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Product Review: Professional Capture System

By Richard Lowe

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During my career I've written several hundred manuals for dozens of applications, operating systems, routines and hardware. This is an area that I've always felt is vitally important, yet it seems to be either completely overlooked or assigned at the last minute to the person who is lowest on the organization chart. I've seen projects with implementations that required dozens of man-years, yet didn't have a single page of documentation of any kind.

Just like you, I've heard all of the excuses. User's don't need documentation or won't read it; Documentation is too expensive; The customer won't pay for it; Things are changing too quickly; It will be immediately obsolete; and dozen's of other mindless "truths" to explain the lack of delivering vital information in written form.

I know that documentation is tough – I've written enough myself to understand fully how hard it is to get started, to find the information, and to just start writing down the words. Perhaps the toughest task was describing how to do something which I as a programmer and computer veteran do without thinking, but a typical user has absolutely no idea how to even get started.

Then one day I stumbled across a little gem of a tool. It's called Jasc Capture System, and what the program does is allow you to capture some or all of your computer screen. In other words, you can grab part of the screen and save it as an image. This image can then be edited using normal image editing tools, added to documentation and even sent in emails.

How is this useful? Well, let's say you have to explain how to enter a URL in the address field of the browser. Seems simple, doesn't it? Well, you can make it even simpler for your users to use a picture or two instead of a lot of words. You could include a picture of the browser window with some arrows and labels, which would make the whole thing more obvious and easier to understand.

This product has some very nice features. You can capture by area (you draw a box around what you want), the whole screen, a window or even a specific object. All you have to do is start up the program and press whatever key you define as your hot key. You will then be able to select what parts of the screen you want to

capture.

I would recommend this product to anyone who needs to include pictures of their screens into documentation. I use it constantly to improve the quality of my work.

Richard Lowe Jr. is the webmaster of Internet Tips And Secrets at <http://www.internet-tips.net> – Visit our website any time to read over 1,000 complete FREE articles about how to improve your internet profits, enjoyment and knowledge.

Generate Sales with Lead Generation Marketing Tools

By Erick Shipmon

One of the best projects to undertake as an online marketer is to master the art of generating sales from your warm market contacts. A warm market is simply people who have already been exposed to your business and marketing plan. It can be described as "breaking the ice" with your potential customers. The best way to generate a warm market is with lead generation marketing tools.

A marketing tool is a tool that people use to create what we call lead prosperity. If you are not in lead prosperity, you are not making money with your online business. With lead generation marketing tools you may decide to create several lead capture pages which are designed to generate interest from prospects on your business. The pages will contain a place to enter their contact information i.e. (name, telephone number, and email). This is also called a lead capture form.

After the information is filled out on the lead capture form, the individual is redirected to a URL that contains your main site. This sounds very easy to do, and it is, however when marketing online, most opportunities have a lack of effective lead capture systems and worse, a lack of professional presentations. The goal is to seek powerful lead generation marketing tools and presentations that capture leads and allow proper follow-up no matter the opportunity presented. Seek out professional designers and ad copy writing services that can create professional lead capture pages and the

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software to manage it all. Also conduct follow-up marketing with the Auto responder systems that follows up with every lead that fills out your capture page. Next, search for a robust prospect manager to properly manage your hot-response leads. Remember, your warm market is created as soon as the prospect enters their information on your lead generation page. You should experience an increase in sales from using this marketing approach.

Erick Shipmon has been a Internet Marketer Since 1997. His website

uses a new revolutionary concept that includes lead generation

and other advanced marketing techniques in a easy to use turnkey system that generates online profits.

Generate Sales with Lead Generation Marketing Tools

Winning the Traffic Exchange Game

Make Your Free Ads Work For You!

Automotive Sales Leads – How To Capture And Generate Leads From Your Own Website

How To Choose Over-The-Counter Products For Your Hair

Pay Per Text Marketing

ScreenShoot-It!

Magic Subscriber – Automaticly capture your visitors email addr

Email Spider Software

Webmasters Power Pack



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