Power-User Tech Tip:
Fast & Fancy Bullets from Adobe® InDesign
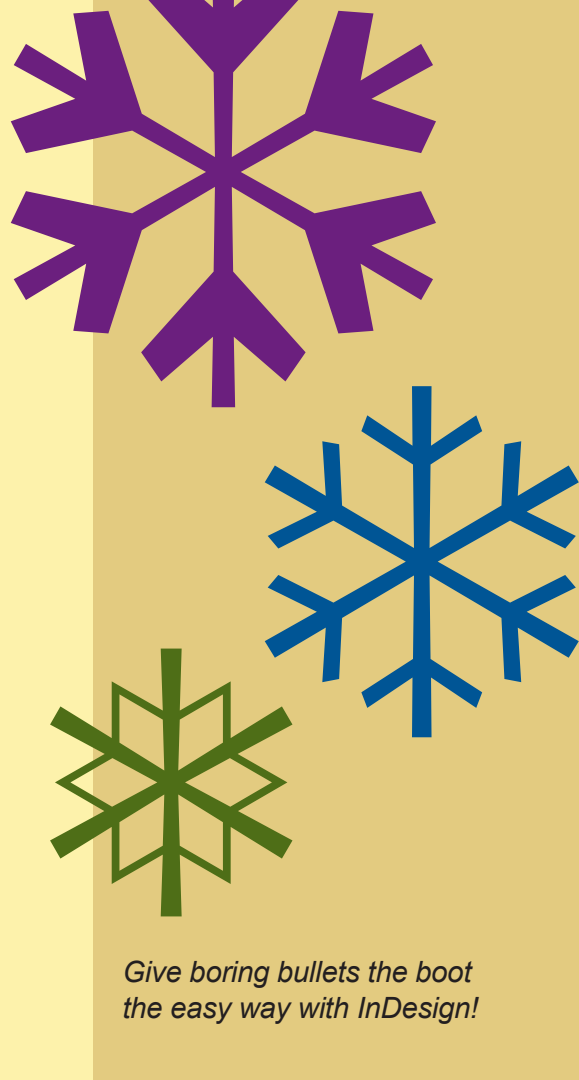### by Claudia McCue

If you want more festive bullets, you'll be thrilled to know that you can pick any character from any active font to be a bullet. You can shop in Wingdings, Zapf Dingbats, or any other font to spruce up your bullets (I'm partial to snowflakes). You can even make the bullets a different color from the text. Here's how to do it:

1. If you'll want the bullets to be a different color from the text, first create a character style for the bullets. In InDesign CS5, choose Window > Styles > Character Styles. The only attribute you'll change is Character Color; click OK.

2. Now to create the fancy bullet paragraph style. Choose Window > Styles > Paragraph Styles (in previous versions, choose Window >Type & Tables > Paragraph Styles). In the left column of the style dialog, choose Bullets and Numbering. Notice the small assortment of currently available bullet characters.

3. Click the Add button, and InDesign displays a character picker, similar to the Glyphs panel (but without the zoom controls). At the bottom of the Add Bullets panel, choose the font family and style, select the character you wish to use, and click Add. You can pick more than one if you can't make up your mind; click OK when you're through shopping. This returns you to the style dialog.

4. Choose the new bullet character, select the character style you created earlier, and voilà (which is French for "fancy bullets"), you have snowflakes!

Click here for illustrated step-by-step instructions.

Give boring bullets the boot the easy way with InDesign!

About the Author

Claudia McCue is a prepress guru with 25+ years of experience. She is the owner of Practicalia, an independent training provider specializing in Adobe products, Quark Xpress, general prepress and printing, and retouching and color correction. McCue is the author of *Real World Print Production*. Learn more about Claudia at www.claudiamccue.com

Featured Client Case Study:
Horizon Software Drives Trade Show Traffic with Clever Integrated Marketing Campaign

When Horizon Software needed to drive traffic to their booth at a national trade show, they tossed out the old formula and got creative: this leading provider of food service technology to schools crafted an integrated marketing campaign that combined a clever direct mailer, personalized web sites (pURLs), an online needs assessment, and a big prize giveaway. Here's how it worked...

A Targeted Approach

Horizon Software first secured a list of people who had registered to attend the upcoming trade show and selected their 400 best prospects—managers of sizeable school food service programs. They sent each contact a very attractive, personalized direct mail invitation to enter a prize giveaway online.

Personalized Direct Mailer

The direct mailer contained inserts describing the benefits of Horizon Software's product offering while the accompanying folder invited recipients to go to their personalized web sites to enter to win one of several exciting prizes at the trade show.

