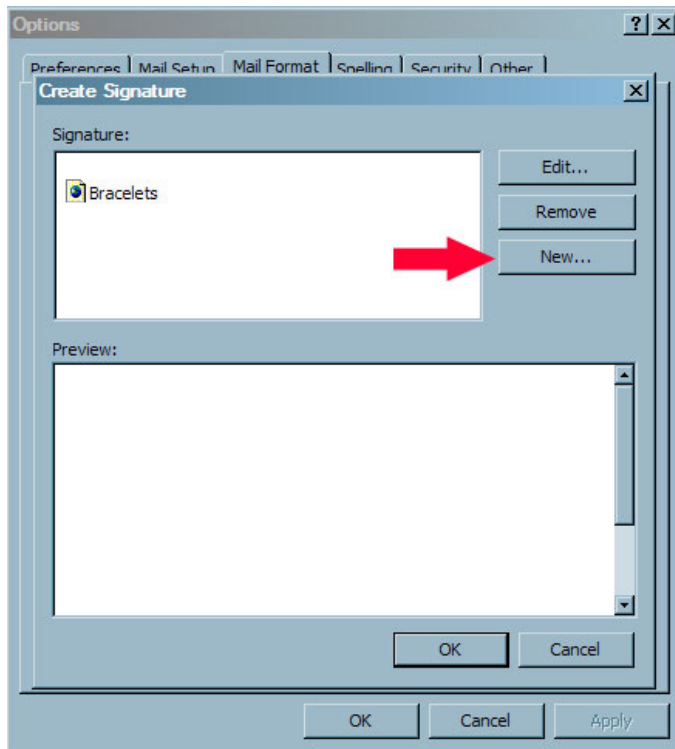
Step Two: Open Outlook and click on the top bar
Go to **Tools** > Scroll down to **Options** and click **Options**



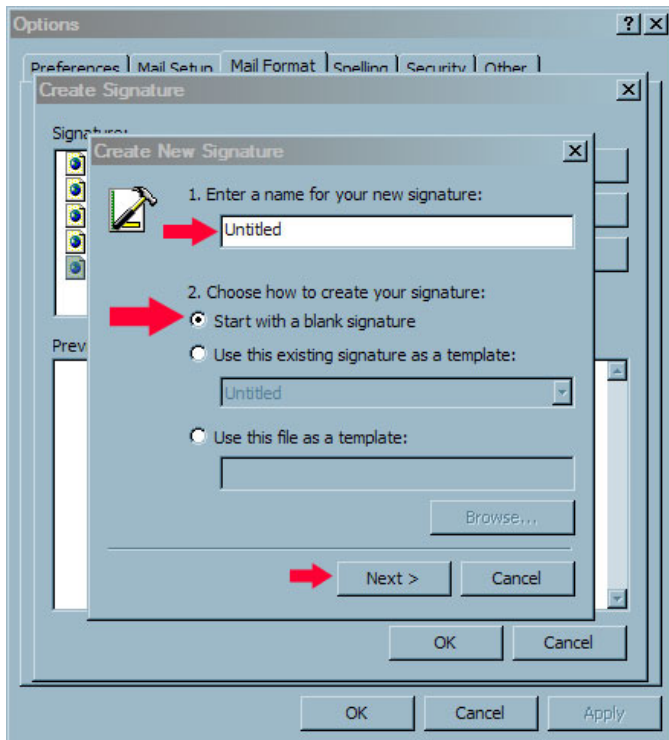
Make sure the choices below are the choices you have on your window. Then click **Signatures** and **OK**



