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1 Welcome with QNewsLetter

Welcome to installation of QNewsletter for Microsoft Outlook. QNewsletter is the ideal solution for sending personalized mails. The QNewsletter assistant works similar like the normal email form, but allows choosing many recipients and inserting fields from contact entries.

QNewsletter is designed for everybody using Outlook, it allows you to write personalized and normal e-mails within minutes and send them to a recipient list.
This manual describes the installation and usage of QNewsletter and gives samples of Newsletters.

1.1 Features

QNewsletter in combination with MS Outlook is the ideal marketing tool for planning, sending and storing newsletters. QNewsletter is the perfect solution for E-Mail marketing, because personalized e-mails are read.

QNewsletter allows you to send text, HTML and RTF E-Mails with personalized fields and attachment to a list of recipients taken from any contact folder in Outlook. It makes it easy to send price lists, offers, newsletters etc. with or without attachment.

Using Outlooks import function, nearly any kind of address data can be used to send e-mails with QNewsletter.

Evaluation version of QNewsletter

QNewsletter in unregistered version is able to send up to 5 e-mails to recipients. It can be used unlimited in time. After purchase, a license code is entered enabling full access to all functions.

Update of QNewsLetter: Updates can be downloaded at any time at www.olfolders.com. All updates are free. Usually no additional work is needed on upgrading QNewsletter.

Ihr QUESTER Team

Please note:
QNewsletter is an add-on for Microsoft Office Outlook; you will not find any executable file in the start menu. Instead a new folder and a new form are installed in Outlook. To open the new form, switch to the folder Newsletter and execute the form using Actions: New: Newsletter.

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2 System requirements

2.1 Computer PC and operating system software

Microsoft Windows Version:

- Any

Microsoft Outlook - Version:

- Microsoft Outlook 98
- Microsoft Outlook 2000
- Microsoft Outlook 2002
- Microsoft Outlook 2003
- Microsoft Outlook 2007
- Microsoft Outlook 2010

3 Installation and set up

This manual describes how to set up QNewsletter using examples.

3.1 Forms installation

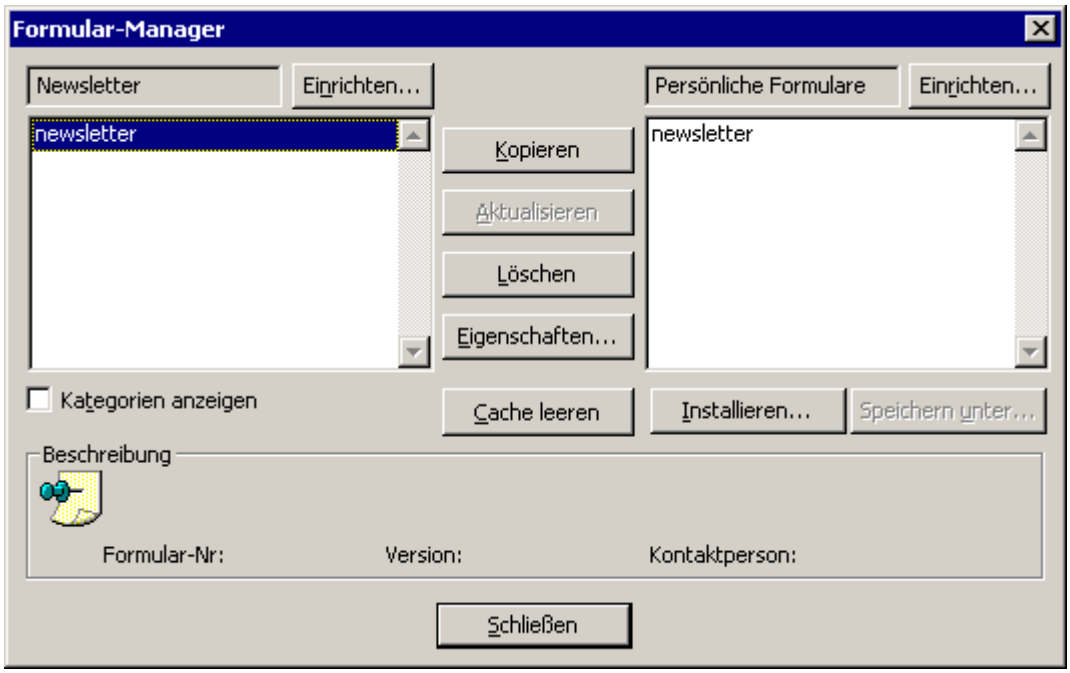
QNewsletter is integrated into MS Outlook. It works by extending an Outlook form using an ActiveX component. QNewsletter does not require any other executable file.

