

# Macaholics UNANIMOUS

The Official Newsletter of the Upper Keys Macintosh Users Group



October 2010 Volume 18 Issue 11

## Stay in touch!

### Constant Contact for Email-based Marketing

by Sue Beal

September's meeting brought us the dynamic duo of Christi Allen and Ruth Schrader-Grace, two women whose impact in the Upper Keys can not be denied! Together they run Christi's business, Pilates in Paradise, an award-winning fitness studio, and they are both passionate about green! Green business, green living, green education... you name it. They are active in GLEE, the Florida Keys Green Living and Energy Education organization, and they've work hard to develop an annual week of celebration of the environment called EcoWeek, coming November 1-7.

Developing Keys-wide events and bringing people on board requires communication, and email is a great way to do that. It's even green, because it saves paper! Constant Contact is the package that they use to promote their business and events, so we asked them to come and tell UKMUG all about it.

[www.constantcontact.com](http://www.constantcontact.com) is where it all starts, and there you see the 4 major categories of what Constant Contact can do for you: email marketing, event marketing, online surveys, and social media.

Our concentration was on the email marketing functions. We had a good turnout for this meeting, considering that this presentation was aimed more at people who organize and run groups, as opposed to the average home computer user. But even



Christi Allen (foreground) and Ruth Schrader-Grace of Pilates in Paradise and EcoWeek Florida Keys filled us in on Constant Contact! Nadia Spencer and Susan Hammaker look on. Christi and Ruthie get the "Intrepid Scout" award for switching from PC to Mac mid-presentation! Hence the concentration! Never having used a Mac before... they borrowed a Mac when their PC lost its internet connection. It was fun to see them discover how to use it and what it could do.



if you aren't a communicator, you could gain an appreciation of what's landing in your mailbox from what Ruthie and Christi presented. When you get an information-packed email, scroll all the way down to the bottom and see if Constant Contact was used to create it!

#### Benefits

The benefits of email marketing are obvious - stay in contact with people who want your information, in a timely, attractive and informative way, without spending much or wasting time or resources.

#### What's it cost?

Constant Contact has a modular price structure, so you only pay for the parts you use, and for the level at which you use them. They give you a 60-day free trial, which seems really generous, and the entry level fee is only \$15 a month - for the email marketing part - for up to 500 email addresses in your contacts list. It goes up to \$30 per month for up to 2,500 contacts,

Apple User Group Upper Keys Mac User Group Meeting

Diane Marshall on

The Mac, a  
Writer's

Best Friend

Diane Marshall,  
journalist and former creative writing instructor at FIU,  
has used a Mac for writing since its inception in 1984.

7PM  
Thursday Oct. 14  
Hosted by the Upper Keys  
Mac User Group  
Come at 6:30 for Help for Mac Beginners:  
Bring your laptop and your questions for  
a half hour prior to the main meeting and  
have experienced folks available to help!

#### OUR NEXT MEETING:

Thursday, October 14, 7pm,  
KL Library Community Room:

Diane Marshall on  
The Mac, A Writer's Best Friend!

Even if you don't write, come and hear Diane, one of our board members and a wonderful speaker! Make sure you invite any friends who write and might be interested!

and so on.

It doesn't matter how many emails you send a month, only how many contacts are in your list.

#### Ease of Use

Christi and Ruth stressed how user friendly Constant Contact is. Not only is it easy to figure out, but they have excellent help and tutorials - even if you're in the 60-day free trial period! You can call, email, chat or use the FAQ forums.

There are even "webinars" and traveling seminars you can sign up for if you still need help.

Templates are available for hundreds of uses, giving you a professional look from the start. Ruth and Christi said it's very easy to start simply, and as you get more familiar you can add more complexity and interest to your emails.

#### Is it working?

Pilates in Paradise's Constant Contact

continued on page two



## CONSTANT CONTACT

*continued from page one*

e-newsletters often include a coupon offer than can be printed and brought into the studio, giving them feedback as to whether their marketing is working.

Once your email system is set up, you can view and analyze the results of your emails. Free reports show you what is working best for you.

## Manage your contacts

You can import contacts from other sources, and/or build them. Constant Contact maintains its own list of contacts for you; it is not affecting your normal email program.

Inside Constant Contact, you can have multiple email contacts lists, to better manage who you're sending to. You can copy from one list to another, merge them, and more.

A question came up about how secure your contacts list is, once you've trusted it to Constant Contact. I Googled that issue and found no reports of any security issues - ever - with the program!