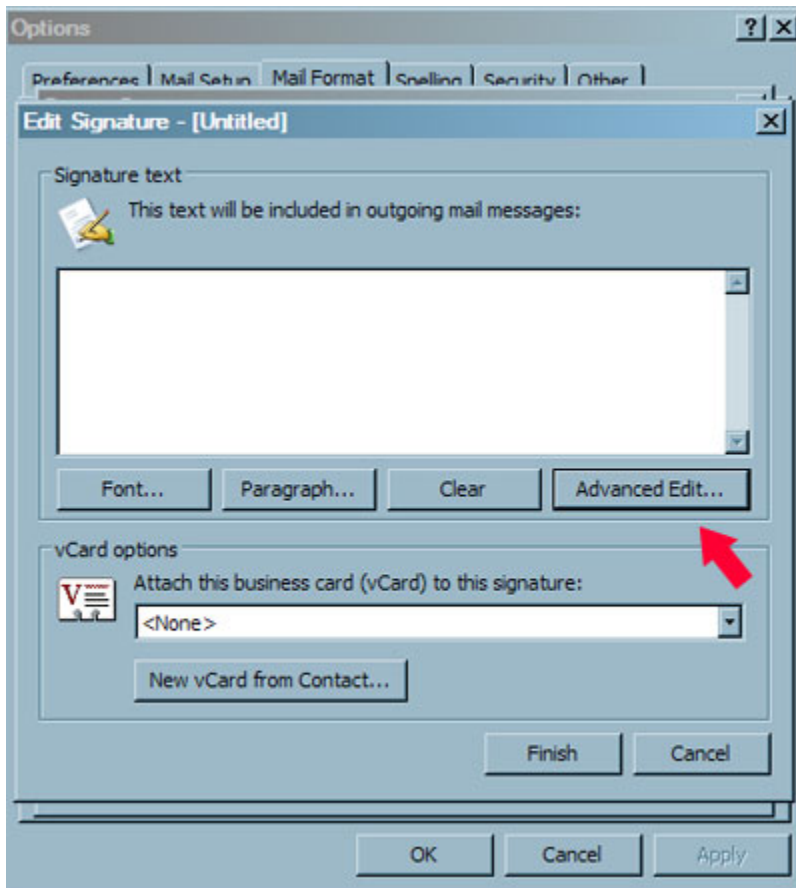
The signature box pops up. You may already have signatures on this list. But we're making a new one. So click **New...**



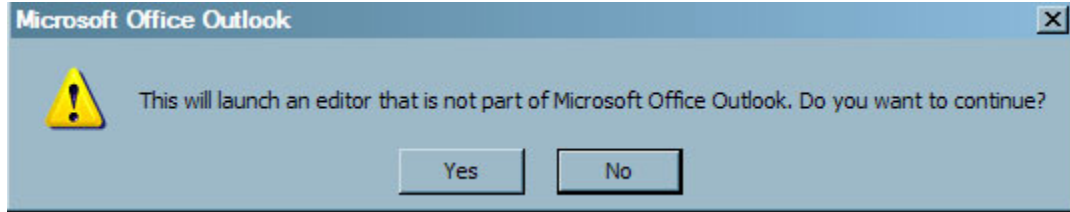
Put a **title** where it says Untitled.
Make sure "Start with blank signature is selected" Click **Next >**



Click on **Advanced Edit...**



You might get:

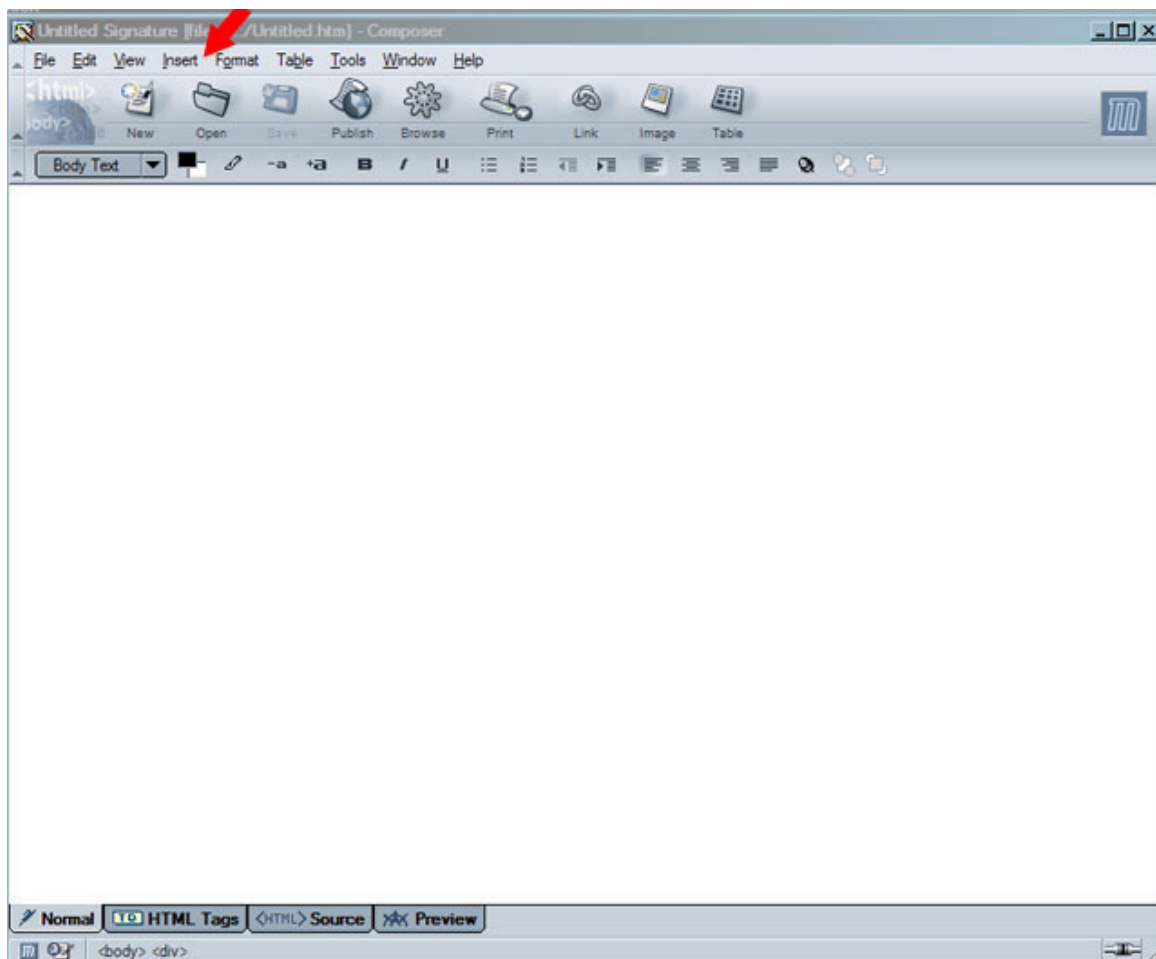


Or it might ask:

Do you want to install this feature?

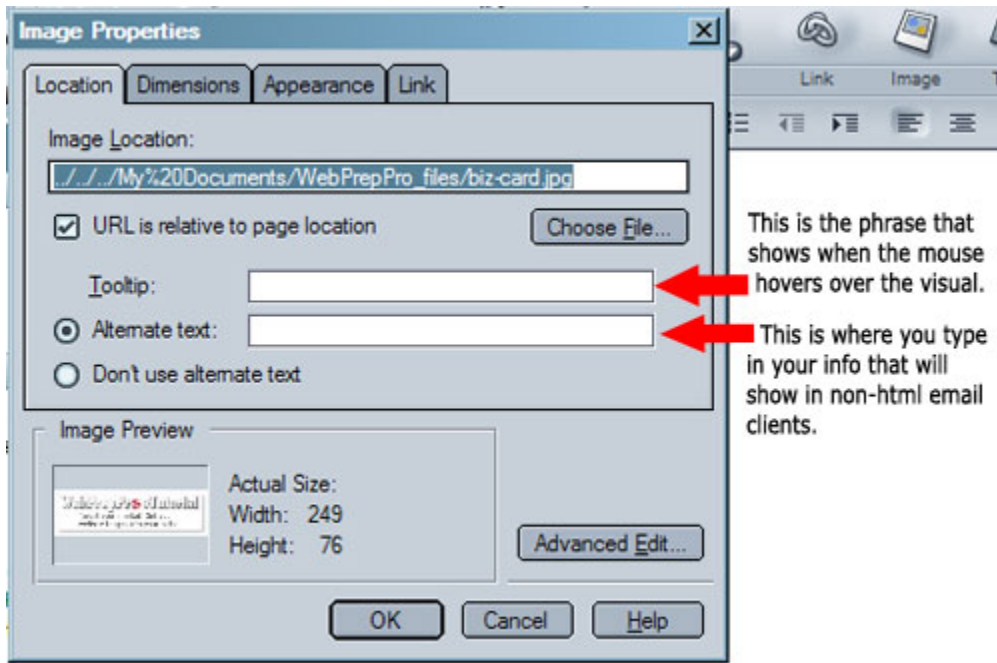
The answer is **YES** or **OK** for either of these options.

