



DEBBIE MAYO-SMITH

PROFESSIONAL ONLINE NEWSLETTERS & EMAILS

Exactly How To Create Your Own



Successful Internet Strategies Books

PROFESSIONAL ONLINE NEWSLETTERS & EMAILS

A native New Yorker, Debbie Mayo-Smith is Managing Director of Successful Internet Strategies www.successis.co.nz

After earning a Double Honours Bachelor of Science Degree in Economics and Geography from Southern Connecticut University in Hartford Connecticut USA, Debbie worked as a Market Analyst on Wall Street.

Debbie moved to NZ in the mid-80's, Tower Trust Services created their first Marketing Manager position for her, and Debbie later left to help found Jardine Fleming NZ as Director of Marketing.

Always innovative, Debbie was one of the first marketers to capture the usefulness of email for communication early in 1999. Since then Debbie's reputation has grown to a world class leading Internet marketing expert and business strategist. Debbie's specialty is how "every-day" business people can easily, practically and with great success improve their performance and business results.

Today Debbie has an exceedingly busy practice in the Asia Pacific region as an International Keynote Speaker, Author and Workshop Presenter.

PROFESSIONAL ONLINE NEWSLETTERS & EMAILS

Exactly How To Create Your Own
Debbie Mayo Smith

SUCCESSFUL INTERNET STRATEGIES BOOKS

Successful Internet Strategies

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SECTION 1

Preparation: Your Background Knowledge

CHAPTER 1

THREE TYPES OF EMAIL YOU CAN SEND

1. Plain text
2. Simple html – (Rich Text) simple formatting
3. Advanced html – complex formatting with tables and forms and graphics

1. Plain Text.

Plain text is just that. Very, very plain text.

This is the only way to be technically sure that every single email will be legible to the reader, **and** get through.

Some people, companies or government departments block HTML (definition on page 13) for security or space reasons. A few others have operating systems too old to see it, Office 95 for example. You must have a plain text option available.

Think Of Yourself Using An Old Fashioned Typewriter.

Only one font (Courier) only one size (10pt). No bold, no underlining, no italics, no bullet points or auto numbering and certainly no tables (ways to format so your text looks like it's set in columns. More on tables later). There are three ways to make your plain text newsletter templates more interesting and of course, easier to read:

1. Using different symbols for graphic design.
2. Skipping lines to give white space.
3. Putting important text in all capital letters.

You can design your plain text template straight in your email software (professionals call this your email client). This is for example Outlook, Outlook Express, Netscape, Lotus Notes, etc. Or use notepad or Microsoft Word. However in Word be sure to save it as a plain text document. Do not do your plain text template in Dreamweaver or FrontPage as they will automatically generate HTML code for it and it doesn't work well.

We suggest doing it straight in Outlook/Outlook Express or notepad.

For plain text, like its fancier sibling HTML, your template goal is to allow your content to be easy to read – i.e. easily skimmable.

Remember, plain text is simply 10 point Courier typeface. Your design alternatives are:

- **Capital letters**
- **White space**
- **Symbols**

That's it.

Figure 1.1 Cool example of the use of Symbols to graphic effect.