Christi and Ruth also mentioned that the Email Wizard allows people receiving your

emails to opt out of future newsletters at will, there is an "unsubscribe" button at the bottom of every email.

## Archive

Constant Contact maintains an archive of your old e-newsletters, turning them into web pages which you and others can access. Sometimes it can be very useful to look back and see what you were doing a year ago!

## Getting Started

To start, you just create an account. They use one account and have piggybacked EcoWeek onto the Pilates in Paradise account, which keeps it simple and keeps the cost down.

You pick a template and start filling in your information. As you work on it, you can click "preview" to see what it really looks like, and you can even send yourself a trial email to see it that way.

You can add hyperlinks and logos, and at the bottom you put your company information. Constant Contact will add their logo/link and the "unsub" button.

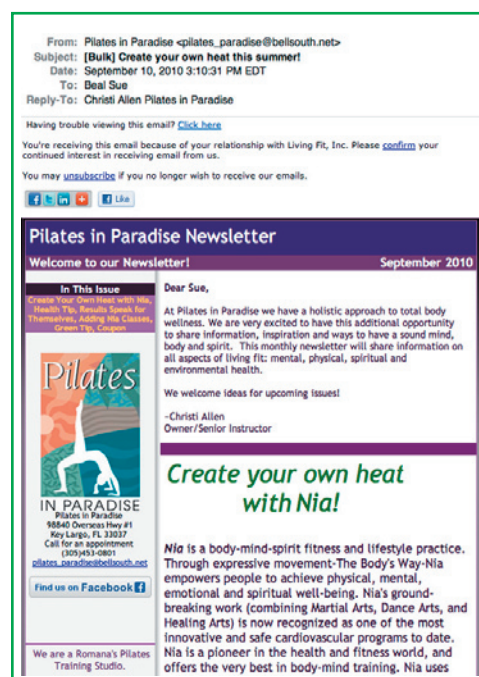
The editing tools are easy to use, as you work in two side-by-side windows - the left has controls and options and the right has your content.

Customize and reformat as much as you like! Ruth cautions you to "save often" to avoid the disappointment of losing your work.

Once you've done one newsletter, the next time is easier... you can call up the old one, copy it, and start changing from there. No need to repeat work you've already done, just move forward and you can add more bells and whistles as you go.

## Image Library

As you build your newsletters, you'll want to load in logos, photos and other graphics. Constant



This is how the Pilates in Paradise newsletter looks when it gets to my mailbox

Contact gives you 5 images in the Library with your monthly fee. After that you pay \$5 for more storage space.

Formats accepted as uploads to the Image Library are GIF, JPG and PNG.

There is also a stock image library option available.

## One small weakness

You can't import a calendar into Constant Contact... yet! You have to build it their way.

## Other possibilities

You can use Constant Contact's events section to sell tickets, using PayPal, if you're having that kind of event.

*We thank Christi and Ruthie for taking time from their busy schedules to share their knowledge with us. Good luck with EcoWeek and all that you do!* **MM**



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# Google Instant Search Explained

from the Internet Patrol

Today's Google news is all about the new Google Instant Search 'type to search' feature, or, as its friends call it, Google Instant. You may be asking yourself "aren't searches on Google already instant?", and it's true that there are few things that take less time than a Google search. A quick action should no longer be measured against how quickly you can say "Jack Robinson" – we do things faster on the Internet these days, and Google is largely to thank. A Google search, in short, is a paradigmatic example of an almost instant human act. (It didn't take me more than a couple seconds to figure out that I was trying to reference a saying involving a guy named "Jack Robinson," for example.)

