

Outlook vs. Outlook Express

Tom Kriete

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www.myComputerWorX.com


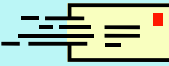
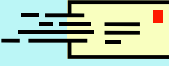


Everything You Always Wanted to Know About E-Mail...

TECH TALK & PIZZA



Outlook vs. Outlook Express

-  \$\$\$ - Outlook Express is FREE!!! Outlook must be purchased separately or as part of the Microsoft Office suite.
-  Functionality – Outlook is the Big Brother to Outlook Express
-  Outlook is business oriented while Outlook Express is consumer oriented



Everything You Always Wanted to Know About E-Mail...



Outlook vs. Outlook Express

 So...Which one do I have?




or



 Look at the title bar...

 Personal Folders - Microsoft Outlook

 Outlook Express provided by Compaq

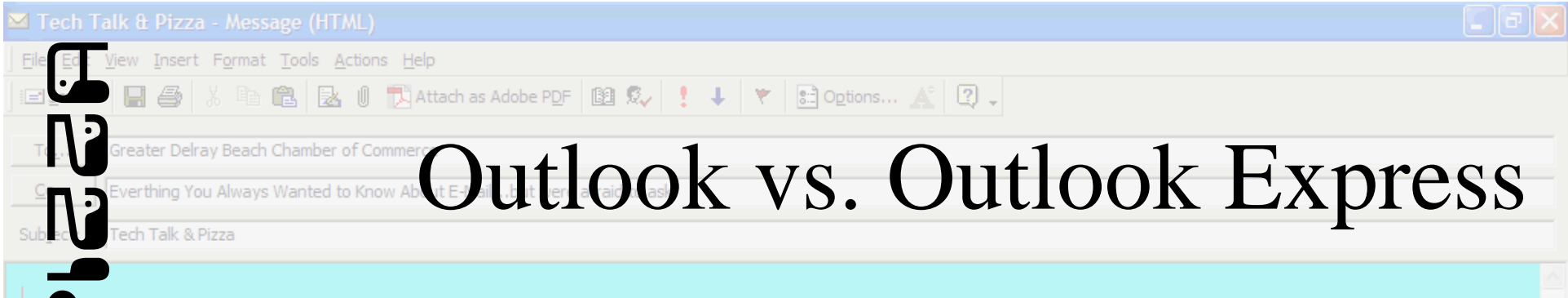
 Click on Help...

 About Microsoft Outlook

 About Microsoft Outlook Express

















Everything You Always Wanted to Know About E-Mail...



Outlook vs. Outlook Express

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 Everything You Always Wanted to Know About E-Mail...

Features	Outlook Express	Outlook 2003 and 2002
Ability to send and receive e-mail		
Support for IMAP, HTTP, and POP Internet e-mail servers		
Support for Microsoft Exchange Server (Our messaging platform, which makes online forms, scheduling, and collaboration possible)		
Address book and Contacts folder (Used to store and retrieve e-mail addresses)		
Support for multiple address books		
Support for a fully-integrated calendar (Includes meeting and event scheduling, appointments, and group calendars)		
Tasks folder (A list of personal or work-related errands that you want to track through completion)		















Everything You Always Wanted to Know About E-Mail...