During installation QNewsletter starts the application FormsInstall, this application installs the new form into Outlook. If Outlook did not respond while installation, you can run FormsInstall at any time or install the form manually. To install the form manually, open the application directory and double click on newsletter.oft. Outlook asks for a folder to store the form. After a folder is selected, choos tools/publish form.

3.1.1 Security warning

Since Outlook 2003 Forms should no longer contain ActiveX components, until the user explicitly wants this. Active X may only be contained in personal forms, applications are not allowed to install a personal form (otherwise, this security update would be of no use).

To install the form into personal forms, open tools/options/advanced/advanced options/forms manager. The following dialog appears:



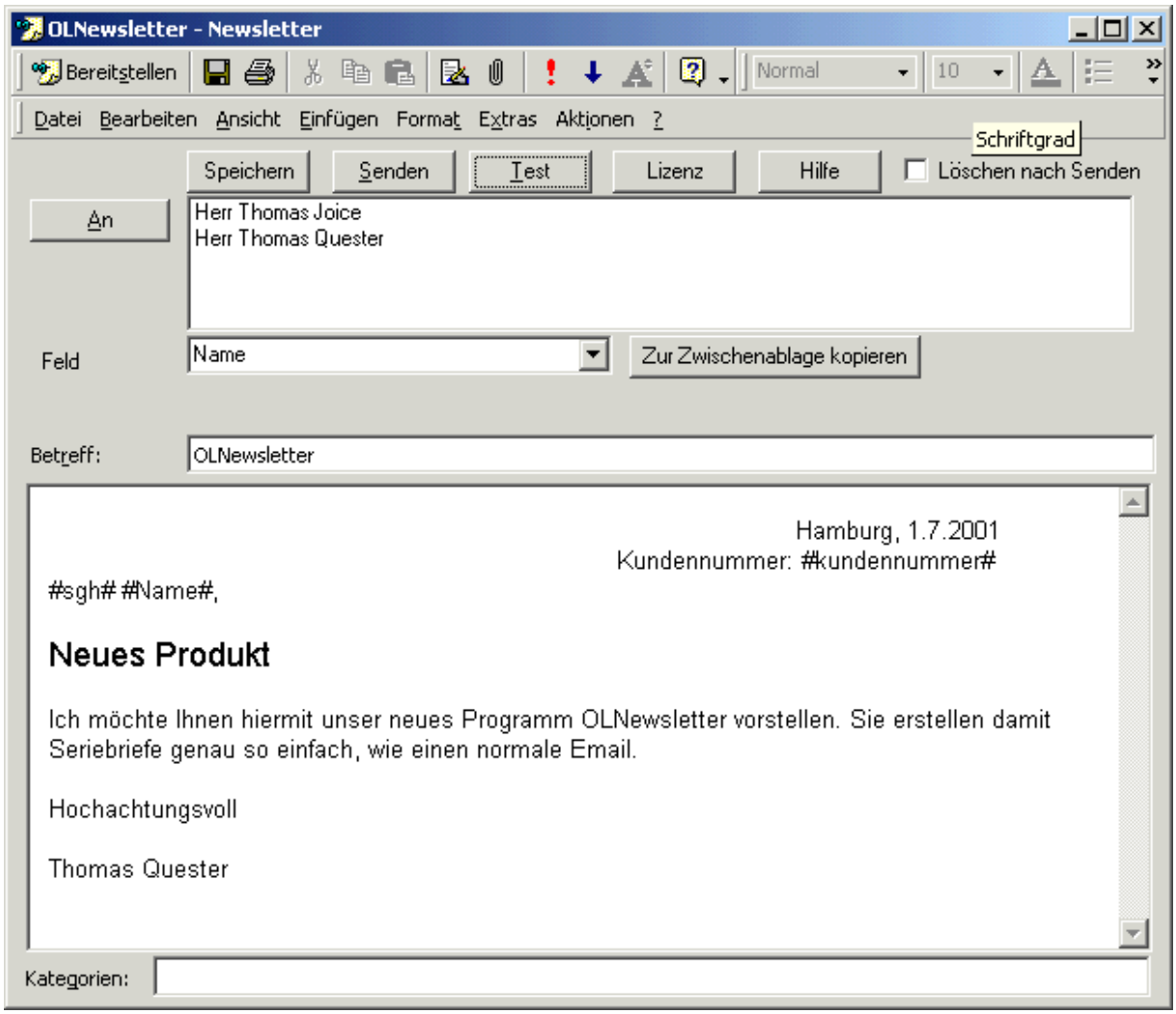
At the left side, open the new folder „Newsletter“, the form Newsletter appears. At the right side, normally personal forms are pre-selected, so just click on copy to install the form.

4 Writing a mail

Writing a serial mail with QNewsletter works similar like writing a normal e-mail, in fact, you are using nearly the same form for writing e-mails; only an additional component is added.

