

3 MOSHI-TOSHI QUICK-TRAINING

Advanced possibilities of the editor

Result : You can use the professional functions of the editor
Duration : 30 to 45 minutes



Moshi-Toshi is just as easily accessible as it is powerful. You can within 15 minutes send a perfectly designed E-mail newsletter. However, you can also choose to give your newsletters an even greater professional touch by using for example, tables or by personalising your E-mails. By means of this quick training, you will discover the functions of the several buttons at the top of the editor (from top left to right bottom).

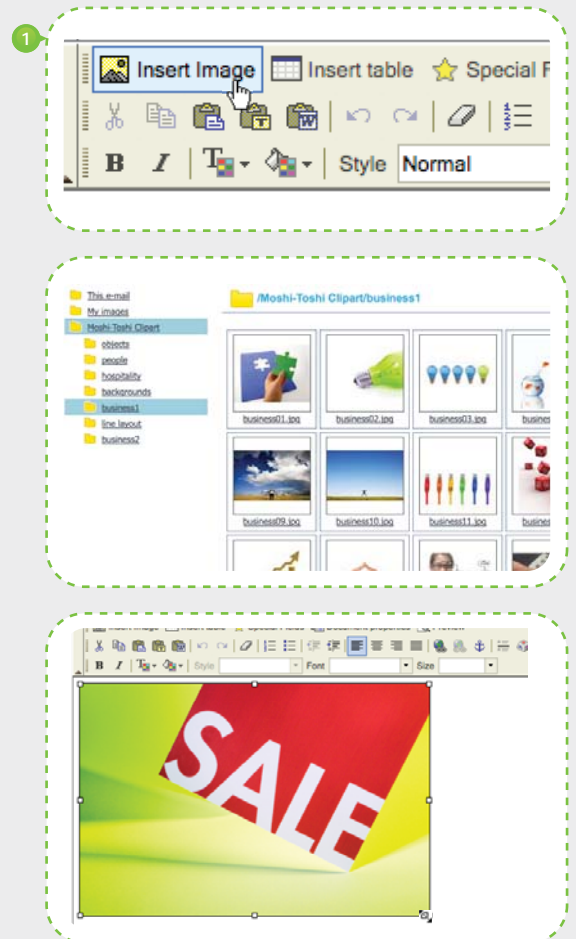
1 ADDING AN IMAGE

With this function, you add an image to your E-mail. This image is inserted where the *cursor* is. The Moshi-Toshi image library opens when clicking on this button. You can use all these images at will. It is easy to navigate the folder structure and it can be compared to Windows Explorer.

You will find in the 'Moshi-Toshi clipart' folder numerous *clipart* images and photographs that will give your E-mail that personal touch. Your own images are stored in the "my images" folder. You will find in the folder "this E-mail" the images that you have used in E-mail.

This sub heading of the *editor* offers therefore the possibility to add images and to upload your own images (such as your logo) to Moshi-Toshi. If you want to add images yourself, select the folder "my images" and choose the option "browse" (at bottom left on your screen).

A new screen opens up enabling you to choose from your own computer the desired image. Found the correct image? Select then "open". The location is now filled in (bottom left of screen). Select "upload" (bottom right) to save the image from the "my image" folder. Your file has now been saved in Moshi-Toshi, and can be added to the E-mail by double clicking on the image.



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2 ADDING A TABLE

Would you like your texts to be always to be neatly aligned, without having to work with *Tab* and without any risk of staggering? Prepare then an (invisible to the recipients) table enabling you to always display a perfectly aligned text.