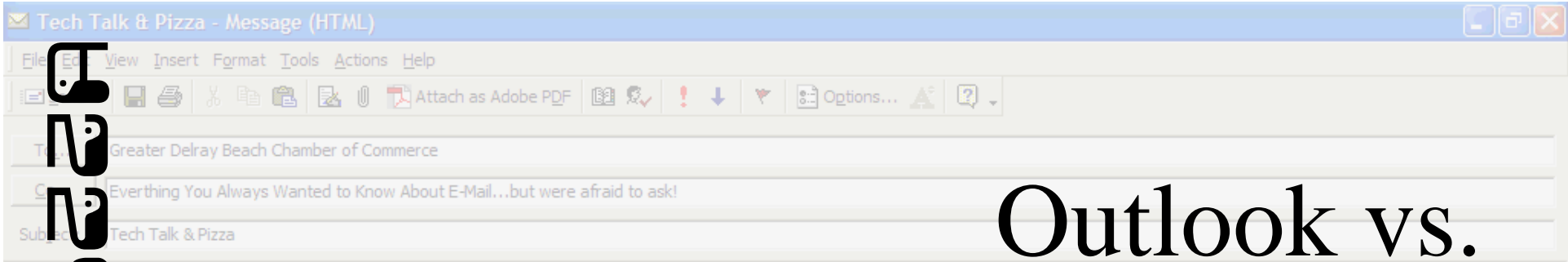
Outlook vs. Outlook Express

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Features	Outlook Express	Outlook 2003 and 2002
Junk mail filter		
Notes folder (The electronic equivalent of paper sticky notes)		
Support for newsgroups (A newsgroup is a collection of messages posted by individuals to a news server, or a computer that can host thousands of newsgroups) Note While it may appear that Outlook 2003 does have newsgroup support, when you launch the newsreader, it actually opens in an Outlook Express window.		