The newsletter is started using Actions: New: Newsletter. After selection of contacts, the text is entered in the lower part of the form or any existing text is inserted via the clipboard.

The forms field contains all forms which can be inserted into the newsletter. Additionally any user defined field from modified contact forms can be used, but will not appear in the field's combo box.



The field „sgh" is a special field for creating the salutation, sgh is the abbreviation of the German "Sehr geehrte Herren" (Dear sirs). #sgh# works by looking at the text file salutation.ini.

Because a standard e-mail form is used, all features, such as attachments and pictures can be used in a newsletter.

4.1 Fields

Fields can be either selected in the field's combo box, then copied to the clipboard and inserted using ctrl-v or entered directly. Each field begins and ends with "#".

Example (a): Personalized field

```
#sgh#
```

Replaces with dear sir, dear madam, dear sirs or any defined text which can be defined.

```
Dear Mr. Quester,
```

Example (b): Personalized field and user defined field

A customer has ordered a software, the contact contains the license code in a user define field with name license code. Each user define field can be inserted into any newsletter by writing #field name#

#sgh#

Thanks for purchasing QNewsletter. Please enter your license code in after a click on „Register“.

Your license code is #license code#

Best regards

Thomas Quester

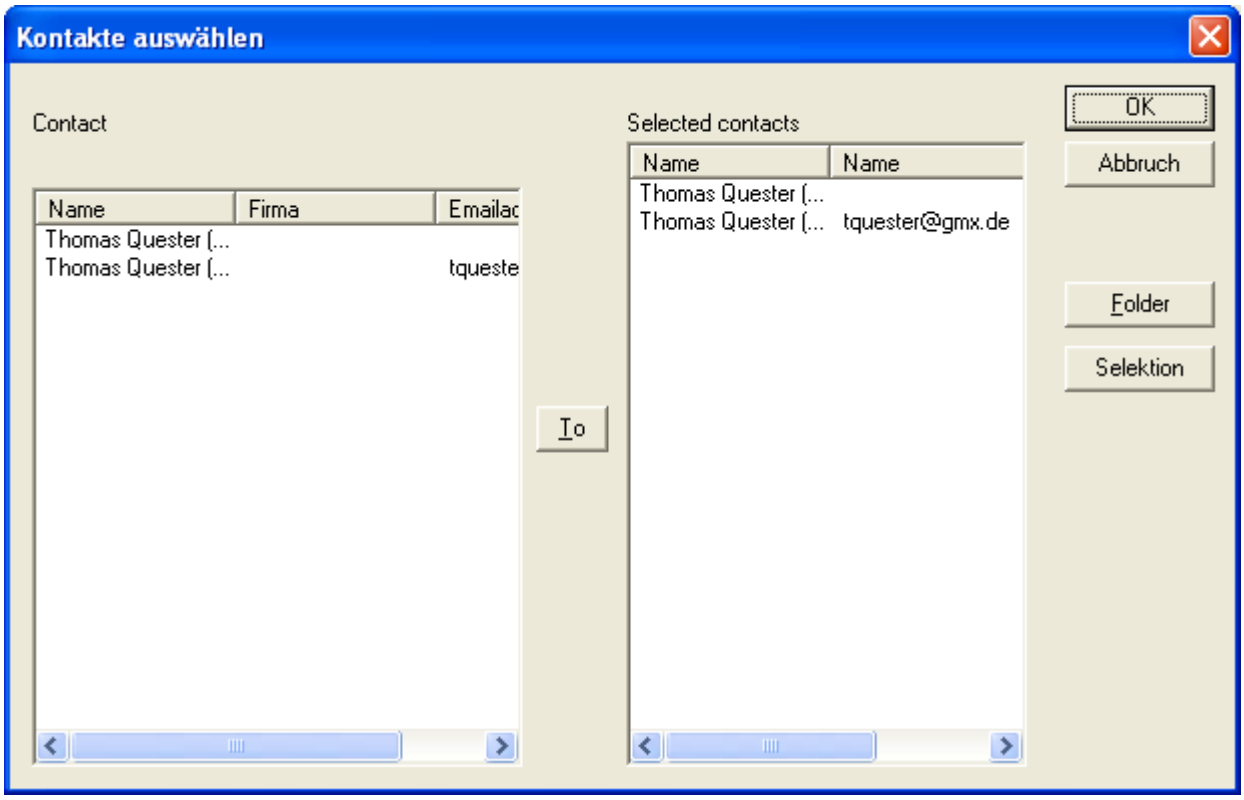
5 Recipients

QNewsletter uses a contact folder instead of an address book. Contacts have the advantage of containing all fields, even user defined fields. The same contact viewed as address book entry contains only a small sub set of all fields.