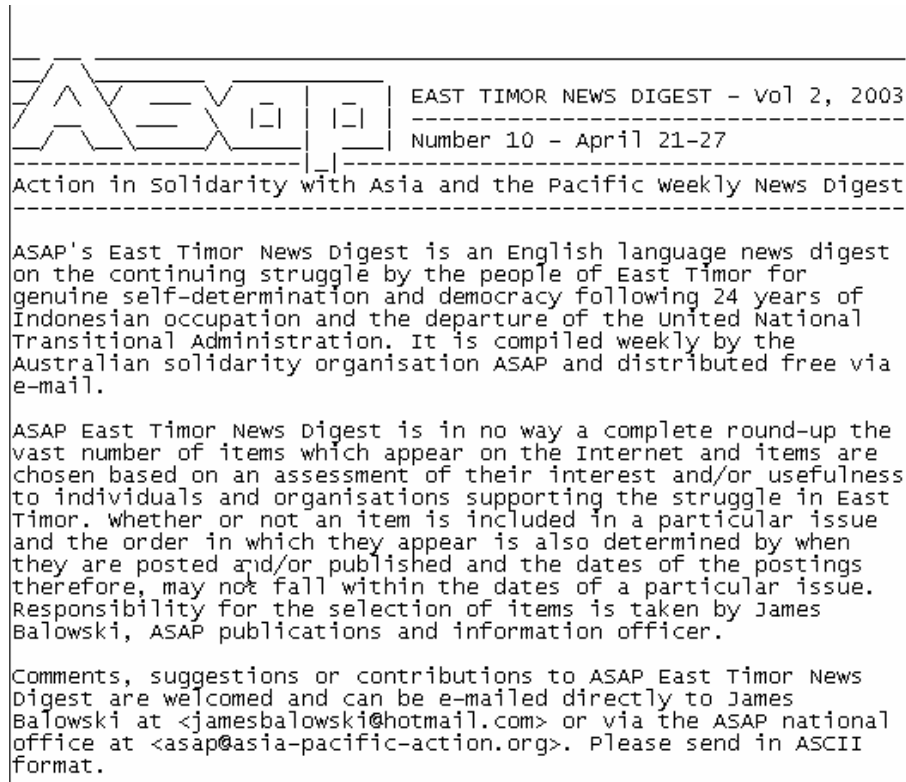


Figure 1.2 Example of manually created numbered lists and lines to separate articles

```
SPONSORED BY:
FREQUENCY DEVICES INC.
"NEW" Filter/Amplifier Instrument
900CT/BT Tunable Bench Top Instrument
CLICK HERE: <http://www.freqdev.com/dm/ieee900ctbt.html>

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3. More Now Eligible for Recent Grads' Dues Discount
4. Munich Meeting Focuses on Optics and Lasers
5. Tech Alert Keeps Tabs on Discoveries
6. Marketplace of Ideas: Should We Risk Human Lives for Space
   Exploration?
7. FAA Director Toots Her Own Horn 8. Managing Your Subscription to The
   Institute Online Alert

A word about the links in this email:
Because the URLs are rather lengthy, some email programs might not
capture an entire URL for direct clicking. Note that the complete link,
contained between the < > symbols, should be selected when clicking or
copying and pasting into a browser window.

1. Job Market for Graduates: It Could Be Worse

Job prospects for recent graduates aren't as good as they were three
years ago, but in the United States the job market for engineers is not
```

To get a plain text look that you like, the simplest thing to do is have a play typing a few symbols together and repeat them to form a pattern. You also don't want to have your text going in too wide of a column. It's too hard to read that way. What you do is wrap your text at about 65 characters across. You do this by hitting shift and enter at the same time for each line. Having said that, Outlook XP and 2003 remove extra line breaks so it wreaks havoc on this manual formatting. You can also do a hard return (just hitting enter) at the end of each line.

Be sure to get your counting right when doing those returns! If not your end result is horrible with some lines being only a few words. Test it by sending the email to yourself.

Some Norms Being Used Now Are:

1. Headlines, titles i.e. the important information in all capital letters. But only the important text – you don't want to confuse people or have the text "Screaming" at them by having body text in all caps.
2. Create bullet pointed lists using a symbol or two – such as two asterisks put together.
3. Type numbers and a space or two to create numbered lists.
4. Skipping lines between subtitles or different articles to create white space for skimming and helping your readers to differentiate between your articles.
5. Putting a dashed line (lots of minus signs strung together) or other symbol combination in between articles.
6. Centering information by hitting the space bar (remember there's no formatting so tab doesn't work).
7. Leaving white space for visual appeal and easy reading.

Figure 1.3 A great plain text example in my opinion

```

      If you are having trouble reading this, visit
      http://www.citrixevent.com/register/edm5.asp
-----
      C I T R I X   I F O R U M   2 0 0 3
-----
HURRY! HURRY! HURRY! HURRY! HURRY! HURRY! HURRY! HURRY! HURRY! HURRY!

      Early bird registrations close May 7

      Access the
      On-Demand Enterprise

More Information
http://www.citrixevent.com.au/register/homethru.asp?ID=030506

Register Now
http://www.citrixevent.com.au/register/regthru.asp?ID=030506

Refer a Colleague
http://www.citrixevent.com.au/iforum/refer.asp
-----
      Access your Enterprise
      Access the world
      Access the Future
-----

Contact us:
Citrix iForum 2003 Hotline +61 2 9287 0215 Email: iforum@uce.com.au

```



VIP Technical Tip

By the way, I promise this tip will make much more sense when you read the entire book, then come back to it.

Want to know a great "cheating" way to do the plain text version of your HTML one?