Signatures and stationery		
Secure e-mail messaging		
Auto backup (archive) functionality This keeps your mailbox manageable. You need to store old items that you want to keep but don't need immediate access to, and you also need a way to move those old items to the archive location automatically.		



Everything You Always Wanted to Know About E-Mail...



Outlook vs. Outlook Express

For more information contact:

Tom Kriete

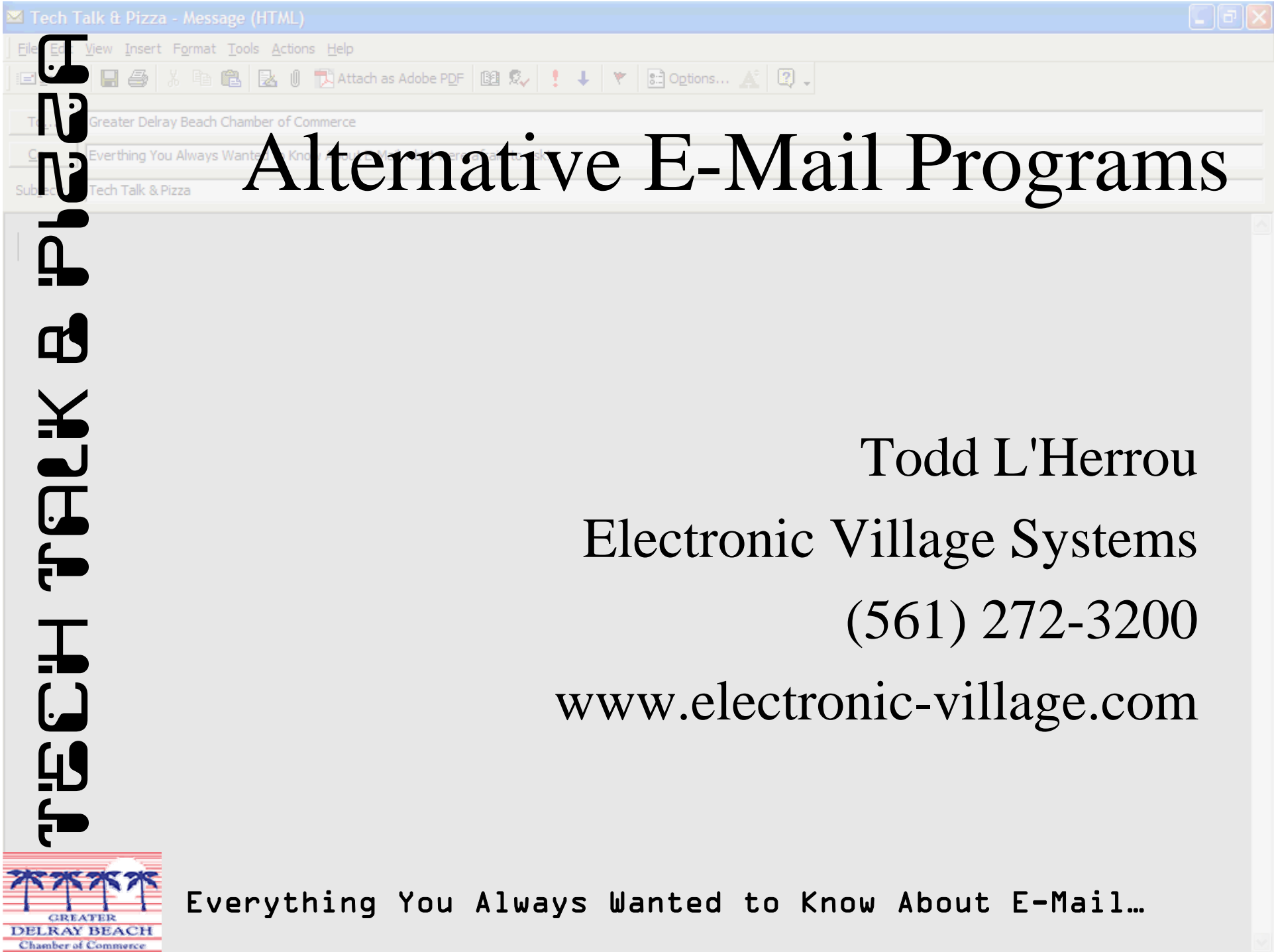
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Everything You Always Wanted to Know About E-Mail...