If it is installing, you have to wait. Otherwise, this pops up using a browser window. Click **Insert**, a doc window will pop up and you browse for your visual, jpg, business card that you saved earlier.



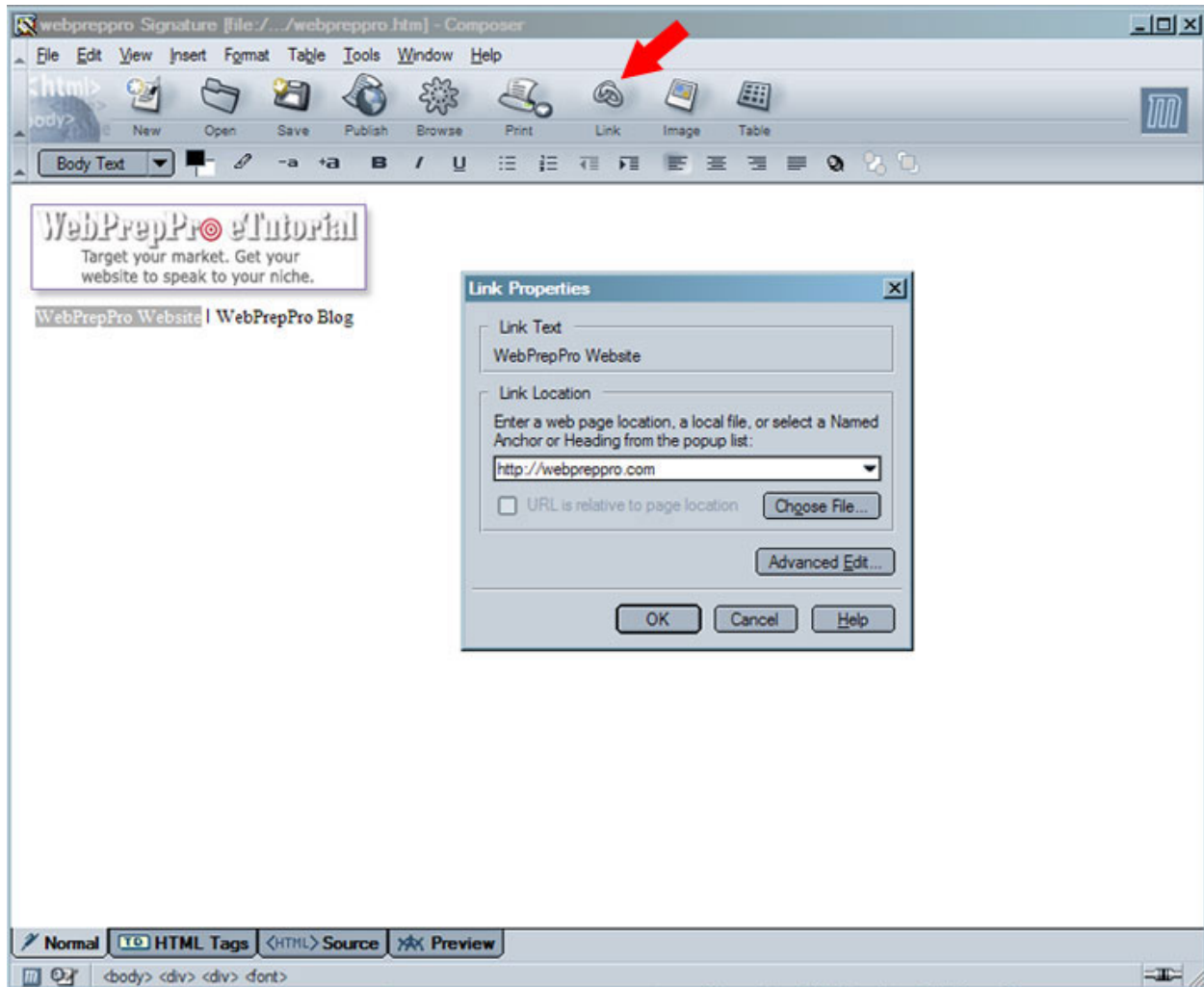
IMPORTANT STEP! You are in this editor because it offers you some alternatives and options the first editing window doesn't. Because there are still text-based email clients like PDAs and some web mail, you want to make sure you fill in "Alternate Text".