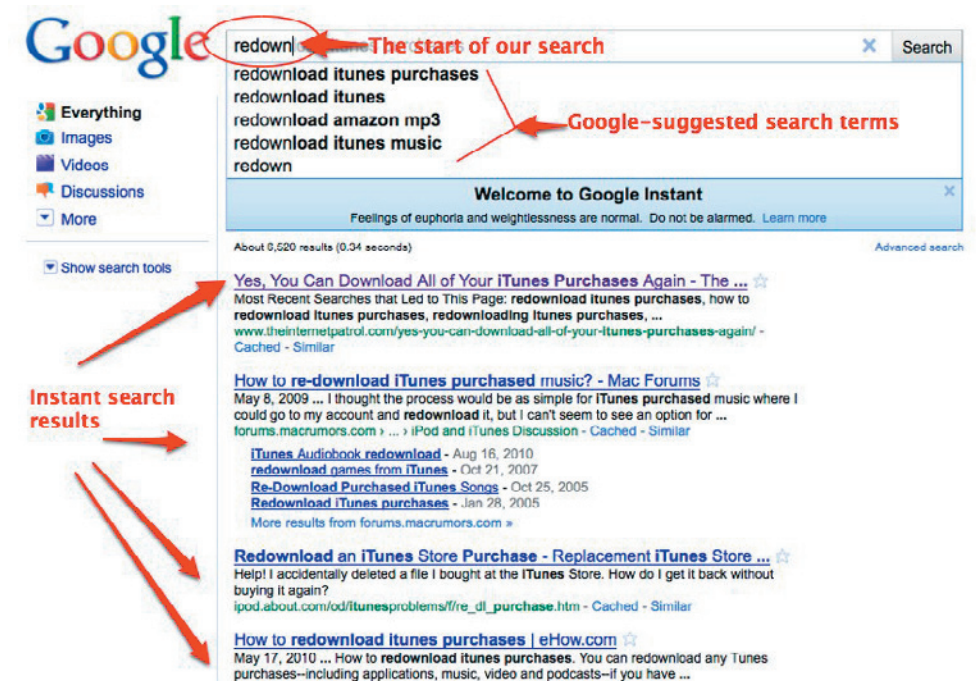
Yes, I'm extremely efficient," we can imagine Google personified saying about its insanely fast functioning, "but something about what you just said hurt my feelings: you said that I'm only almost instant. This I simply cannot tolerate – I must be instant!"

## Google Instant

So, with that colorful introduction out of the way, let us introduce you to Google Instant, a new search innovation that is designed to bring you even faster search results (the mathematics of time would seem to preclude a truly instantaneous search result, alas). The basic idea behind the new and improved Google Instant is that you no longer have to wait that pesky millisecond while you hit the "enter" key for your search results to appear. Instead, as soon as you start typing, search results appear below the search-query box and the recommended search strings. In response to each new letter or word added or deleted, new search results appear, replacing the previous ones, until you cry "Uncle" and say "Yes! That's for what I was searching!"

You see, before, you had to hit that pesky "enter" key before being able to see your search results. What a bummer that was! Darn, Google, don't you realize we have stuff to do? We're busy people - no time to perform extra key strokes!

Sarcasm aside, though, Google Instant does have some genuine benefits, besides that split-second saved. Most notably, you can alter your search query in response to the results that are appearing below the



search bar, thereby making your searches more successful. If "Boulder Chinese food" isn't yielding what you're looking for, you can on the fly delete the word "food" and replace it with "restaurants" and instantly see if that yields better results.

And remember, it's not like you had to search "Boulder Chinese food" and "Boulder Chinese restaurants" separately to find out which search was more helpful. You can search both in basically one fluid motion of typing by altering what you are adding or deleting in the Google text box.

And finally, fans of the search queries that Google suggests as you type need not worry. As we mentioned, the search results appear below the suggestions, which you can still access by clicking the down arrow or moving your mouse pointer. The difference is that if you hit the down arrow to hover over a suggestion, the search results associated with that query appear below it

## Faster Searches

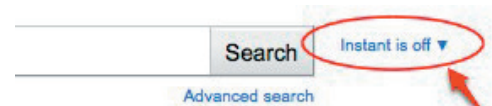
Of course, all of this leads to what we already expect from Google: a fast search experience. And no matter what else may be the case about Google Instant, it does make searches faster.

How much faster, exactly? Leave it to the engineers at Google to actually supply us with a mathematically precise answer: People type more slowly than they read. According to Google, we take about 300 milliseconds between keystrokes, but only 30 milliseconds to glance at another part

of the screen. Consequently, results can be scanned faster if less typing and entering is involved in the search process. On the whole, Google Instant should be able to shave 2-5 seconds off each search. So, if everyone in the world started using Google Instant, Google users would collectively save 3.5 billion seconds, which means we save 11 hours every second. Employers who are constantly complaining about worker efficiency should love this!

## Do you see it?

Ready to check it out? It's easy to do - it may already be enabled when you go to Google, but if not, look for this:



Click on the "Instant is off", and select "On (type to search)" from the drop-down menu:



...and voila! Google Instant is on:

It's pretty fun, at least for now, when the novelty is fresh.