Alternative E-Mail Programs

Todd L'Herrou

Electronic Village Systems

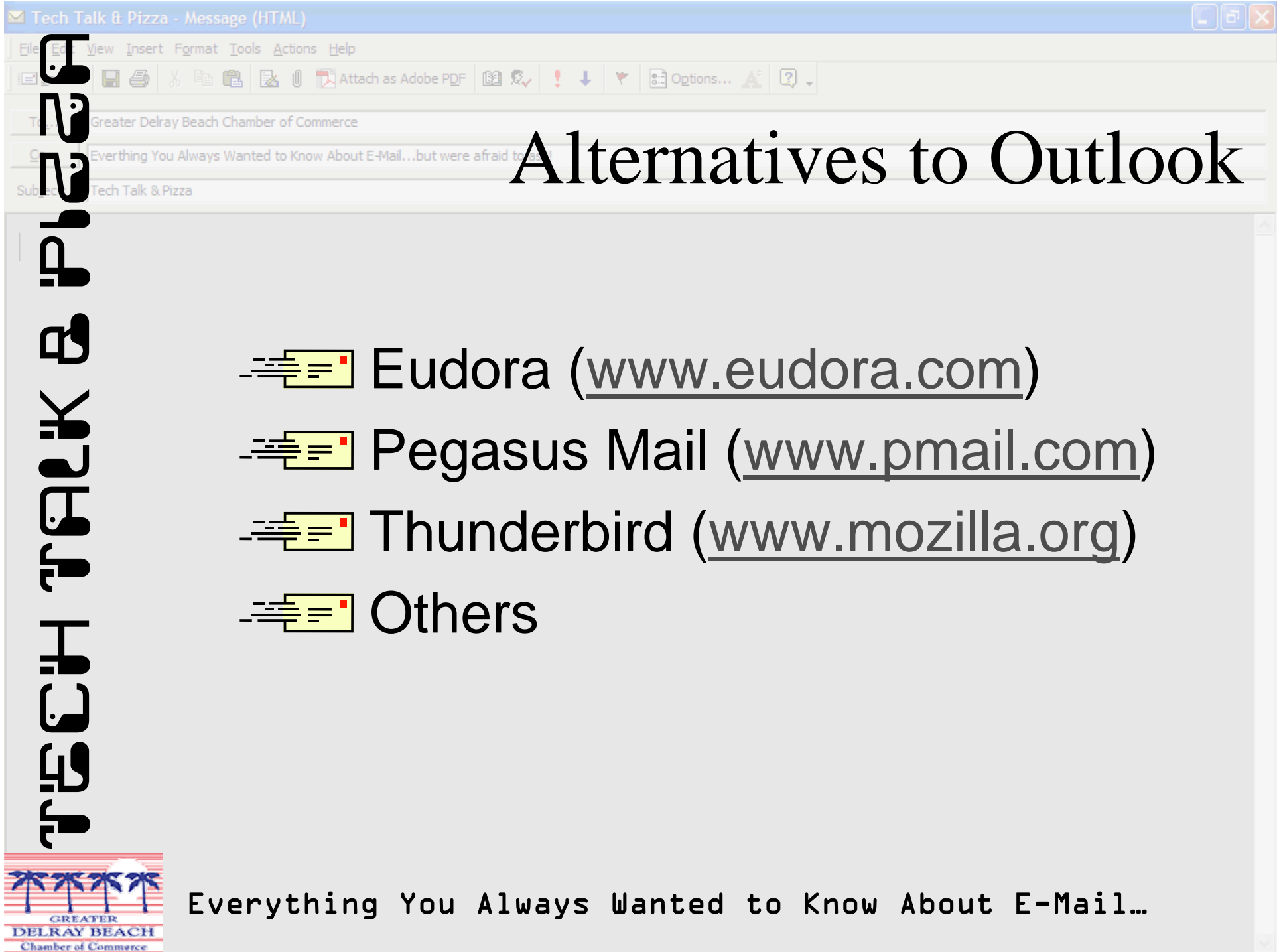
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Alternatives to Outlook