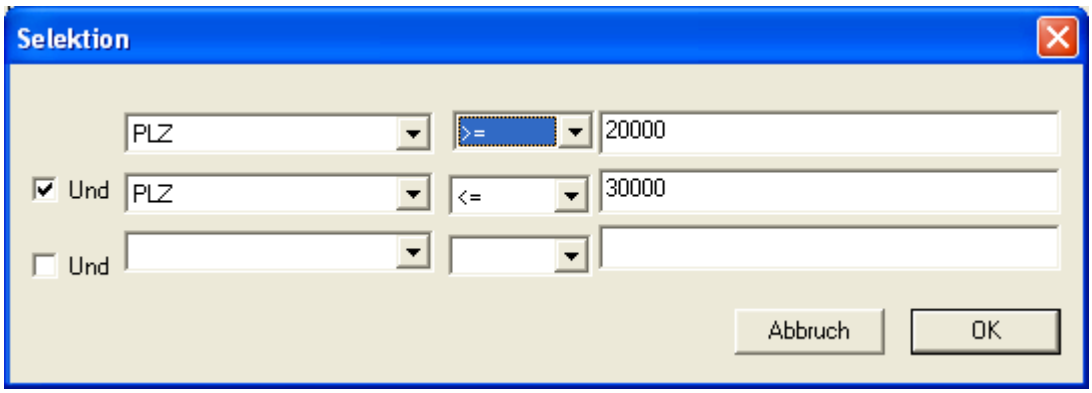
If not all contacts will receive a newsletter, a selection can be made for example using the zip code or city.

If a contact does not contain an email address, but a fax number, the mail is sent via fax. In order to send fax, you need a mail-to-fax provider, for example OLfax (see www.olfolders.com for details). However any mail-to-fax which is using the FAX: email type can be used.

The button folder selects any outlook contact folder.



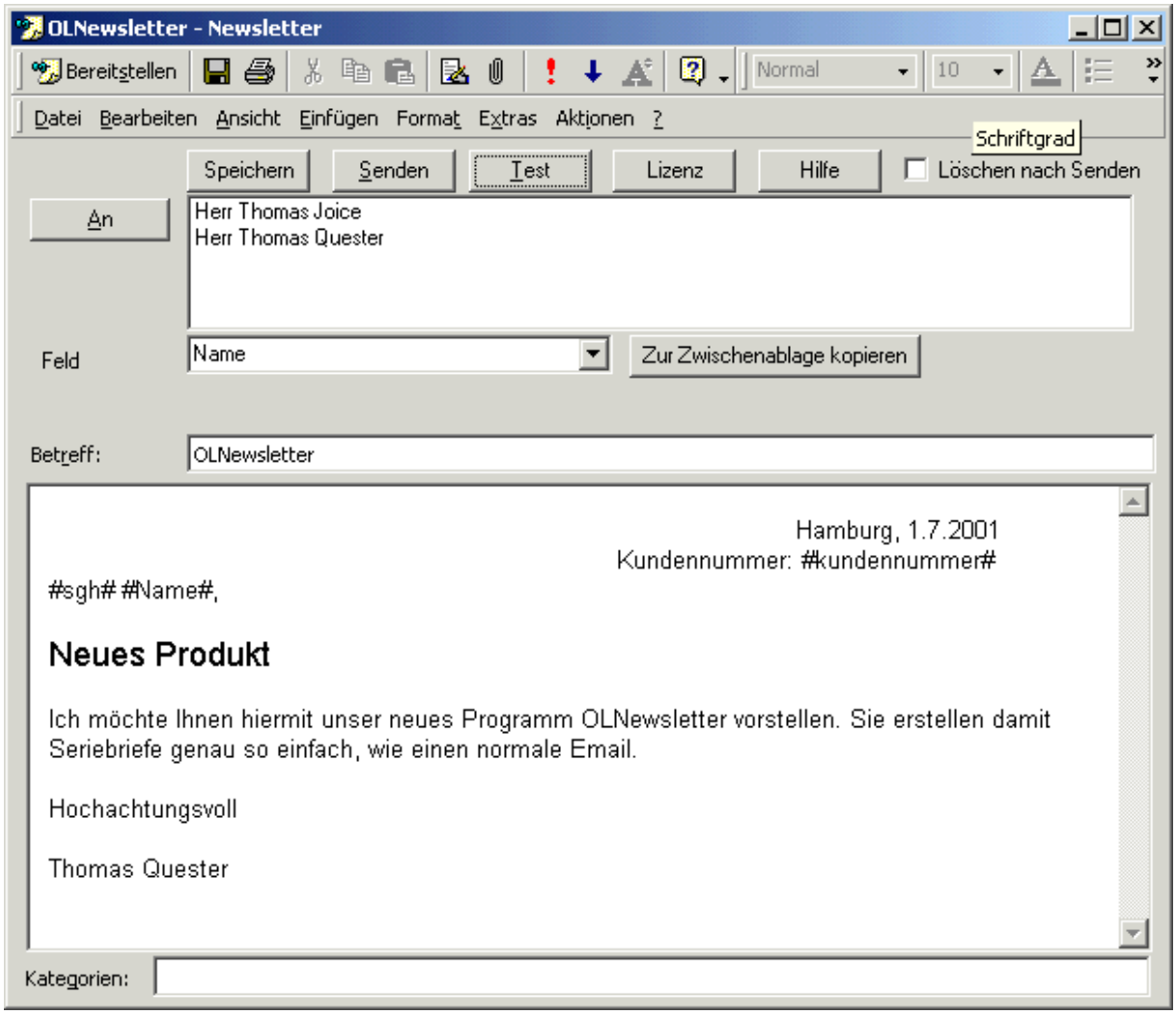
The button selection allows choosing contacts by conditions, for example by selection of zip codes.