Step-by-Step

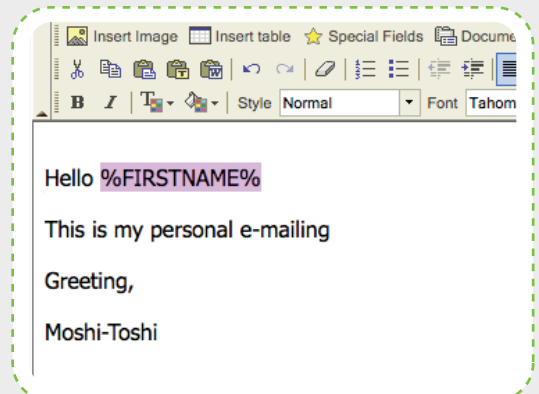
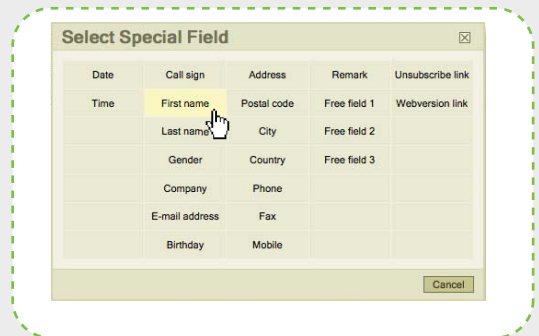
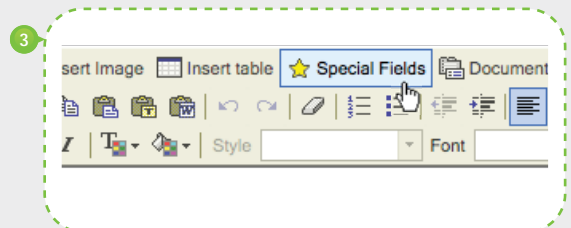
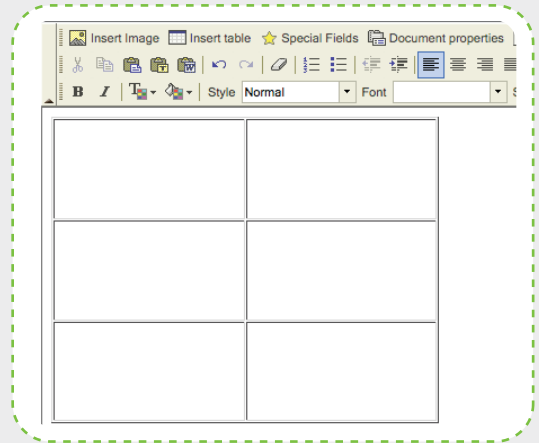
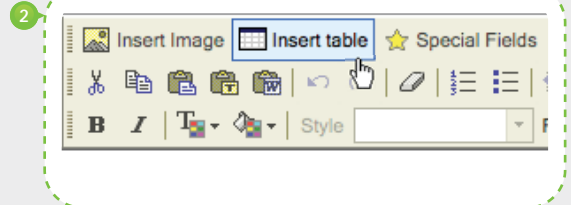
- Select add “**table**”. You can insert, on the opened screen, the dimensions that you want for your table.
- For a table with two columns you will choose (2 to the right) and three rows (3 going down) 3 for **rows** and 2 for **columns**. For the “**width**”, select 0. In this way, your addressee will not see your table division.
If you do want your addressees to see that it is a table, then choose a value of 1 or higher.
You can, if need be, also use the alignment (left, centre, right), the distance between cells, the distance up to the edge of the cell and (the absolute) width and height in pixels or percentage.
- Click on “**OK**” The table is now added to your template. You can just fill in your table with the desired data, such as products and prices.

3 SPECIAL FIELDS

The “**Special fields**” offer practical, advanced option. You can personalise your template, include an *un-subscribe link*, add a link to your web version of your E-mail and/or insert the date automatically. Would you like (for instance) to personalise by using Christian names and in so doing address your connections personally? Click then on “**special fields**”, “**First name**”. You will now see the function “**%FIRST NAME%**” appear on your template. Moshi-Toshi will then add, during the actual sending, the Christian names of the addressees from your address book (that means not during the test E-mails that you send to yourself under the option “**screen sample**”). You can use the same method when applying the other personalisation fields, using information from your Moshi-Toshi address book such as: header, Christian name, surname, sex, company, E-mail address, address, postal code, residence, country, telephone, fax, remarks and the free fields 1 up to and including 3.

Un-subscribe link

Do you want to give subscribers to your E-mails the option to un-subscribe? Moshi-Toshi can process these requests for you! Select the “**un-subscribe link**” in **special fields**. An un-subscribe link is automatically inserted in your template. This un-subscribe link is, in most countries, compulsory. It is actually better to offer this option to your recipients. It saves a huge amount of manual operations and gives your organisation a professional look in respect of spam legislation.



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Link to web version

Some recipients may prefer to read your newsletter online. Offering a web version is simple. Select “**web version link**” and Moshi-Toshi will automatically send a link as well. Recipients can now click on the link and open the mail in the browser. You can, moreover, add this link to your website. It only takes you 2 minutes to build your personal news letter archive in your website.

Inserting the date

Select this option if you want Moshi-Toshi to automatically insert the date in your newsletter.

4 DOCUMENT PROPERTIES

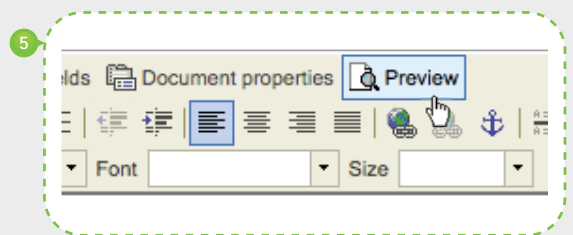
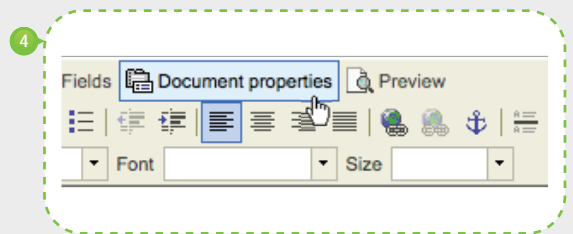
This option allows you to adjust the advanced properties of your E-mails. The tab “**colours and margins**” shows you how the links shown in your E-mails are displayed. Links are as a rule - in nearly all programs - blue and underlined. Would you rather display the standard colour, visited and active links differently? You can do so yourself in this sub heading.