-  Eudora (www.eudora.com)
-  Pegasus Mail (www.pmail.com)
-  Thunderbird (www.mozilla.org)
-  Others



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Tech Talk & Pizza - Message (HTML)

File Edit View Insert Format Tools Actions Help

Attach as Adobe PDF Options...

Greater Delray Beach Chamber of Commerce


Everything You Always Wanted to Know About E-Mail...but were afraid to ask!

Subject: Tech Talk & Pizza

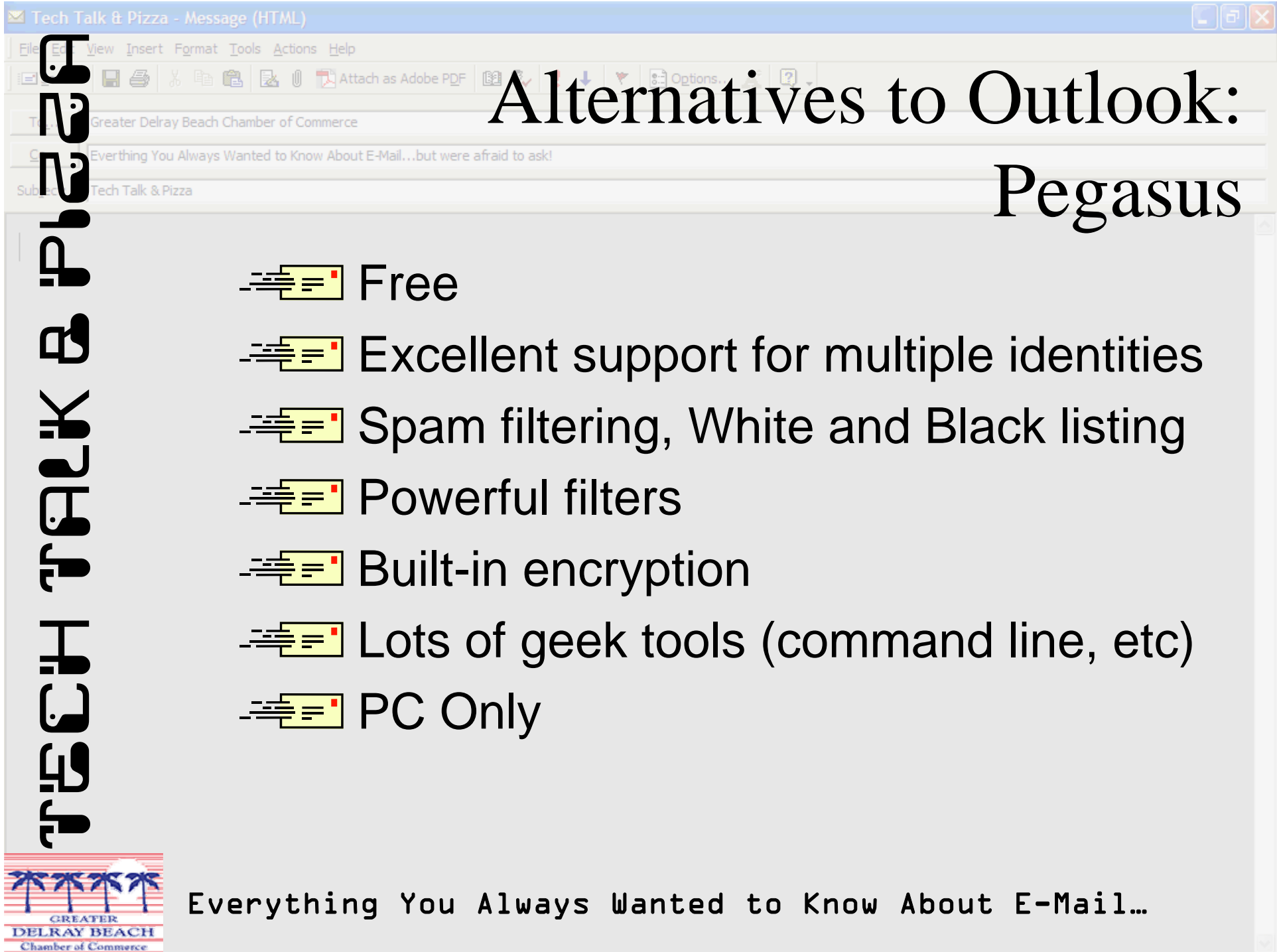
Alternatives to Outlook: Eudora

- Free (with ads) or Pay (\$49.95)
- Imports addresses, emails from Outlook
- Scamwatch and Moodwatch
- Spamwatch (paid only)
- Powerful filters
- Best search tool
- PC, Mac

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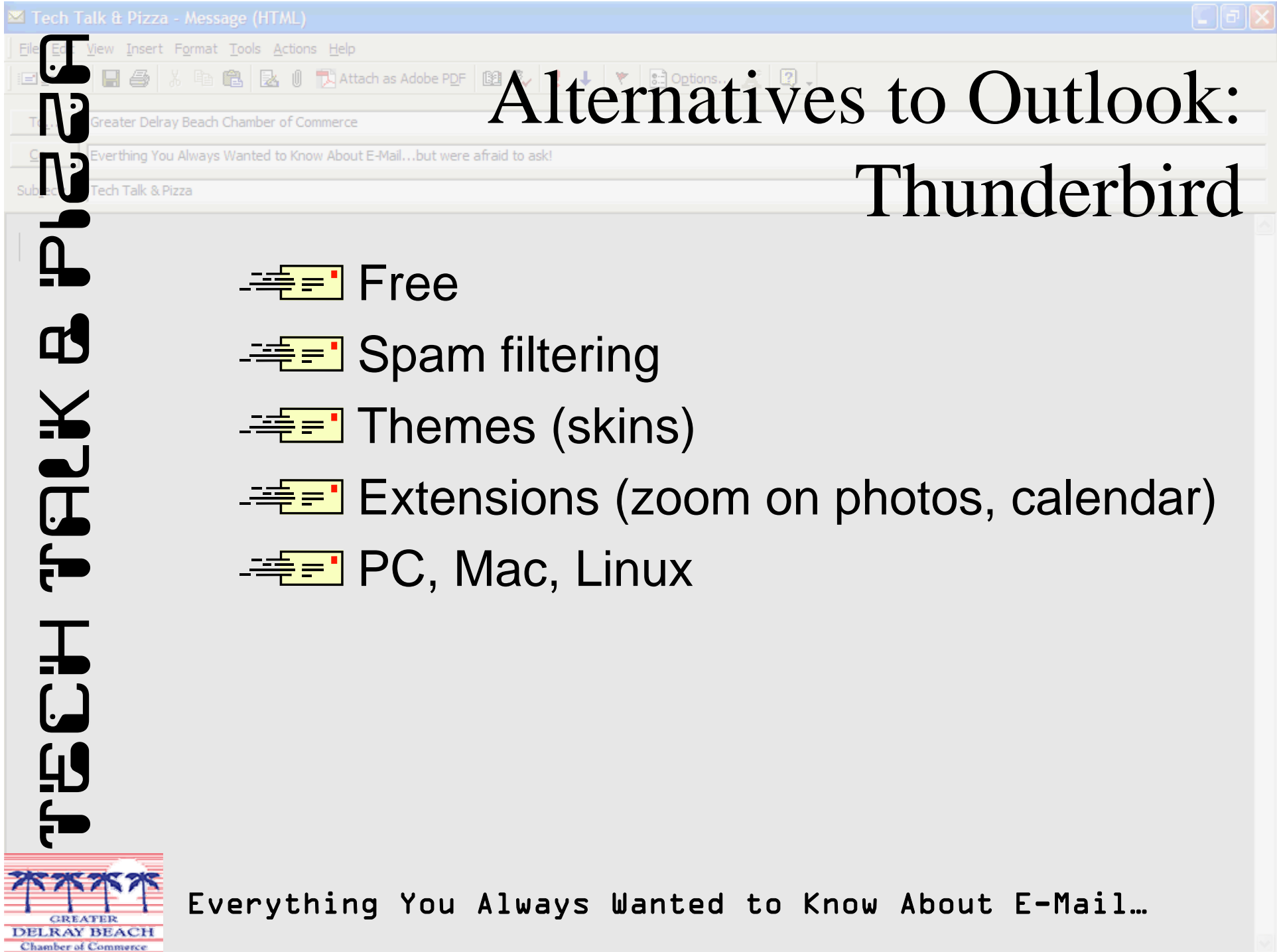