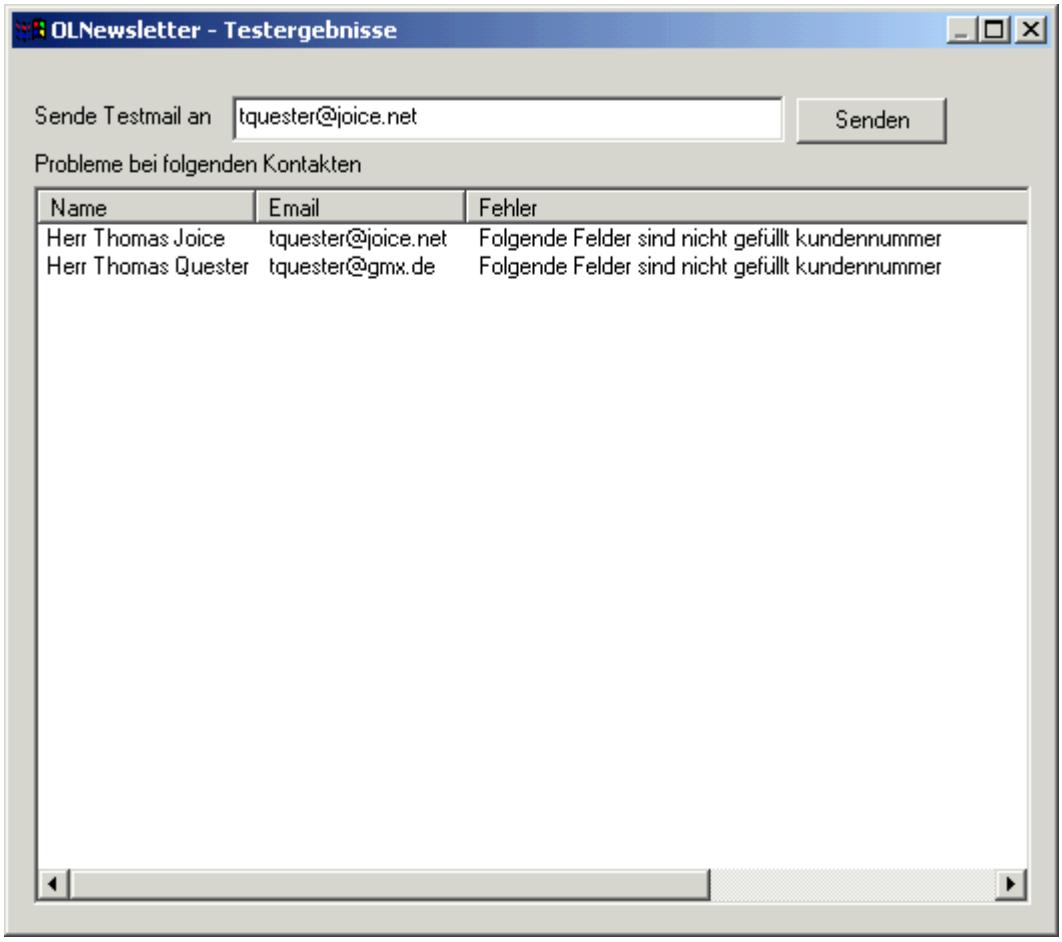
6 QNewsletter Test before sending

Outlook is not able to work directly with HTML, instead the editor works with rich text, the send engine afterwards converts the mail into HTML. This way, some formats may not be transported correctly. We recommend sending the first email to your own e-mail address.

6.1 Testing contact fields



The following dialog lists all contacts with missing fields and allows you to send a test mail to yourself. Any contact with missing fields can be opened directly from the test dialog using a double click.



