

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson  
author, *Guerrilla Marketing*

Vol 5, #9

# Roger C. Parker's Guerrilla Marketing & Design

## Increase your presentation's effectiveness

A single presentation can contain files created with several programs

**Did you know many believe Adobe Acrobat is the ultimate presentation partner?**

If you use Microsoft PowerPoint® to create your presentation visuals, you should use Adobe Acrobat® to deliver them and prepare audience handouts.

### Advantages

Here's six reasons why you should make Acrobat your presentation partner.

#### 1. Easy navigation

You can proceed forward or backwards through your presentation using mouse buttons, arrow keys, or your computer's numeric keypad.

#### 2. Flexibility

With Acrobat, you can insert pages created with other software programs between your PowerPoint visuals. I, for example, often include pages created with Microsoft Publisher®, Adobe InDesign®, and Mindjet Mind Manager XP-5 Pro.®

#### 3. Freedom from font problems

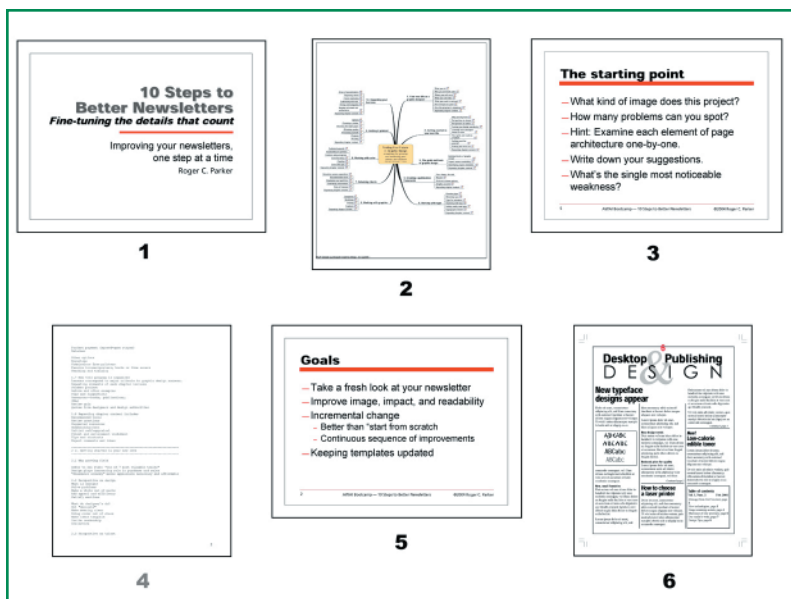
With Acrobat, there's no chance that damaged or missing fonts can spoil your presentation, especially if you're not using your own computer. Fonts are *embedded*, eliminating potential problems.

#### 4. Zoom in and out

During your presentation, you can *zoom in* on important details, (Ctrl plus +). Or, *zoom out*, (Ctrl plus -), to show a full-sized page.

#### 5. Security

Just about every computer already has the free Acrobat Reader® software installed, ([www.adobe.com](http://www.adobe.com)). Simply copy your Acrobat presentation file onto a



Thumbnail view of Acrobat presentation containing multiple file formats.

*You can easily  
zoom in  
and zoom out  
during your  
presentation*

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**Roger C. Parker**

*Profit Builder*

• **\$32,000,000** author

35 books, 37 languages

1.6 million copies sold

*NY Times* recommended

• **Speaker, consultant**

• **Design educator**

• **Training, workshops**

• **Marketing coach**

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CD-ROM, or FTP the file to your web site. If needed, this back-up can be quickly loaded on another computer in case your laptop disappears at the airport.

#### 6. Handouts

You can easily create *e-mail friendly audience hand-outs* that contain thumbnails of three visuals per page, plus lines for taking notes next to each visual.

These handouts can be personalized with page numbers, your name, contact, and copyright information on each page.

#### Preparing and presenting

Creating and delivering presentations with Adobe Acrobat involves two-steps:

- *First*, create your presentation visuals with Microsoft PowerPoint, as before.
- *Second*, use Adobe Acrobat Distiller® to print your presentation as an Acrobat PDF—or, *portable document format*—file.

To present from Acrobat, simply select *Window>Full Screen View*, (or press F11). This hides Acrobat's menus and resizes each page to fill the screen.

#### Workflow

Start by preparing the framework of your presentation with Microsoft PowerPoint. Then, create a PDF by selecting "Acrobat PDF" as your printer.

Next, create audience handouts. Select *File>Print*. In the Printer Dialog Box, select "Handouts" and "3-up" to create pages with lines to take notes.

#### Inserting files

To insert a PDF file created with another software program between two of your PowerPoint slides:

1. *Open* the Acrobat PDF file of your presentation visuals.
2. Select Acrobat's *View>Navigation Tabs>Pages*. This reveals thumbnails of each of all your presentation visuals.
3. *Right-click* a desired thumbnail and select *Insert Pages...*
4. When the *Select File to Insert* dialog box appears, browse, and select a desired PDF by double-clicking it.
5. In the *Insert File* dialog box that appears, select *location: "before" or "after."* This often creates sharper images than if you convert the pages to JPEG files and paste them in to your PowerPoint files.

#### Invitation

Please visit [www.rcpmarketing.info](http://www.rcpmarketing.info) and [www.rcpevents.info](http://www.rcpevents.info) to learn how to use technology to *promote your expertise* and *keep in touch* with clients and prospects!