- 1. Design your Advanced HTML (page 16) email in Dreamweaver, FrontPage or similar software.*
- 2. Preview it. Hit F12 in Dreamweaver, Select the Preview pane in FrontPage.*
- 3. Hit Control + A (select everything). Then Control + C to copy*
 - a. Open Outlook/Outlook Express or your email client.*
 - b. Hit Control + V (paste).*
- 4. Now you've got your HTML as an email. Select on the Toolbar>Format>Plain text.*
- 5. It will say "Are you sure". You say "Yes, of course I'm sure". Select Yes.*
- 6. Voila! Gone are your columns, colours, graphics, formatting. Now you just have to start your plain text formatting. You're already three quarters of the way there!!!*

Simple (RTF) And Complex Html

First To Define Html

HTML stands for Hypertext Markup Language. It's simply formatting instructions put in markers, called tags. Don't be afraid. The Html coding is simply the email (or webpage) talking to your computer saying "make this text blue, end the paragraph here, put a graphic from this webserver right here; make this text bold and right align it.

Do you catch my drift? When you understand it, it really is quite simple.

Microsoft FrontPage and Macromedia Dreamweaver are examples of WYSIWYG design tools (what you see is what you get) that create the HTML code for you automatically.

Here, let me walk you through a bit of how to look at and understand HTML code.

What you see "on the stage" so to speak, on the next page, is the name Debbie in capitals, bold, black colour and on the left side of the page all by itself.

DEBBIE

The actual html code "behind the curtains" would be

DEBBIE

<p> start a new paragraph.

<p align="left"> put text to the left.

**** everything from this point on is Bolded.

**** make the font Trebuchet make it 16 point and make it black. Apply all this to the following text DEBBIE.

**** end the font.

**** end the bold.

</p> end the paragraph.

With great programs like Dreamweaver and FrontPage, there is no need to know how to write this code, but it is useful to understand a little about how it works. The HTML code is what you will paste into your personalisation software (don't worry – it's easy we promise!!)

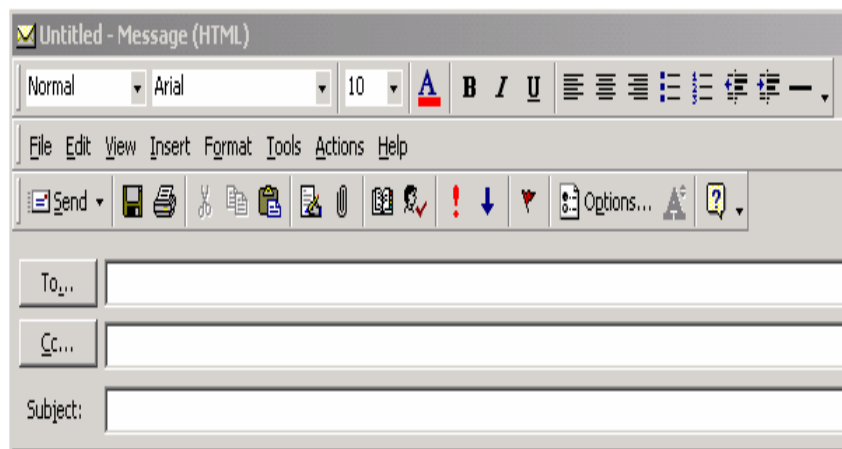
2. Simple Html – Simple Formatting

Simple html is just that. Your email can have simple formatting with it.

This would include the ability to change your font, its size, colour or orientation (left, centre and right aligned). The ability to have bullet points or numbered lists.

Are you thinking "Debbie is what you're calling Simple HTML actually Rich Text?" Yup. You're right. But Rich Text Format (RTF) is a Microsoft format term and I wanted to speak more generally.

Figure 1.4 Caveat: When sending an email out via Outlook/Express – whether straight or via a Word email merge this is the only formatting you can safely do. Meaning you're sure others will see exactly what you send. **Do Not** paste tables, columns, graphics etc into Outlook



Simple HTML emails are great for using with a Microsoft XP and 2003 personalised email merge (detailed in Appendix A), or doing straight out of Outlook / Outlook Express – One by one or BCC Blind Carbon Copy.