6.2 Format test

In order to see if the mail is arriving correctly at all recipients, please send one copy of it to yourself. The sending process may alter the mail so that some of your text may be wrongly formatted. After sending an email to yourself you can see if the send process has altered your email.

6.3 Sending the newsletter

After a click on „send“ QNewsletter creates individual emails, one for each recipient and replaces all fields. After sending, the emails are placed into sent items or deleted, depending if the button “delete after send” is pressed.

7 Configuration

7.1 Configure salutation.ini

QNewsletter uses salutation.ini in order to create a personalized e-mail. Saluation.ini contains text which is replaced depending on the recipient's salutation, for example Mr and Miss. Salutations can be in any language, and new languages can be added. If no salutation is found, the default entry is used.

[English]

Mr=Dear Mr. #surname#

Mrs=Dear Mrs. #surname#

default=Dear sirs,

[German]

Herr=Sehr geehrter Herr #nachname#,

Frau=Sehr geehrte Frau #nachname#,

default=Sehr geehrte Damen und Herren,

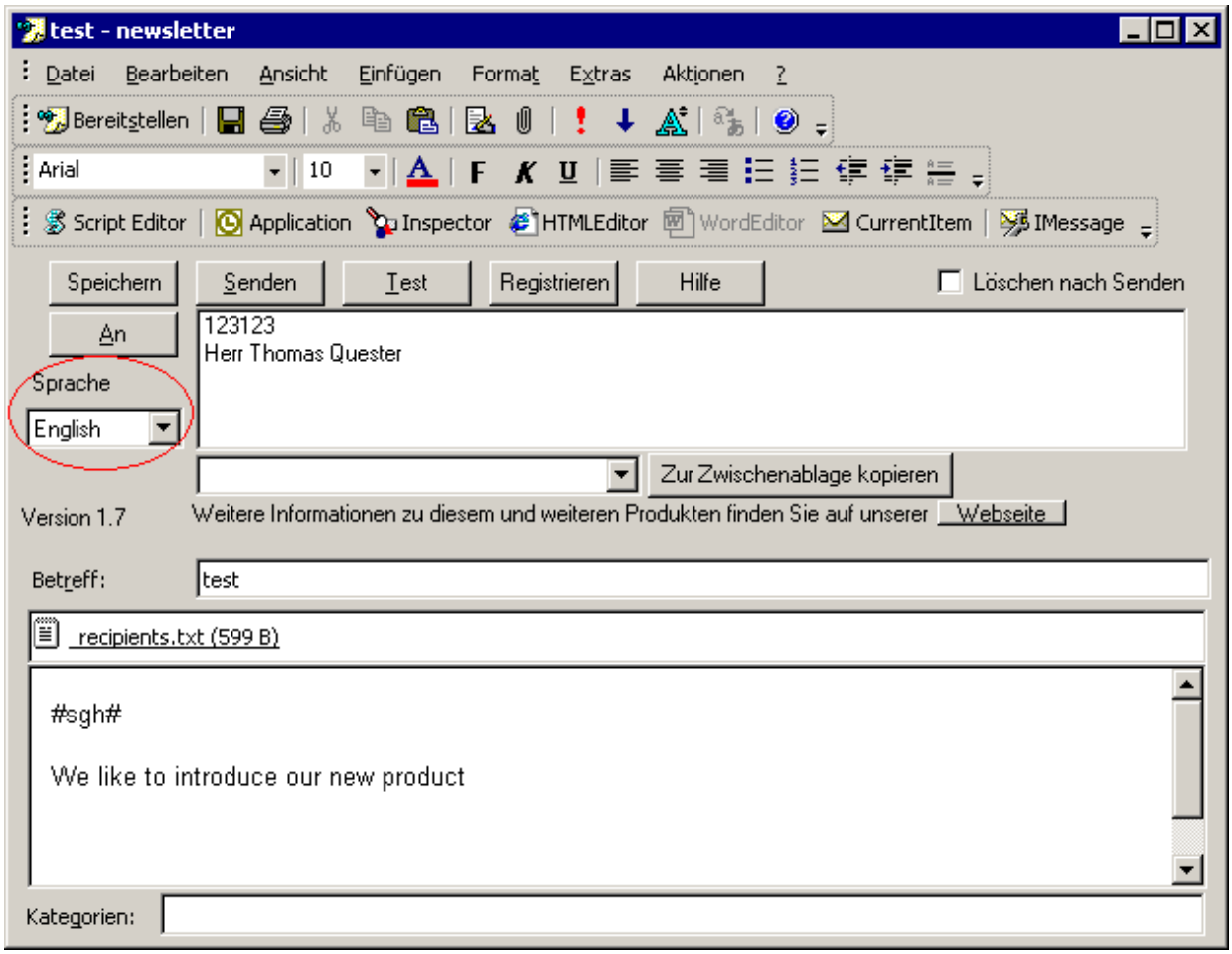
Languages are defined in [], next follows a new line for each salutation. The text before "=", such as Mr., Mrs or different salutations come from your contacts, you the contacts contain different salutation, you may define them also.