The clever direct mail piece, which played on a sandwich theme, was mailed inside a real lunch bag neatly folded down like an envelope and sealed with a teaser label.
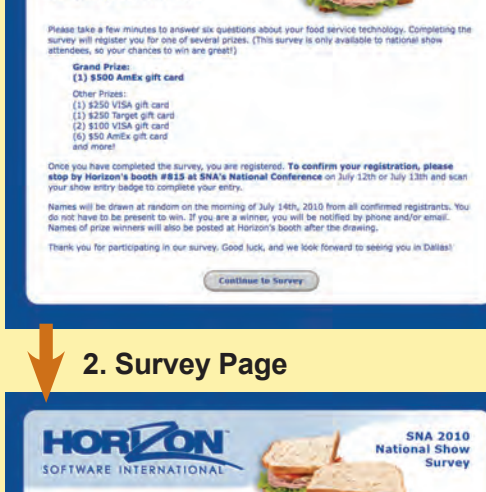
The folder invited recipients to go to their pURL and fill out a short survey to register to win valuable prizes at the trade show.
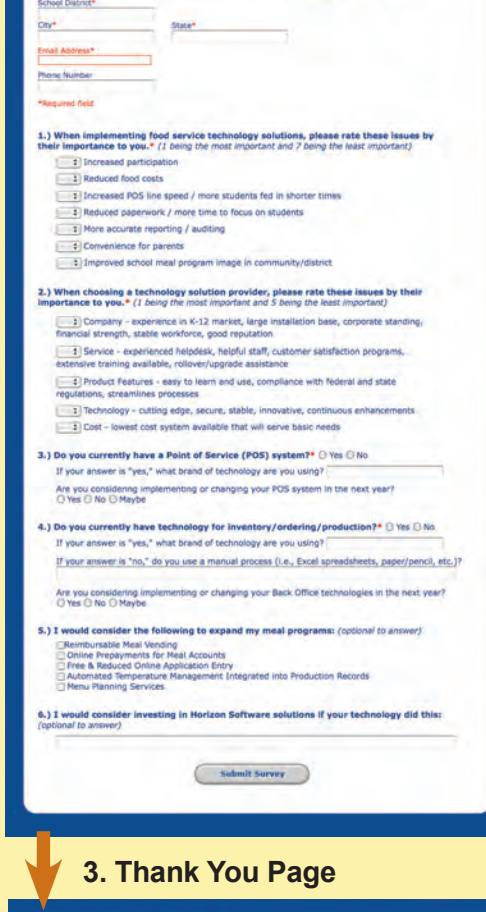
Inside the "lunch bag" envelope, a life-sized "sandwich" folder contained a series of "ingredient" inserts that described the benefits of the company's product offering.

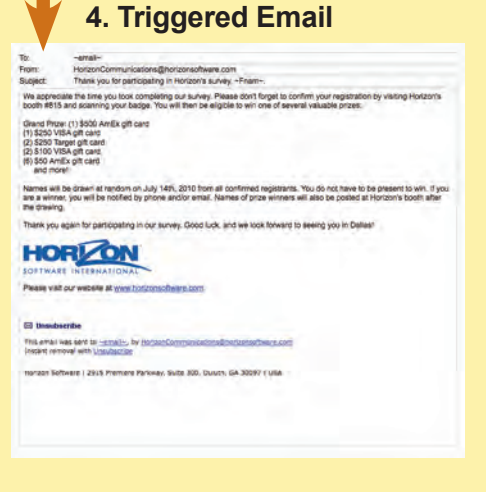*Flow of the Personalized Survey Sites*

1. Landing Page

2. Survey Page

3. Thank You Page

4. Triggered Email

Personalized Survey Sites

Recipients who wanted to enter the contest did so by first visiting their personalized web site. On the Landing Page they learned that they needed to do two things to ensure their chance to win a prize: 1. Complete the short survey on the next web page, and 2. Visit Horizon Software's booth at the show to have their badges scanned.

The survey consisted of six straight-forward questions that were designed to determine the buyer's needs, priorities, and possible purchase time frame—information that would be passed along to the sales team scheduled to work the trade show.

Both the Thank You Page and the automatically triggered response email reminded survey responders to stop by the booth at the show to complete the entry process by having their badges scanned. This final step in the contest registration process ensured Sales would have an opportunity to meet prospects face to face.

The Results

Horizon Software was very satisfied with the results of the campaign. Of the 400 prospects that received the direct mail invitation, 65 visited their personalized URL (16.25% response rate) and 46 completed the survey (a 70.8% conversion rate). Traffic at the show was very good and, most importantly, the reps working the show were armed with the information they needed to focus their efforts on their best prospects and even address their hot button issues.

More Information

If you'd like to learn more about constructing your own integrated marketing campaign, contact your EBSCO Media sales representative or email Peggy Gordon, Director of Marketing, at pgordon@ebsco.com

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