Figure 1.5 To turn on your HTML option in Outlook/Express, go to Tools>Options>Mail>Format

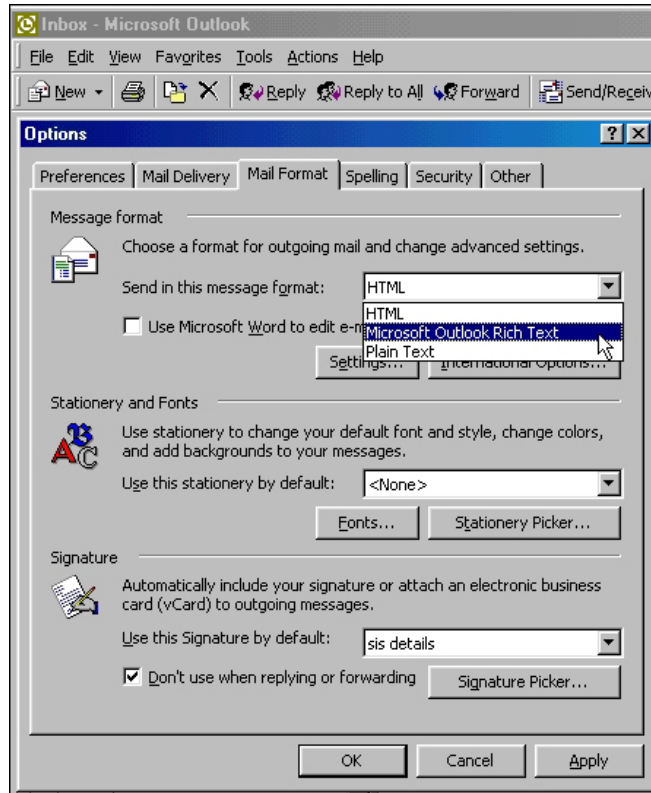
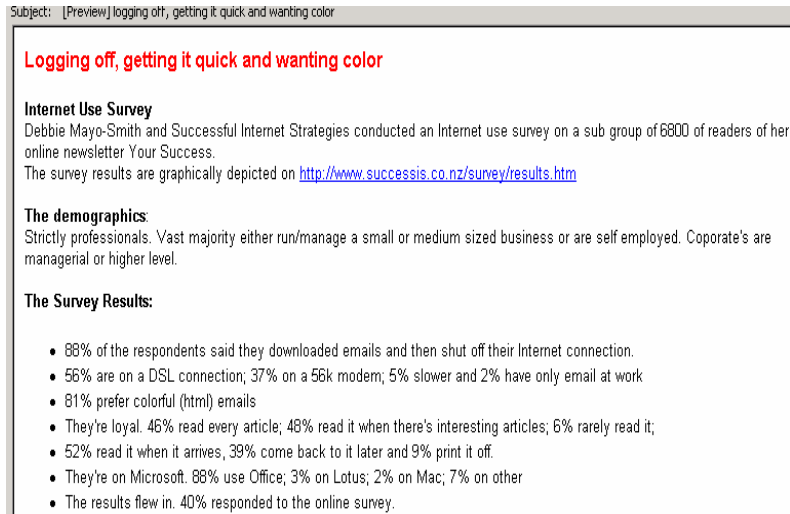


Figure 1.6 This is a good example of using simple HTML with formatted text and bullet points.



VIP Danger Alert - Graphics

*Many people insert company logos or graphics directly into their everyday emails. Beware, only your recipients that are on Microsoft 2000 or above **and** HTML and graphic enabled will receive the email with that "graphic" where it should be – where you inserted it in your email. All the rest will see the email text only and have the graphic clipped on as an attachment, or have to open it with Internet Explorer - or not see it at all. Note: We will cover inserting graphics in emails in Chapter 8.*