This is the text that will show as your signature if the visual does not. Some business card signatures will not translate on a handheld device so it's the fall back when this occurs.

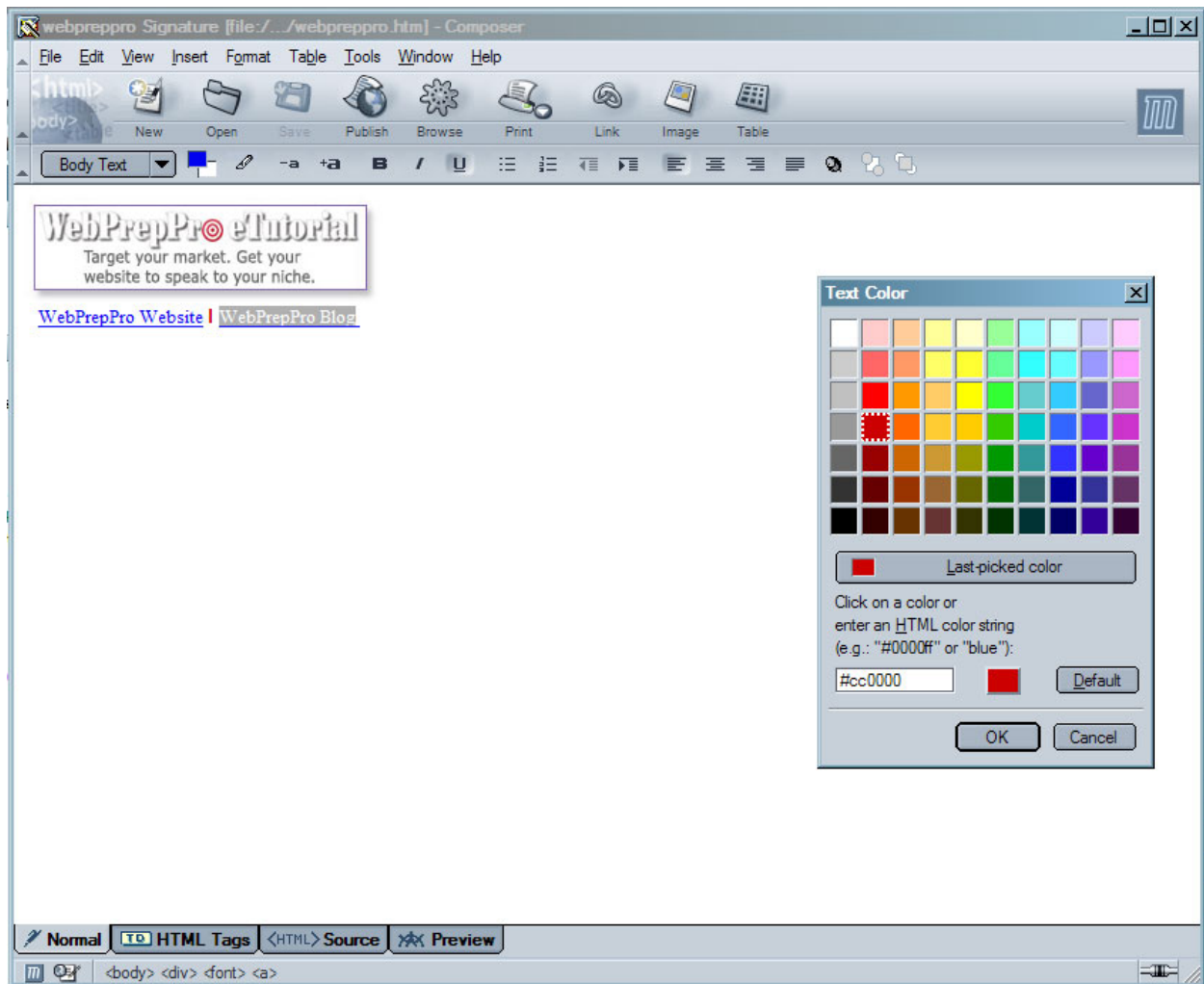


Click **OK** and you'll go back to the editor window to finish up your signature.

