

Setting Up Your Hi-Tech Office

5A. Online Technology to Gain the Winning Edge

A. Computer Systems

1. Picking the right computer for your publishing needs.
 - a. Should I buy a new Laptop or Desktop? Which would be best for my company?
2. Adding more memory to your computer. The quickest, easiest, most effective upgrade.
 - a. Run all your programs faster with fewer changes.
 - b. Open more programs at once.
 - c. How much is enough? 1 Gig min, 2.Gigs better.
3. Add external hard drive for a one-touch backup & cheap insurance (according to figures by Apple computer, only 4-6% of users backup their work daily.)

B. Printers

1. When buying, focus on ink/toner cost rather than price of printer (especially when under \$500).
2. Printers with separate ink cartridges can save you 50% or more on ink cost.
3. Buy larger volume cartridges for an additional 30-40% savings.
4. Are inkjet or laser printers more cost-effective?
5. Save time with automatic 2-sided printing, brochures, layout, etc.

C. Software

1. Make better management decision by tracking your time. How much time do you really spend editing, or marketing, doing layout, or on the phone? There are easy programs that track your time, minute by minute.
2. The wonders of Google! How you can manage your business day through free tools offered by Google, everything from task list to calendars.
3. Using email, Microsoft Outlook, and programs like Plaxo, to market and present your company on the web.
4. PDF's and DOC's : The programs that every hi-tech office should have: Microsoft Word and Adobe Acrobat.

D. Websites

1. First things first, get a URL: How to setup a URL through websites such as GoDaddy and Network Solutions.
2. Hosting: (Parking your URL so that others can find you on the web). There are places to host your website; prices range from FREE to hundreds of dollars, depending on the services that you want.
3. What kind of site do you need for your business or book project? The options can range from a splash page to a full service e-commerce site with flash.
4. How much does it cost to get a website? There are programs that will build the site for you, or you can put your trust in a graphic design firm.
5. The extra things to make your site stand out; flash, video, audio, media rooms, customized shopping carts.