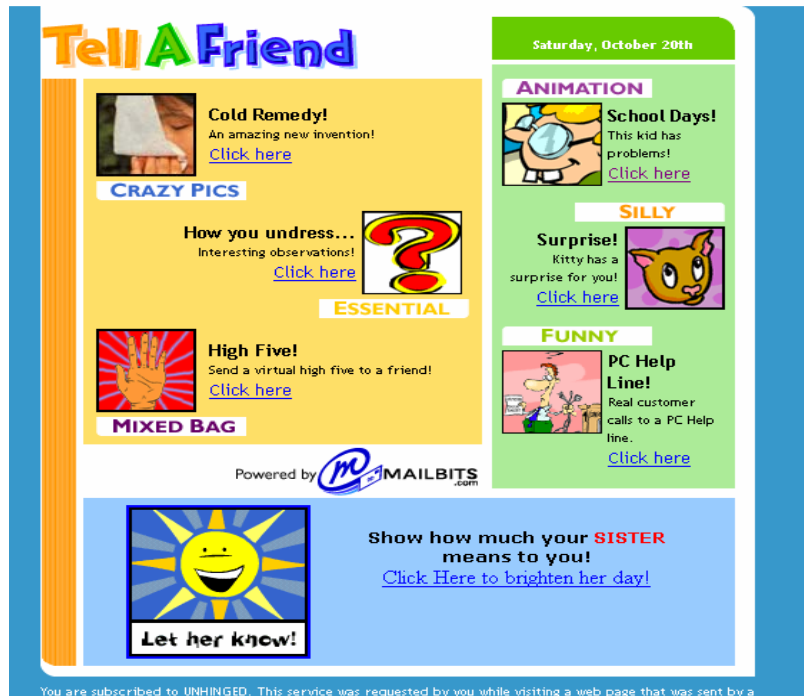
VIP Marketing Smarts Tip

For every day emails, or ones you send directly through your email software (Outlook/E, Lotus, Act etc) do you really need to have your logo or graphic in that email? After all the logo is only important to you, not them. And if it will impede your message – why do it?

3. Complex Html – Advanced Formatting With Tables, Forms And Graphics

You know those emails you get in that look like web pages? They're colourful. They have images. They could have built-in forms that you answer. Text looks like it's in columns. This is what I call advanced html. It's the next step up, simple to do once you know how – and the tricks. This is the main focus of this book – we'll show you how you can do an email or newsletter template like these below.

Figure 1.7 A great example of an advanced HTML email.



VIP Danger Alert - What Do I Use?

Sometimes large corporations and government departments would have I.T. Managers mandating that they only allow plain text emails to come in. Why? Viruses and weight. Colourful (HTML – described just before) emails are "heavier". The additional formatting of colour, tables, graphic links, fonts etc make the email carry more information behind the scenes (you don't see the coding) so it weighs more in kilobytes. So when they have to deal with hundreds of thousands of messages, some of them just say we're not going to let HTML in to save server space. Also viruses are sometimes hidden in the HTML coding. None of us would ever do that right? Right!



VIP Marketing Smarts Tip

Note if someone sends you a plain text email, it does not mean they cannot receive the colourful ones. It could simply be their computer outgoing email setting, or their preferred option of sending.

You'll get much higher response with HTML. It's easier to read and scan.



VIP Marketing Smarts Tip

Microsoft has built in sniffer technology that will convert a simple html email to plain text when the recipient requires it. This occurs when the email is sent through Outlook, Outlook Express, or a Word email merge.



VIP Danger Alert

If you're going to do your newsletter in Outlook with simple formatting, send the email to yourself. Hit forward and change the format to plain text. See how it looks now.

Why? If you've incorporated bullet points or lists, titles or paragraphs and the like, you'll want to see how it looks with all the formatting stripped out (remember that's the root of plain text – typewriter).

There might be a few small changes you'll want to make to your original so the end plain text result comes out better.

SECTION 2

Software You'll Need To Do It Well

CHAPTER 2

DATABASES

Don't you dare say what database! I won't go into a whole spiel here, but a marketing database can be one of the most valuable assets of your business. A veritable goldmine when you work it – cleverly and in a targeted fashion.

You've got to have your list all together in one place of course. While many of the email merging software packages you buy will accept a variety of databases (Excel, Access, FoxPro, FileMaker Pro, Outlook Address Books and Contacts, Lotus Notes, ACT and the like) the universal database conversation is conducted in "text" as a CSV or a TAB file. These files are text based with the information separated by tabs or commas. All the above database programs can have files saved in CSV/TAB form.

If you're not already an enormous fan of Microsoft Excel, you should be. I'm in love with it as it's one of my best work mates. I use Excel as my workhorse to manipulate all the database work I do before emailing.

If you don't have it already, you might want to purchase my ***Superb Tips and Tricks for Managing Your Customer Information*** if you have any database work to do at all. It could save you literally hours and hours and hours of manual work by showing you the magical secrets of manipulating database information in Excel. It's marvelous whether you are starting from scratch and want to build a marketing database or if you want to fix your existing one up. Order it on www.successis.co.nz.

We'll explain all about personalisation software in Chapter Ten. But let me say here while we're talking about databases that with personalisation – you can merge into an email any field you have in your database. So you might want to consider moving your email list from Contacts or an address book to Excel, Access, etc where you can store much more information and thus have greater freedom in personalisation than just name and email address. The sky's the limit really – personalisation allows you to do invoicing, receipts, even having a head office send out personalised emails from each sales representative to their clients with a single push of a button. If it's in the database – you can merge it!!!

