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Seven Easy Steps to Boost Your Professional Image With Adobe

By Roger C. Parker

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Often-overlooked commands can boost sales and project a more professional image. Adobe Acrobat Distiller is one of today's most effective tools. Using Acrobat, you can distribute attractive and easy-to-read formatted documents for free.

Unfortunately, however, few take full advantage of Acrobat's capabilities. As a result, their documents are not as effective as they could be.

Here are seven easy ways to improve the image and effectiveness of your Acrobat files.

1. Activate links:

E-mail and web site URLs on many Acrobat files look like active links, but don't function. Although blue and underlined, the links do not take readers to different pages in the publication, launch their e-mail program and address an e-mail, or open an Internet browser and go to a web site.

After creating an Acrobat file, you must activate the links. Start by selecting the Advanced Editing Option, and use the Link tool, to outline the link, assign an action, and format the link.

Then, you must remember to re-save your Acrobat publication.

Most important, every time you return to the original program and make any changes and create an updated Acrobat file, you must remember to reactivate the links! Otherwise, the links will no longer function—even though they will still appear blue and underlined.

2. Insert and delete pages:

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The full version of Acrobat Distiller permits you to insert, delete, and extract—or copy—pages from one Acrobat document to another.

This permits you to create "composite" publications containing pages created with several software programs.

You can include pages created with a variety of software applications with a framework created using Microsoft word. This newsletter, for example, contains a copy of the Mind Map I used to organize my thoughts. The page shows how you can use Mind Mapping to do better work in less time.

3. Save as...

Acrobat's Save As... command permits you to create a composite document, separate from the original .PDF files. This makes it easy to reuse your original "framework" files.

4. Headers and footers:

After creating a composite Acrobat file, you can add headers and footers. These can include title, author, client information, copyright information, date, and page numbers.

5. Comments:

Although intended for team review and editing of publications, you can use Acrobat's Comments feature to draw your reader's attention to specific passages or discuss their relevance.

You can use Comments to add a personal touch to formal documents intended for specific individuals, (for example, "Fred: I inserted this after you requested it when we met in July in Las Vegas. Roger")

6. Web browser:

Adobe Acrobat Distiller can capture and save web site pages. This works better than saving or printing from your web browser. It avoids cutting illustrations or lines of text in half as often occurs when printing from a browser.

By saving at frequent intervals, you can keep track of how your competitor's web site changes over time.

7. File size:

The smaller the file, the faster it can be downloaded or sent as an e-mail attachment.

Always choose the appropriate resolution when creating a .PDF file. Documents intended for on-screen reading and desktop printing do not require as much information as publications intended for four-color printing on glossy paper by commercial printers.

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After deleting pages or extensive editing, use File>Save As... to save your publication under the original filename. (A prompt will appear warning you that the original file will be over-written. This purges unnecessary information.

Adobe Acrobat is a powerful tool that few people take full advantage of. Using these seven techniques, your documents will be more effective.

Roger C. Parker is the \$32,000,000 author with over 1.6 million copies in print. Learn how to turn your newsletters into cash at

Adobe Photoshop levels–Turn junk into gold by clicking a button

By Robert Kennedy

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There is no doubt in my mind; Adobe Photoshop is the greatest Photo editing program in the world. Whether you are a novice or an expert Photoshop is the program for you. Photoshop is used by my children and by the movie making industry. So what exactly can I do with Photoshop? The better question is what can't you do with Photoshop?

Today I would like to talk about the simple little function in Photoshop called 'Levels', the first step to improving the appearance of a photograph. There are 4 basic steps taken to enhance, brighten or retouch photos are Levels, Brightness, Variations, and Saturation, in that order.

"The Levels dialog box lets you correct the tonal range and color balance of an image by adjusting intensity levels of the image's shadows, midtones, and highlights. The Levels histogram serves as a visual guide for adjusting the image's key tones." Adobe's official description of levels
Screen example here: http://www.weprintcolors.com/screens/screen_ps_levels.htm

Use levels to set to darkest and lightest points or sharpen the picture. From the top menu select Image, then select Adjustments, then select Levels, or if you are a ctrl key fan click 'ctrl l'. The histogram appears; the sliders at the bottom control brightness and contrast while the sliders above control tonal values. I said we were going to keep it simple so let's use the sliders at the top. They appear as 3 small triangles. Start to play with them. Move them left to right and right to left while watching the changes you are making to the photograph. When you are satisfied the picture appears optimized click OK. Budda boom, you're done. How long did that take?

That was really easy and effective. If you feel adventurous repeat the process above. This time when the levels menu appears double click on the eyedropper and target your tonal areas.

Here's a couple of helpful tips while working with Adobe Photoshop:

Click the 'tab key' to clear all tool bars.

To save an image for the web click 'cntrl, shift, alt, S'

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Learn how to use the `automate' feature and save valuable time.

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