The text after "=" will be placed into your letter and all fields will be replaces.

Examples: Mr. Hans Musterman Senior.

Dear #name#	Dear Mr. Hans
Dear Mr. #nachname#	Dear Mr. Musterman
Dear Mr. #vorname# #nachnahme#	Dear Mr. Hans Musterman

You can edit the file salutation.ini and save it, it will be re-loaded on each new newsletter.



Inside the newsletter form, you can turn the language, this is is the main key of entries in salutation.ini

It must not always be different languages, but you may define different sections, for example a different section for business contacts and for friends.

8 QNewsLetter Overview

This chapter explains different aspects of the newsletter program.

8.1 Demo and test Version

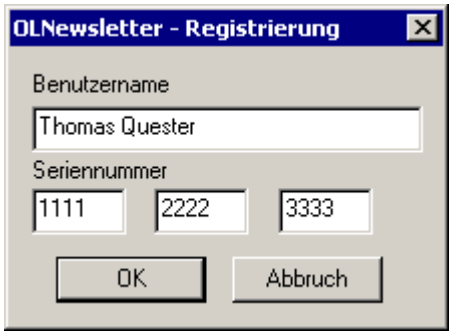
A cost-free test license of QNewsLetter (via the download link „QNewsLetter.exe“) can be used to test a full version for 30 days. The license code sent to you is used to activate the test version immediately after receiving your order (including the activation of the hidden entries) and can be instantly used in its full functionality without re-installing.

8.2 Registration with license code

The evaluation version will send a maximum of 5 emails at one time. After registration you will receive a license code, the code contains 12 letters or numbers in 3 blocks each 4 letters.

You enter the number directly into the newsletter form. Please open any newsletter form and click on the button “license”.

The name can be left blank. After entering all digits, please re-start the form.



Hint: Some characters look similar, we re-command using copy and pase.