The minimum database I think you should use is something similar to Outlook Contacts. Outlook Express isn't enough because the address book can only hold "address" information, and not categorise your contacts in any manner. And in emailing today, targeting the right information to the right person is paramount. At Successful Internet Strategies, we do at least 2-4 versions of our monthly newsletter, targeting the right articles to the right geographical audience.

So if we mention a Sydney workshop in the newsletter, only the individuals in the drivable area around Sydney will receive that version. Why burn your permission or people's value of your newsletter by advising them of something they're not going to be interested?

In Outlook 2003 Business Contact Manager (and of course in Outlook Contacts) you can assign each "contact" a category. Then sort by category.

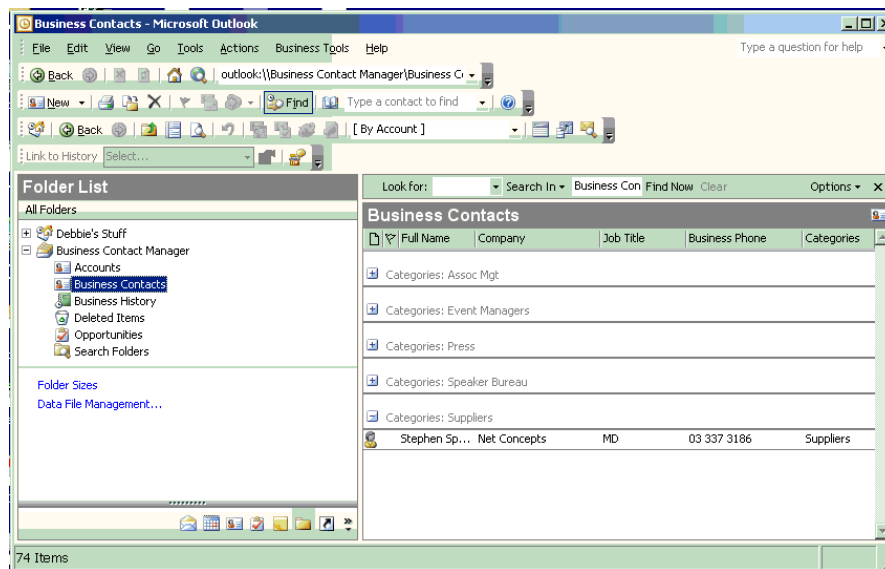
Here's a superb tip.



VIP Technical Tip

Sort your contacts by category in Outlook. Highlight the category contacts you want, copy them. Open Excel, put your mouse in the very first cell – A1 and paste. You have got a targeted database ready to manipulate /or email to directly!

Figure 2.1 Business Contact Manager (Outlook 2003) or Outlook Contacts allow you to assign categories to contacts, then to sort your contacts by the categories



What Outlook Contacts or Business Contact Manager does not have and Excel does, is the fabulous ability to allow you to create any user defined field. Then to manipulate that data, separating, merging, fixing, cleaning. User defined field means you create your own field of information - for example your services, where customers heard of you, if they require plain text or the HTML emails. The sky is the limit. For more advice, refer to *Super Tips and Tricks for Managing Your Custom Information*.



VIP Technical Tip

Microsoft Access has a great function called Office Links. With a press of a button (Tools> Office Links> Analyse it with Excel) you can automatically create an Excel file with the information from any table, report or query.



VIP Technical Tip - Do you use Lotus Notes?

When you open a .wk1 or .wk3 file in Excel, Excel applies the formatting in the associated .fmt, .fm3, or .all file. If you save a Lotus 1-2-3 file in Excel format, Excel saves the spreadsheet data and formatting in a single workbook file.

Figure 2.2 An example from my database of how you can create any field you want in Excel (column of information) then sort by it.