Would you rather have a different background colour? Select then the “**background**” tab and choose the colour you want. You can also choose here an image. The changing of the settings can, if you use one of the many Moshi-Toshi templates, produce some unexpected effects. Adjusting these advanced options is especially suitable if you want to create a completely new template. Thus for experienced users!

Note: background images are not always shown in E-mail programmes.

5 VIEWING A SAMPLE

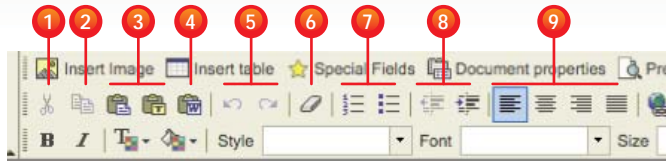
If during the preparation of your newsletter you wish to see it in all its glory click on “**Viewing sample**”. Closing the sample allows you to continue working on your E-mail.



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6 EXTRA OPTIONS



1. Cut selected text from your template.
2. Copy the selected text.
3. Paste the selected text (with or without layout)
4. Copy the selected text from Word including layout (this - regrettably - leads at times to compatibility problems due to the special, closed format of Microsoft. Our advice in such cases is to check which inserting function gives the best results).
5. Cancel the last adjustment/action and repeat it.
6. Adjust the lay out of the selected text.
7. Add numbering or enumeration signs to the selected rules.
8. Reduce or increase the indentation of the selected text.
9. Aligning the selected text (left, centre, right, justify)

7 ADDING / REMOVING LINKS

Do you want to add a link to your E-mail (for instance www.moshi-toshi.com)? This is quite simple!

Linking to a website address

Select first the text that you wish to make "clickable". For instance the text "Click here!"

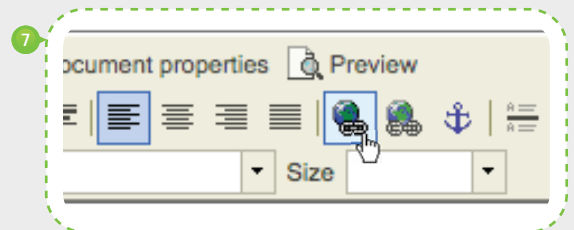
Click on the small left bullet. A new screen opens up. Select the link type for "URL" (Uniform Resource Locator or the Internet address). Select as protocol "**http://**" and fill in the Internet address (in this example www.moshi-toshi.com). Click on "OK" Your link has been added!

Link to an external link

Ensure first that you have selected and given a name to the text that you wish to link to (see 8. Creating a link). Then, select the text that you wish to make "clickable". For instance the text "Click here and go to the next paragraph". Click on the small *left bullet*. A new screen opens up. Select as link type "**Internal link in page**" and choose the text to which you wish to link to. Click on "OK" Your link has been added!

Link to an E-mail address

Select first the text that you wish to make "clickable". For instance: "E-mail our support section!". Click now on the **left bullet**. A new screen opens up. Select the link type "**E-mail**" and fill in the E-mail address. If need be you can also specify a standard subject (such as "communicate via the Moshi-Toshi news letter"). Click on "OK" Your link has been added!

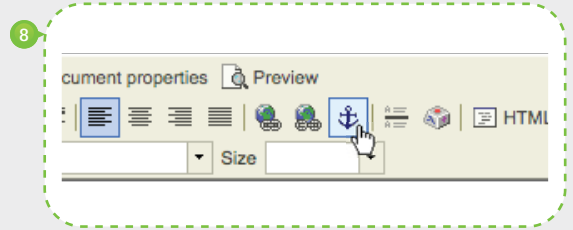


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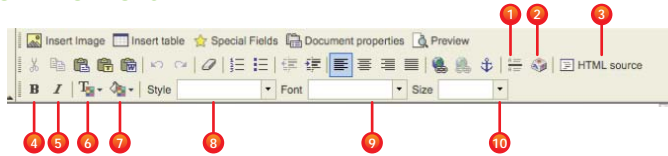
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8 MAKING AN INTERNAL LINK

There are times where you want to make it possible for the reader to jump in the news letter to another part in your text. For instance to give an additional explanation on a subject, or information on prices of your products. Clicking on the bullet can do this. Here you will indicate to which text you are jumping to when clicking on the internal link. Select the first word of the passage. Click on **“Make an internal link”** (bullet). A new screen opens. Give a name to the selected word, for instance “Paragraph 4”. Follow the steps to insert the link (select text (jump to paragraph 4), **insert link**, internal link: paragraph 4). Your link has been added!



9 OTHER OPTIONS



1. Add a horizontal line.
2. Inserting special characters (é, á, ©, @ etc.).
3. This option allows advanced users the opportunity to work immediately in HTML.
4. Highlights the selected text in BOLD (dark thick broad).
5. Formats the text in cursive. Note: the option to underline the text is missing because underlining on the web is the same as a link. Underlining is therefore confusing.
6. Adjusts the colour of the selected text.
7. Adjust the background colour of the selected text (therefore not of the template)
8. Create(edit) the selected text in a predetermined definitive style.
9. Changing the letter type of the selected text.
10. Changing the size of the selected text.

There you have it!

You are now an expert Moshi-Toshi editor.

Questions? Mail us on support@moshi-toshi.com.