

Business News

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Ideas to Grow Your Business

- Using ALT Codes to make your documents stand out
- Client Success Story
Eagle Metal Products

QUICK TIP

- Load your product videos onto your IPOD™ and show them anywhere.

Adding “Zing” to your documents

Have you ever spent valuable time searching for those funny little letters and symbols on your computer that you need in your letter, but they aren't on your computer keyboard? There are simple shortcuts, known as *ALT CODES* that can be used to enter these characters into what you are typing. By pressing the *ALT* key and entering a characters code, the funny little character is then entered without the wearisome search.

Many foreign letters, numbers, and symbols commonly used are not found on the keyboard. Though there are 256 characters, including letter variations and symbols, we still only find approximately 100 keys on the board. *ALT CODES* allow you to access these special characters while still using the keyboard. For example, by pressing and holding the *ALT* key on your keyboard, and

then typing 0169, a copyright symbol will appear: ©.

To make sure text looks the same on all computers there is a standard, called Unicode, which defines what numerical code is mapped to each character. Unicode defines tens of thousands of characters, representing many of the alphabets in the world, including Japanese, Russian, and even Klingon. *ALT CODES* are a Unicode input method that applies only to computers running Windows. Other computers such as Apple Macs, PCs running DOS or other programs, use the broader Unicode hexadecimal codes.

Whether you're using common, recognizable words like fiancé, pâté, or señor, or are writing about Lýðveldið Ísland (Iceland), utilizing *ALT CODES* will put special characters such as these at your fingertips. So when you get tired of

rummaging around your computer for these symbols and characters, just remember *ALT CODES* are the easy *alternative*.

™	ALT 0153
©	ALT 0169
®	ALT 0174
¢	ALT 0162
•	ALT 1049
«	ALT 0171
»	ALT 0187
â	ALT 0226
ñ	ALT 0241
é	ALT 0233
ç	ALT 0231
☺	ALT 1

Success Through Video Marketing

Eagle Metal Products, a producer of metal plates for the truss and pallet industry recognized an opportunity to expand in the truss manufacturing business by building and supplying large component saws, at 40% savings to the end user.

Eagle Metal Products found video to be the fastest way to introduce and

demonstrate their products without the expense of moving either the product, or bringing the customers in.

By employing the use of video, and sending the video out to customers, they were able to grab a significant market share, going from absolutely no sales, to becoming one of the nation's leaders in the component

saw industry.

Go to our website to see Jerry Burney talk about his success through video and Video 7.

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