



Getting HELP with Windows 2000 Pro!

Windows 2000 Professional comes with its own set of helpful hints built right in. You can pop them up on-screen and leave them there for easy access. Here are some quick ways to get answers to your problems in Windows 2000 Professional.

- **Press F1:** When you're confused in Windows 2000, press the F1 key. That key *always* stands for "Help!" Most of the time, Windows 2000 checks to see what program you're using and fetches some helpful information about that particular program or your current situation. In fact, pressing F1 usually brings up a huge Help program.
- **Click on the little question mark:** Look in the program's upper-right corner. Do you spot a little question mark lurking up there? Then click on it. Your pointer turns into a question mark. Now, here's the helpful part: Click your newly shaped pointer on any confusing area of the program: boxes, windows, buttons, and icons. A helpful explanation appears, describing what those things are supposed to do. Click on that little question mark again to turn off the feature.
- **Choose Help from the main menu:** If pressing F1 doesn't get you anywhere, look for the word Help in the menu bar along the top of the confusing program. Click on Help, and a menu drops down, usually listing two choices: Help Topics and About — or variations similar to those. Click on Help Topics to make the Windows 2000 Help program leap to the screen.

For more information like this, get a copy of Windows 2000 Professional For Dummies, by Andy Rathbone and Sharon Crawford.



Is it a Camera or a Hard Drive?

With some digital cameras, the manufacturer provides special software that, when installed on your computer, makes your computer think that the camera is just another hard drive. When you connect the camera to a Windows-based PC, for example, the camera gets its own little drive icon in Windows Explorer. On a Macintosh, the Finder displays the camera icon.

Whatever the operating system, you can double-click the camera icon to display a list of files on the camera, just as you would to review files on your other drives. Then you can drag and drop files from the camera to a location on your hard drive, an option that's typically quicker than downloading the individual images through the camera's transfer software.

How this feature works — if at all — depends on what version of Windows or the Macintosh operating system you use, as well as on your camera. Check your camera's manual for details.

Pick up a copy of the fun and easy guide to the world of digital photography: *Digital Photography For Dummies*, 4th Edition, by Julie Adair King.

Changing the CASE of Your Text.

Upper and lowercase text effects aren't considered part of a font, character attribute, or format. But still, the Word geniuses at Microsoft found room in their bustling bag o' tricks for a two-fingered command that lets you mix around the case of your text.

Press Shift+F3 to change the case of your text. The Shift+F3 command works on a block of selected text or on any single word the toothpick cursor is in (or next to). Press Shift+F3 once to change a lowercase word to an initial cap (or all words to initial cap). Press the key combination again to change the words to ALL CAPS. Press it again to change the text to lowercase. And yet again to start the process all over.

You can also use the Format, Change Case menu command, which calls up the Change Case dialog box and lets you choose specific combinations of upper- and lowercase letters for your text.

For more info on working with text, check out *Word 2003 For Dummies*, by Dan Gookin.

Saving E-Mail Addresses to Outlook

The easiest way to save an e-mail address is to drag the message to the Contacts icon and have Outlook 2002 create a new contact. Of course, if you're really engrossed in a fascinating e-mail message, you don't want to waste time closing the message so that you can drag it to the Contacts icon.

Fortunately, there's a faster way to save the address. Just right-click the From line and choose Add to Contacts. That way, you end up saving the person's address without interrupting your reading.

For more information like this, get a copy of *Outlook 2002 For Dummies*, by Bill Dyszel.

Words to the Wise

By: Kim T. Gordon

Ever wonder why detergent marketers are forever touting their products as "new and improved"? It's because certain words have historically produced higher results and better return on investment for marketing dollars spent. Trouble is, we may have burned out many of these words and phrases through overuse. That's the contention of marketing copy guru Herschell Gordon Lewis, the author of *On the Art of Writing Copy* (Amacom). That means we have to find more ways to establish rapport with audiences.

Copy That Sells

From print and broadcast ads to direct mail, e-mail and even billboards, it's the language you use that motivates response and produces results. Try these tips for fine-tuning your marketing copy:

1. Use informal language.
2. Use contractions.
3. Open with a question.
4. Emphasize the "what."
5. Be careful how you use numbers.
6. Avoid passive, patronizing words.
7. Be asterisk-free.

In the marketing world, words are the foundation of the craft. And while implementing these tips individually may not make or break your next campaign, taken together they can add up to a higher response rate.

Contact marketing expert Kim T. Gordon, the author of *Bringing Home the Business*, at www.smallbusinessnow.com.

Your Word for Today.

ob·sti·na·cy (ŏb'stə-nə-sē),

noun.

1. The state or quality of being stubborn or refractory.
2. The act or an instance of being stubborn or refractory



The American Heritage® Dictionary of the English Language, 4th Ed.

Employee Spotlight



Jon Murphy

Manager of I.T.

Jon Murphy has been named the new Manager of IT. Jon is responsible for Technical Support for all internal and external users. Before joining the ISOC Team, Jon was the Operations Manager for a Mystery Shopping Company. Jon has been a customer of ISOC since 1999. He enjoyed the service and dedication that ISOC provided so much; he knew that it was a company he wanted to be a part of. In his spare time he enjoys computers, movies, games and spending time with his family.

ISOC Customers say it best:

Shelley:

I spoke with your web developer this morning and he helped me immediately. You and your team are terrific. I always recommend ISOC.

Rick

How to Reach us:

73 Cavalier Boulevard - Suite # 219
Florence, KY 41042-5182
KY: (859) 525-8730
Fax: (859) 525-8737
OH: (513) 528-8730
Toll Free: (888) 292-1719
<http://www.isoc.net>
editor@isoc.net

Wisdom to Live by.

Experience is a hard teacher because she gives the test first, the lesson afterward.

Vernon Law

Success seems to be largely a matter of hanging on after others have let go.

William Feather

Some succeed because they are destined to, but most succeed because they are determined to.

Henry Van Dyke

Read all about it!

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