01	URL							
P	Q	V	W	X	Y	Z	AA	
submitdate	Code	city	state	Country	howfound	howfoundother	interestedin	
2/6/03	A	Auckland		New Zealand	didnt choose		Online Newsletters &	
3/10/03	BM	Melbourne	VIC	Australia	Magazine		Online Newsletters &	
12/20/02	BP	Myaree	WA	Australia	didnt choose		Online Newsletters &	
1/9/03	BS	Sydney	NSW	Australia	Newsletter		Online Newsletters &	
2/27/03	BS	Sydney	NSW	Australia	Referral by		Online Newsletters &	
4/25/03	D	Wellington		New Zealand	heard Debbie		Online Newsletters &	
3/22/03	BP	Canning Bridge	WA	Australia	Referral by		Online Newsletters &	
1/30/03	F	Copenhagen		Denmark	Referral by		Online Newsletters &	
11/14/02	BS	North Sydney	NSW	Australia	Referral by		Online Newsletters &	
8/7/03	BS	Sydney	NSW	Australia	didnt choose		Online Newsletters &	

More Advanced Design

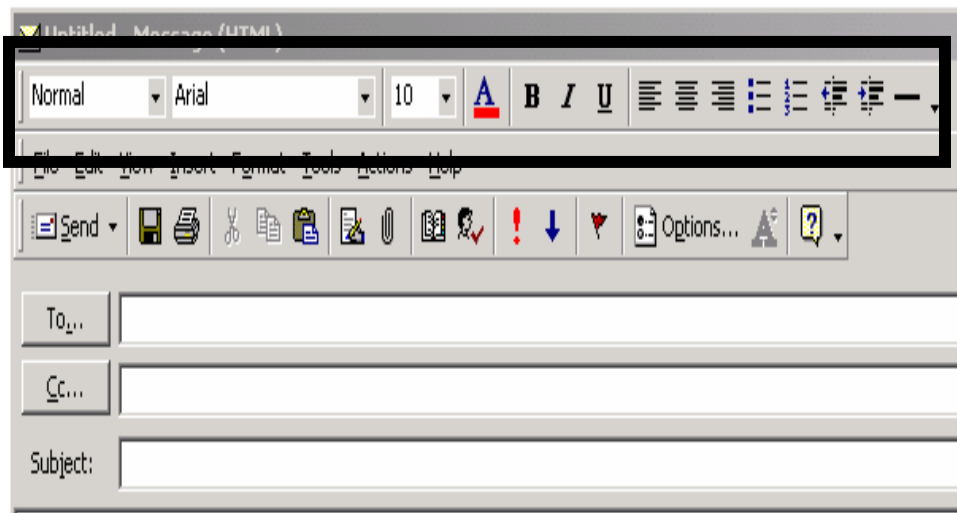
The software you need for design is predicated upon what you want to send.

Plain Text And Simple HTML (Rich Text Format)

Outlook, Outlook Express, Word, Notepad, Lotus for Plain text or simple formatting (later versions).

If you're going to do a plain text or a simple html email, you really only need your normal email software to both design and then send the emails.

Figure 2.3 This is what Outlook will allow you to format. That's it!!!!



FrontPage or Dreamweaver for the more advanced design.

We suggest when you use tables, insert graphics, use background shading or want to do surveys – you really should use the proper web design software like the two most popular ones –Microsoft FrontPage or Macromedia Dreamweaver. You wouldn't wash the dishes with a toothbrush would you? Use proper tools for the right job to save yourself simply hours upon hours of frustration. Most hair pulling is avoided – I promise. Don't be afraid of using FrontPage, it's easy to learn if you know Word. Dreamweaver is a bit different (different terminology, different toolbars) but again if you can easily pick up new software based on your existing knowledge – it won't be difficult.

Do what I did – I went to a large bookstore, grabbed all the How-To books on (Dreamweaver, FrontPage – what ever you'll be using). They're different – some are pictorial and very visual, some are quite heavy on the text. Sit, spend an hour browsing and pick the best book for your style of learning. Then, later with the book beside you, a willingness to learn, and some free time – have a play and start teaching yourself. You'll learn what you need to know.

Debbie Mayo-Smith Profile

Managing Director SuccessIS

“A native New Yorker, Debbie is a world leading authority on database, email and Internet marketing and a top rating presenter”. From New York City to Borneo, Sydney to Perth, Debbie wow’s her audiences with her easy to follow, non-hyped approach, visual presentations and clever ideas and strategies on incorporating database marketing with email and the Internet for business development, sales and customer service. Debbie is in demand as a keynote speaker, trainer and consultant with a client list that reads like a who's who of International business.

Need a Speaker? Leading International CRM, Marketing and Internet Expert"

Want an inspiring, motivating yet practical ‘How-To’ message on improving sales, marketing, office efficiency, business development and customer service?

Do your attendees want to know how to improve their website results (need I ask)? Than you must have Debbie help with your next conference or with training.

