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Webinar Instructor: Joe Rey-Barreau

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www.americanlightingassoc.com/members.



Don't Give Up on Leads

If you get leads from the ALA or elsewhere, and the customers aren't ready to buy immediately, don't stop marketing to them.

Keeping your showroom front of mind will ensure they come to you first when they are ready to buy.

Tell Your Story!

Has your showroom found a way to successfully increase sales? Let us know about it! Send tips & ideas to skelley@americanlightingassoc.com.

Proactive Showrooms is a publication of the American Lighting Association. Send business tips and story ideas to skelley@americanlightingassoc.com.

How to Customize the ALA's *Bright Ideas* E-Newsletter for Your Showroom

Emailing the *Bright Ideas* e-newsletter to your customers is an easy way to keep in touch and establish your showroom as a professional source for design trends.

Did you know you can personalize *Bright Ideas* with your showroom information before you send it?

Here are the instructions using Microsoft Outlook 2003 on a PC. (We suggest using the free Thunderbird program for Microsoft 2007 and Mac users: www.mozilla.com/en-US/thunderbird.)

1. Create a gif or jpg of your logo. The logo should not be larger than 300px in width or height. If you would like any other information on your *Bright Ideas*, such as your address or phone number, these should be made part of the logo image.

Need graphics help? Contact Sherri Kelley at skelley@americanlightingassoc.com.

2. Send your logo to Amy Wommack at awommack@americanlightingassoc.com. She will upload it to the web and provide you with a url of your logo.

The url will look something like this:
<http://image.exct.net/lib/fe516797c6600/i/1/8113c6b8-c.gif>.

3. Request that Amy send you *Bright Ideas* as an html file.

4. Start Notepad and open the *Bright Ideas* html file you received from the ALA. (Notepad is usually found at Start, All Programs, Accessories.)

Approximately 40 lines down, you will see this text: `<!--place your code here-->`

TIP: Press the Control key and the F key to search for the correct line.

5. Replace that entire line with this:
``



Be sure to replace the red parts with your showroom's website address and the logo url Amy sent you.

When finished, it should look something like this:

```
<a href="http://www.yourwebsite.com" target="_blank"></a>
```

(Note: The link to your site must have the <http://www>. in it to work.)

6. Save the Notepad file to your computer.

7. Start Outlook and go to Tools, Options, Mail Format and make sure HTML is listed as the default message format.

8. Start Internet Explorer and open the *Bright Ideas* html file you saved to your computer.

9. With the file open, click File, Send, Page by Email and send a test to yourself to ensure that everything's correct.

TIP: You can change the Subject line to something more personal, such as *Bright Ideas* from (Insert Your Showroom Name).

10. Use File, Send, Page by Email again to send to your email list.

Note: You may want to create groups of 50 customers and send one group at a time to help avoid triggering spam filters.