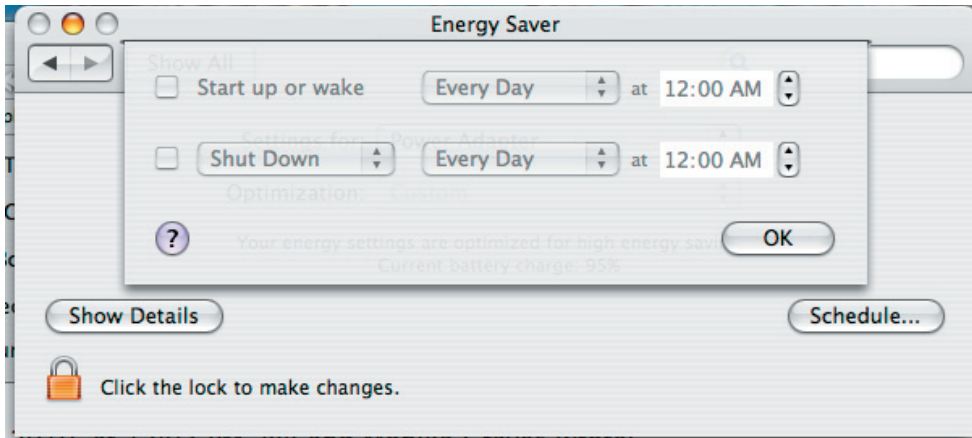
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# A Green Mac Tip

by Monika Graves

Did you know that your Mac has a little-known function that can program your computer to shut down at a designated time and boot up ten minutes before you arrive home or wake up? Go to your System Preferences under your drop-down Apple menu, click on Energy Saver and then Schedule.



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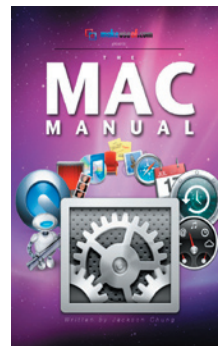
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<http://www.tropic4.com/MUG-member.html> Be sure to enter code at checkout.

We will have Jim Lee from Tropical Software back to speak at UKMUG in March! [MU](#)



Thank you, MaryAnne Roper for this quick fix for cables falling behind your desk!



## Free Manual for New & Old Mac Users!

Thanks to Gary Kampel, SEMUG

This 69-page PDF guide (from Makeuseof.com) supplies you with numerous tips, tricks and free applications. Get the hang of the interface and discover what your Mac is really capable of.

If you're a MAC newbie, or an old pro, and looking for a quick and easy guide to get you started (or back up to speed) this is it.

Download it from our collaborative UKMUG website:

<http://ukmug.pbworks.com/> [MU](#)

# Repairing a Scratched CD or DVD



from Wikipedia

1. Clean the disc. Even if a CD isn't actually scratched or scuffed, dust, oil, and other surface contaminants can prevent it from playing properly. Cleaning the disc should always be your first move.
  - \* Run warm water over the damaged disc to remove dust. If there is stubborn dirt or grease on the disc, gently rub it with your finger while you are washing it, and use a gentle detergent or liquid soap (with the water) or rubbing alcohol (in place of water). Any time you rub or wipe a CD, you should do so by starting at or near the center of the disc and rubbing straight outward toward the edge to prevent further scratching.
  - \* Shake the water off and let the disc air-dry (do not dry it with a towel or cloth, and don't sun-dry it either).
2. Try to play the disc. Many times a good cleaning is all that is needed. If problems persist after cleaning, try to play the disc in a different CD player. Some players handle scratches better than others; computer CD drives and car stereos tend to be the best.
3. Burn a new disc. If you can get the CD to work in one CD player, try burning a new disc. The CD burner on your computer may be able to read the CD well enough to produce a copy. You may wish to try this even if the CD doesn't play correctly on the computer.
4. Locate the scratch. Visually inspect the playing surface for scratches or scuffs. Scratches that run perpendicular to the CD's spiral - that is, those that run generally from the center to the rim - may not affect playing at all, and in any case are generally less damaging than those that roughly follow the direction of the spiral. If there are several scratches, but the CD only skips in one or two places, you may be able to approximate the location of the offending scratches based on which track skips. The first track of a CD begins near the center, and the direction of play proceeds outward to the edge
5. Data Recovery. Many burning programs can be set to continue reading after getting an error (such as not being able to read a section due to a scratch). If the program can't read a section at all, it will fill it with random data. They can also try to read the bad section by reading at a very slow speed multiple times. Note that due to the slow reading, and multiple attempts at trying to read a damaged section, these programs can take a very long time to complete - hours!.
6. Polish the CD. **WARNING:** this can damage the disk further! Use only as a last resort, and read the instructions carefully!! Though counter-intuitive, polishing a disc can repair a scratched CD by removing some of the outer plastic coating and thus making existing scratches shallower. A number of common household products can be used to polish the CD, but toothpaste — especially baking soda toothpaste — and Brasso are probably the most tried and true. You can also use a fine-grit polishing compound that's used for cars or hard finishes.
  - \* Apply a small amount of toothpaste (must be paste, not gel) or Brasso to a soft, clean, lint-free (old undershirt) cloth: an eyeglass-cleaning cloth works well.
  - \* Gently rub the cloth on the scratch or scuff in a radial motion, (start at the center and rub out to the edge, like spokes on a wheel). Do this 10 or 12 times all around the CD. Rubbing in a circular motion can cause small scratches that throw off the laser tracking system in the player. Try to focus your efforts solely on the scratch or scratches you've identified (if possible).
  - \* Polish in this manner for a couple of minutes, reapplying Brasso or toothpaste to the cloth as necessary. Be careful not to apply much pressure.
7. Remove polishing product from disc. If you used toothpaste, rinse the disc thoroughly with warm water and let dry.