Individually crafted presentations

No two presentations are ever the same. I’ll spend time reviewing websites of attendees and customise it to them. I’ll also speak in depth to your IT people to learn in detail about what software the majority of the attendees use for their client information and also what marketing, business development and services they’re likely to do. Then I’ll weave this knowledge into my presentation to enhance what they’re doing now and add in new ideas, tips and tricks that they can take on board.

The content is motivational and practical at the same time. I use everyday language (nothing technical) with visual examples and "what's in it for me" from the attendees point of view.

Free Pre- Conference Online Survey

I will conduct an online survey of all those invited or all the attendees before the seminar to structure my presentation completely at their level.

I can add any questions you like and I’ll prepare an Executive summary of all responses and I’ll also give you all their answers on an Excel Spreadsheet.



Free Continuing Education

Each participant will receive a free subscription (if they like) to my monthly online marketing and business development tip newsletter so the learning continues indefinitely!

Profile

ASM designation National Speakers Association. Honours Bachelor of Science Degree in Economics and Geography – Southern Connecticut University USA.

Michael F Barnett: Chief Executive: Auckland Chamber of Commerce:

"Our star presenter was Debbie Mayo-Smith, our highest rating speaker"

**Leisa Donlan: President Australia Society of Association Executives
CEO Australasian Rotational Moulding Association**

Just thought I would send through a very quick email. Following your advice we've updated and changed our web site www.rotationalmoulding.com and we are now listed NUMBER ONE on google for "rotational moulding" and NUMBER TWO for rotational moulders.

We are absolutely wrapped about the results. The site can probably still use some work, but what an improvement, your seminar changed our whole philosophy.

Jeff Tubbenhauer CFP

Just a short note to say thanks for presenting at the AMP conference where you gave us a talk on emailing. I bought your book, read all of it and have put your email know how together for my own use. My first email August 02 produced me around \$1,800 of fees. Thanks!

Ralph Penning

Executive Trustee Independent Business Foundation (Debbie's Newsletter)

"You are a real winner. Your Successful Internet Strategies newsletter receives the highest rating among the promotional mailings reaching my screen. Why? Because you don't mind giving away handy tips that others guard like trade secrets. I constantly mention you as a role model, and won't mind your quoting me on it."

Description of Books

Want To Build A More Profitable Business? Than You Must Have This 3 Book Trilogy:		
Successful Email Marketing Your Complete 'How-To' Guide Become a superb marketer of your business; then apply the strategies to email. S.E.M. continues with detailed instructions on how to write, design and send emails that get results for you. You'll learn tested tricks, tips, pitfalls, solutions, case studies and examples from New Zealand, Australia and around the world. Furthermore everything you'll learn can be related to websites and print communication too! Heather Douglas: Managing Director Homebizbuzz: "What a great publication, worth many times its weight in gold! Few books show you how to make as much difference to your bottom line, with so little expenditure, as this one. It's a simple, foolproof guide to getting a cost-effective email marketing strategy off the ground, and leveraging every bit of worth from it for years to come! There's so much value in here - I don't know how any home business these days can operate without implementing every one of your ideas".	Version Print	Price \$40.00
Superb Tips And Tricks for Managing Your Customer Information A veritable treasure trove of tips and tricks. This gem of a book will set you on a minimum effort course to building your own goldmine – for now and the future. Whether starting from scratch, enhancing your existing database or you just want to know inside expert tips, this book will prove invaluable in saving you time, anguish and helping you enact marketing campaigns at the push of a button. In plain language and with great screen shots, Debbie will show you how to take your customer information and work with it in Excel. You'll slash hours and hours off your workload learning how you can automatically clean up data, fill in the holes, add in your email contacts, fix keypunch errors and finally create targeted mailing lists in 2 minutes flat.	Print	\$40.00
Exactly How To Create Your Own Professional Online Newsletters Do you want to take your online communications from average to spectacular? Do you want to send a great professional looking online newsletter to your clients and prospects? You don't need to go to expensive advertising or web development agencies or the budget of the large corporations. All you need is good to intermediate computer skills and this great new fully illustrated Step - by - Step 'How-To' Manual.	Print	\$25.00

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Special – Purchase All Three!  Save \$15.00!  FREE! Debbie will airmailr the print versions of all three for free		\$90.00	
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Company _____			
Address _____ _____			
Email _____ Ph. _____			
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Please bill my credit card for \$			
Credit Card Type <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Diners <input type="checkbox"/> Amex			
Card No#. _____			
Name on card _____ Exp. date _____			
Signature _____			