

"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, #12**

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Roger C. Parker's  
**Guerrilla Marketing  
& Design**

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## ***Saving time with templates***

***Stop reinventing the wheel.  
Use templates to jump-start  
newsletters and Mind Maps.***

Templates save time by letting you get right to work on your message or project. Templates are often based on hundreds of hours of work and experience, helping you avoid wasting time with false starts and trial-and-error effort.

You can find templates for just about every type of project you're likely to create with a word processing, Mind Mapping, or desktop publishing software program.

Here are some tips, based on the hundreds of templates I've created for my clients' own use, or for them to distribute to *their* clients and employees.

### ***Place files in the right folder***

After downloading a template, install it in the proper folder associated with your software program. (See your software program's documentation.) Properly installed templates will appear as an option every time you select *File>New*.

### ***Start with subheads***

Immediately begin adding subheads to your publication. Headlines and subheads will spark supporting ideas and phrases that you can immediately begin adding to your template.

*Progress builds on progress!* More and more ideas will occur to you as you see your project taking shape.

Don't be overly concerned about sequence: later, you can copy and paste topics into a more logical order.

### ***Always use text styles***

The biggest mistake non-designers frequently make is to format headlines and subheads from scratch, rather than using the template's built-in text styles.

Text styles save time and guarantee consistency throughout your publication and between all of your marketing communications. A single click accurately applies dozens of formatting attributes.

To apply a text style, place the text insertion point *anywhere in the paragraph* and select a desired style from the drop-down menu in your page layout programs's formatting tool bar.

***Templates  
make you  
immediately  
productive***

**Templates available  
directly from**

**Roger C. Parker**

[One-Page Newsletter](#)

[To Do List](#)

[Book Table of Contents](#)

[Chapter contents](#)

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Keep  
headlines  
and subheads  
as short as  
possible

Roger C. Parker blogs

[www.rcpevents.info](http://www.rcpevents.info)

[www.rcpdesign.info](http://www.rcpdesign.info)

[www.rcpnewsletters.info](http://www.rcpnewsletters.info)

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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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PO Box 697

Dover, NH 03821

603-742-9673

[rcpcom@aol.com](mailto:rcpcom@aol.com)

### **Limit headline, subhead length**

Long headlines and subheads can undermine the appearance of even the best templates. Limit headlines to two lines, and restrict subheads to one line.

### **Add punctuation and symbols**

Although most software programs automatically enter the typographically correct apostrophes plus open and closed quotation marks, you have to enter other punctuation and symbols, such as:

- *En dashes* to indicate duration, (–). An En dash is longer than a hyphen (-), but shorter than an Em dash (—).
- *Ellipsis*, (...), to indicate omitted text.
- *Symbols*, such as copyright, ©; trademark, ™; and registered trademark, ®.

Use *non-breaking spaces* to keep first and last names, or cities and states, together on one line and *non-breaking hyphens* for words and phrases that should not be split over two lines, like *e-mail*.

### **Eliminated unwanted space**

Before printing your file, select *Edit>Replace*, and search for every instance where two spaces appear next to each other. Replacing the two spaces with a single space, eliminates unsightly gaps that often creep in during editing.

### **Double-check line endings**

Make sure that headlines break at logical points, like where readers normally pause when reading them. You can force a word to the next line, by *holding down the Shift key while pressing Enter*.

Use the same keyboard command to improve the right-hand margin of paragraphs set flush-left. A Line Break early in a paragraph often eliminates awkward line endings or excessive hyphenation later in the paragraph.

### **Text flow**

Make sure that visuals don't obscure any text, which can occur if you have not selected the proper *text wrap* options.

Watch out for *overflow text* at the end of your document. Often, only a small icon indicates that your important concluding sentences are not properly displayed.

### **Invitation**

Contact me at [rogercparker@aol.com](mailto:rogercparker@aol.com) with *comments, questions*, or to locate templates for marketing and writing. Tell me *where your roadblocks are*. Let me *create a template for you* and show you how to *get more done in less time!*

Visit [www.onepagenewsletters.com](http://www.onepagenewsletters.com) to see my newsletter templates, and visit my blogs at [www.rcpmarketing.info](http://www.rcpmarketing.info) and [www.rcpevents.info](http://www.rcpevents.info) to keep informed.