Make sure to remove all of the toothpaste and let the disc dry completely before trying to play it. With Brasso, wipe off excess product and let the rest dry. Then, using a clean cloth, gently wipe disc again.

8. Test the disc. If the problem persists, polish again for up to 15 minutes or until the scratch is almost completely buffed out. The surface around the scratch should begin to look shiny with many tiny scratches. If you still don't notice any difference after polishing for a few minutes, the scratch may be extremely deep, or you may be polishing the wrong scratch.

## Wax Method

1. Wax the tracks. If polishing doesn't work, apply a very thin coat of Vaseline, liquid car wax, neutral shoe polish, or furniture wax to the CD's playing surface. Wipe excess off using clean, soft, lint-free cloth in a radial (inside to outside) motion. If using wax, follow manufacturer's instructions (some need to dry before you wipe them off, while others should be wiped off while still wet).
2. Test disc again. If the wax or Vaseline does the trick, burn a new copy of the CD immediately. The waxing method is only a temporary solution.

## Lightbulb Method

Turn on your desktop lamp, or any other lamp with a 60W incandescent filament bulb (DJs usually use the small lamp they use for finding their CDs). Hold the CD with your forefinger in the center opening and the recorded side towards the lamp. The distance from the bulb should be about 10 cm (4 in). Hold it there for about 20 seconds, rotating it slowly around your forefinger. Then, while it's still hot, play it in the CD drive (sometimes doesn't work).

## Repair Foil Scratches

To determine if you have a scratch in your disc's foil, hold it in clear view of a light, shiny side up, and look to see if there are any small areas of the disc that show signs of the foil missing. Flip the disc Logo side up, and mark where these areas are with a whiteboard marker pen. Get 2 small strips of masking tape, and lay them one on top of each other over the area you have just marked. The CD may run a little loudly, but it will more than 70% likely repair the little missing pieces of foil. **MTJ**



## FREE CLASSES IN KEY WEST!

Macintosh™ Systems Solutions has a free class almost every Saturday morning at the store in Key West! Visit them at 1001 Truman Avenue at the corner of Grinnell. They offer a wide range of classes for new and experienced Mac users. Stop by for all your Apple sales, service, and training needs, or call 293-1888.



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Thanks to Sandy Santiago!

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Go to the web site, and check it out. Just enter your name, city, and state to see if yours is on file.

After your license comes on the screen, click the box marked "Please Remove." This will remove it from public viewing, but not from law enforcement.

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<http://www.license.shorturl.com/>

### ONLINE SOURCES FOR MAC HELP:

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<http://tips4mac.blogspot.com/>  
<http://www.mac-hints-tips.com/>  
<http://www.macfixit.com>

### MU Classifieds • MU Classifieds

**Call or email Sue if you have something to give away or sell! Classified ads are free.**

The Upper Keys Humane Society has an IMAC COMPUTER FOR SALE. It was purchased new last November but has never been used. It was purchased for bookkeeping and general office use but the bookkeeper did not like the payroll program (Aatrix) so they decided to go back to a PC. The specs are as follows:

OS 10.5.5, 2008, 17" display  
1.893 MHz core 2 duo processor  
512 MB memory; 149 GBHD  
Model FA710LL/; Applecare

Contact John Thomas at (305) 451-4516 if interested

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for taking photos at the last UKMUG  
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