- Small L ---l
- Number 1 – 1
- Capital Letter i – I

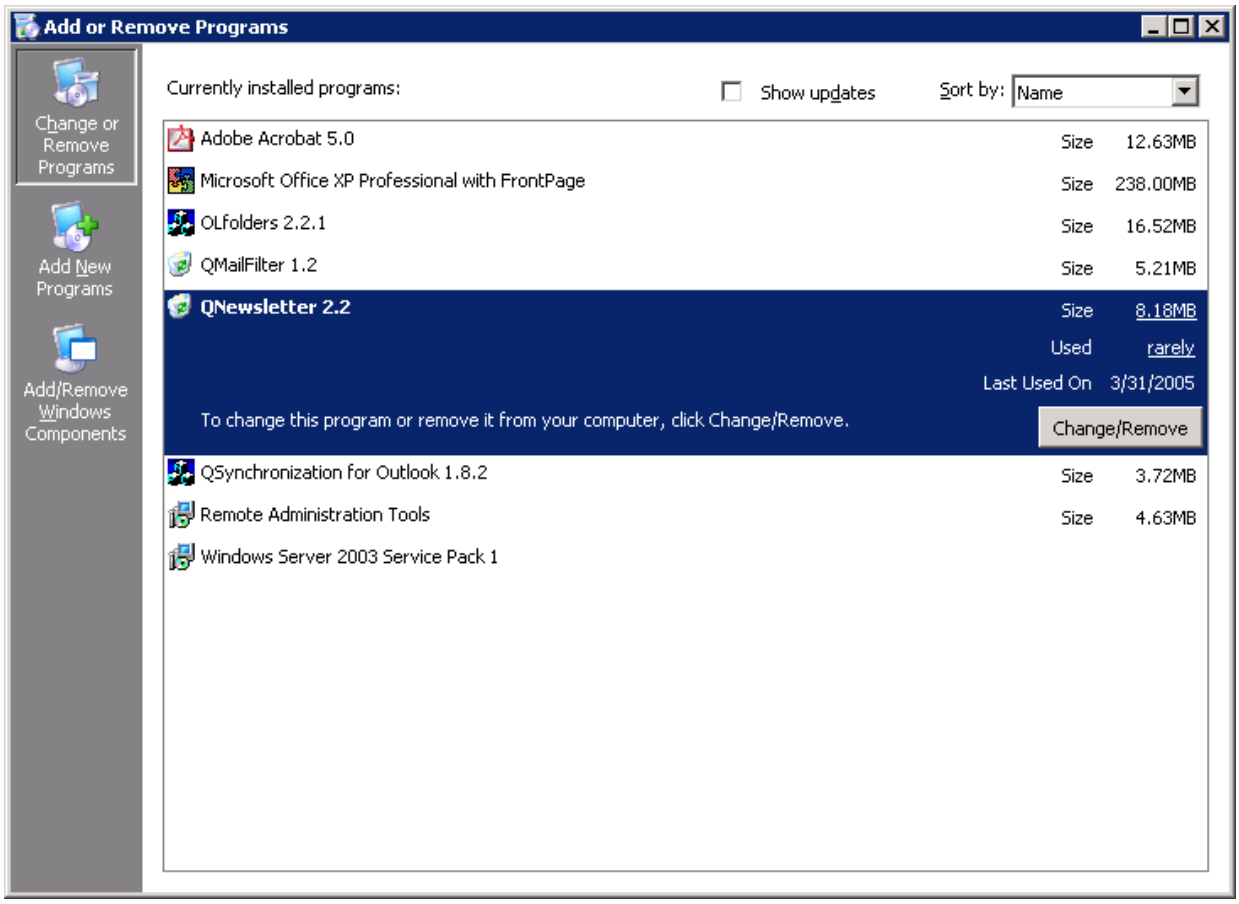
8.3 Update of QNewsLetter

If you wish to perform a product update to the latest QNewsLetter version, please follow exactly the same procedure as for a new installation and simply install the new version without any differences on each client PC within your network.

This update installation procedure has no affect whatsoever on your Microsoft Outlook data, which are retained without any changes. Updates on new versions are free of charge.

8.4 De-installation of QNewsLetter

You may de-install QNewsLetter using control panel/Add-Remove programs. Your newsletters as well as the folder in Outlook will remain and must be deleted manually.


Add or Remove Programs
Change or Remove Programs
Add New Programs
Add/Remove Windows Components
Currently installed programs:
Show updates
Sort by:
Name
Adobe Acrobat 5.0
Size 12.63MB
Microsoft Office XP Professional with FrontPage
Size 238.00MB
OLfolders 2.2.1
Size 16.52MB
QMailFilter 1.2
Size 5.21MB
QNewsletter 2.2
Size 8.18MB
Used rarely
Last Used On 3/31/2005
To change this program or remove it from your computer, click Change/Remove.
Change/Remove
QSynchronization for Outlook 1.8.2
Size 3.72MB
Remote Administration Tools
Size 4.63MB
Windows Server 2003 Service Pack 1

9 Questions and answers

This chapter provides both tips on how to obtain answers to questions related to Microsoft Outlook and answers on how to solve problems frequently encountered during the installation and operation of QNewsLetter.

9.1 Questions about Microsoft Outlook

We are pleased to broaden the Microsoft Outlook knowledge you have in connection with the installation of OLfolders. Quite frequently, it is possible to answer general or specific questions you may have about Microsoft Outlook directly for you within the Microsoft environment and with proven expertise.

Tip: If you have general or special questions concerning Microsoft Outlook, we have a good tip for you – simply ask an MVP = Microsoft Most Valuable Professional (recommended by Microsoft for providing special cost-free assistance and represented in newsgroups and/or with their own web sites).

Simply visit the newsgroup web sites of Microsoft and MVP assistance:

Click: http://www.microsoft.com/technet/newsgroups/default.asp

Click: http://support.microsoft.com/newsgroups/default.aspx

Click: http://msdn.microsoft.com/newsgroups/

Click: http://www.microsoft.com/communities/guide/usergroups.mspx

You may also read Microsoft Newsgroups with Outlook Express. Create a new account of type news and enter the following address: news.microsoft.com

and/or:

Click: Microsoft MVP Program

Click: Email mvpga@microsoft.com to request information on MVP's

9.2 Support und Service Hotline

We are available to help you with advice and support via our customer service hotline. This service provides tips on general questions relating to QNewsletter, in addition to supplying answers on how to solve any problems you encounter either during installation or when working with QNewsletter. At this point, we would like to request that you use our e-mail support address whenever you require support and only contact us by phone in case of real emergencies. Our support is available via a free customer service hotline. We can only provide this service, however, if the level of input on our part remains within reasonable limits. We appreciate your understanding.

Support und customer service hotline: Phone: +49 40 987668-56

Support/customer service: support@olfolders.com

FAQ: http://www.olfolders.de/Lang/English/Artikel.htm

MS Article: http://www.olfolders.de/Lang/English/links.htm

Do you have anything positive or negative you would like to tell us about this User Manual? Please send us your comments to the above e-mail address.

Many thanks for your interest in our products. We are certain that you will achieve the desired success with QNewsletter for Microsoft Office Outlook.

Your QUESTER Team