Underneath the visual, type the business name that you will hyperlink to your website or blog. To hyperlink, **highlight** the phrase and click **Link** on the tool bar where the red arrow is. Type the entire hyperlink address in the “**Link Location**” field. Click **OK**. And repeat that process if you have another hyperlink.



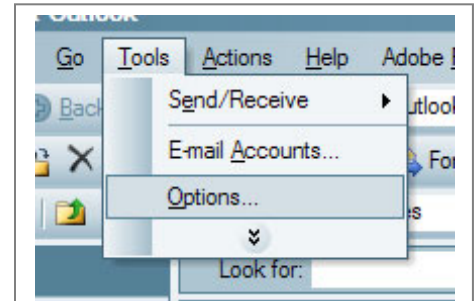
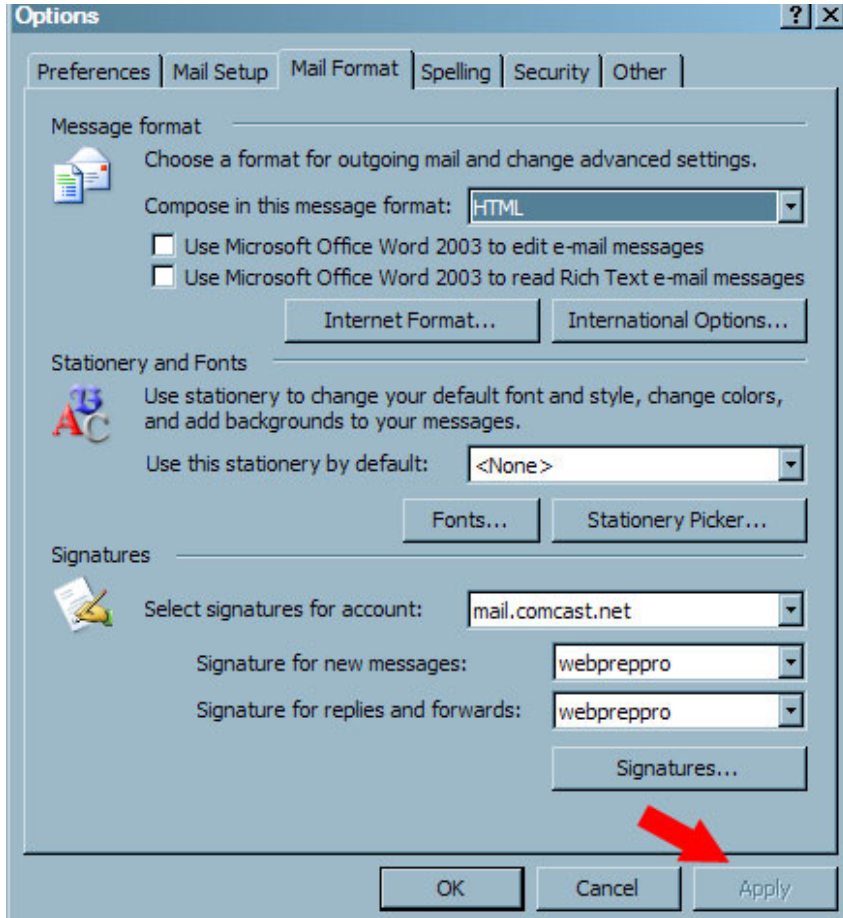
If you want to change the color or font of the hyperlink, click **Format** at the top or the **Body Text** button or the one with color. Click the **Save icon** when you are done with your masterpiece.



Click **OK** on the next window to save your new signature.

CLICK SAVE. X out of it.

Then in this window, click **Apply** so this is the default signature on your stationary. Decide if you want it for replies as well as the initial email. It is okay to hit them over the head with it. Then hit **OK**.



If you closed this window, it is located at **Tools** > Scroll down to **Options** and click **Options** if you happened to have closed it.

Test your spiffy new email. Send yourself a message and if possible, try it on an account that accepts only text so you can see how that looks, too.