Alternatives to Outlook: Pegasus






- Free
- Excellent support for multiple identities
- Spam filtering, White and Black listing
- Powerful filters
- Built-in encryption
- Lots of geek tools (command line, etc)
- PC Only



Everything You Always Wanted to Know About E-Mail...

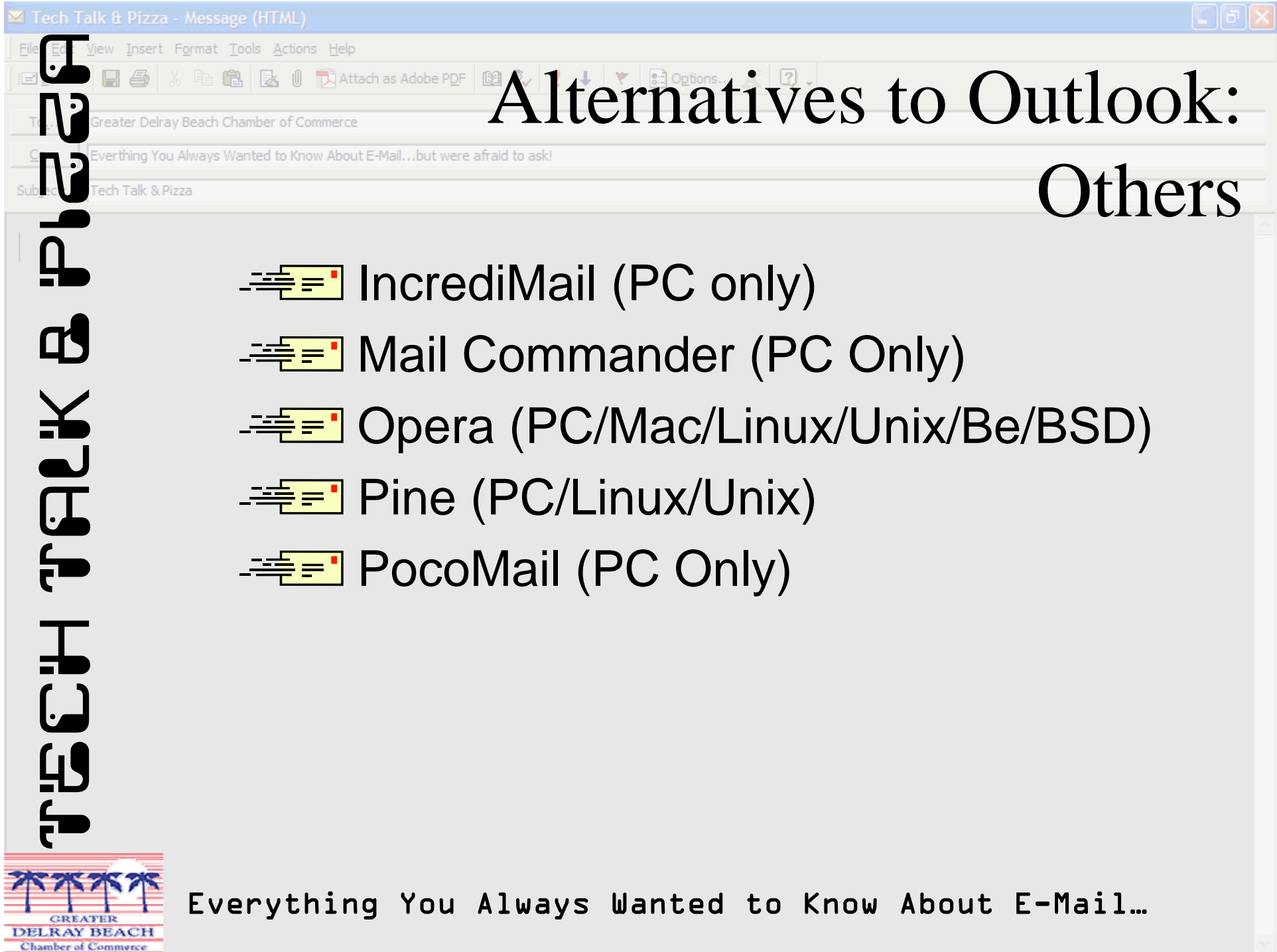


Alternatives to Outlook: Thunderbird






-  Free
-  Spam filtering
-  Themes (skins)
-  Extensions (zoom on photos, calendar)
-  PC, Mac, Linux



Everything You Always Wanted to Know About E-Mail...



Alternatives to Outlook: Others

-  IncrediMail (PC only)
-  Mail Commander (PC Only)
-  Opera (PC/Mac/Linux/Unix/Be/BSD)
-  Pine (PC/Linux/Unix)
-  POCOmail (PC Only)

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Alternative E-Mail Programs

For more information contact:

Todd L'Herrou

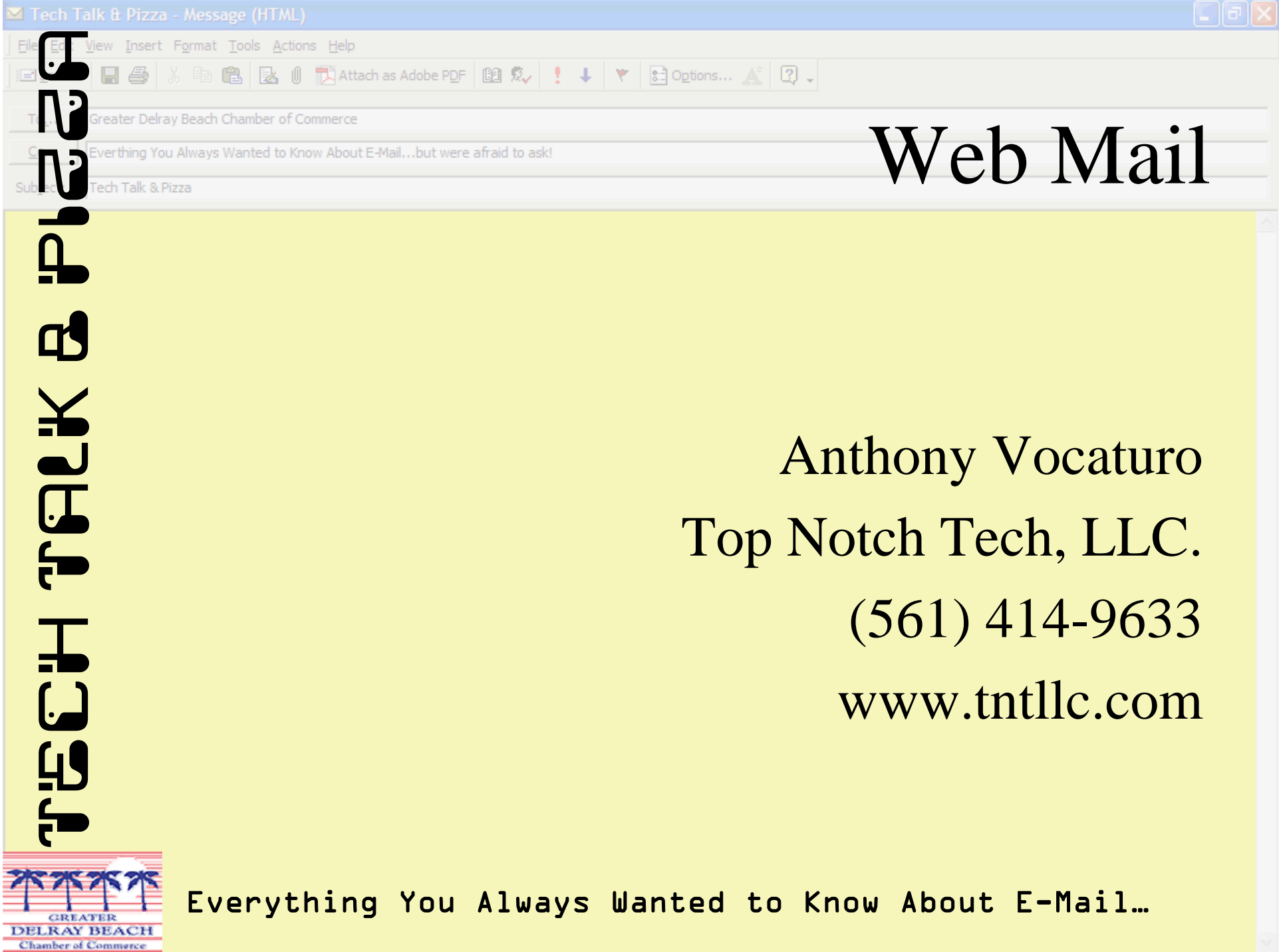
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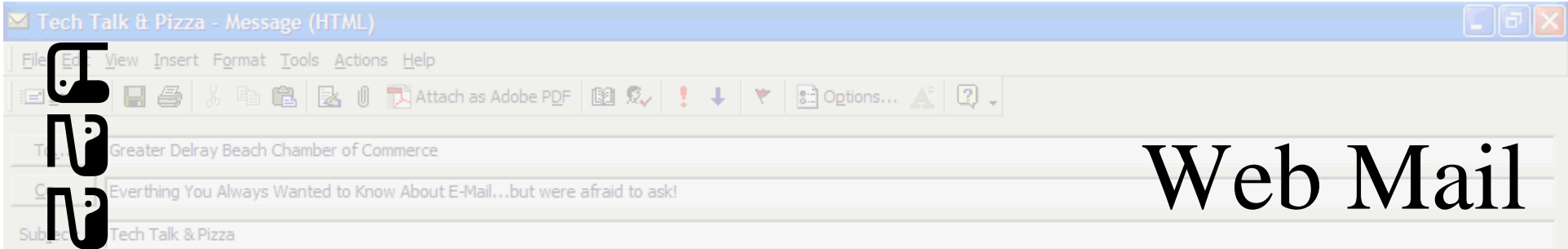
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Web Mail

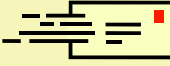

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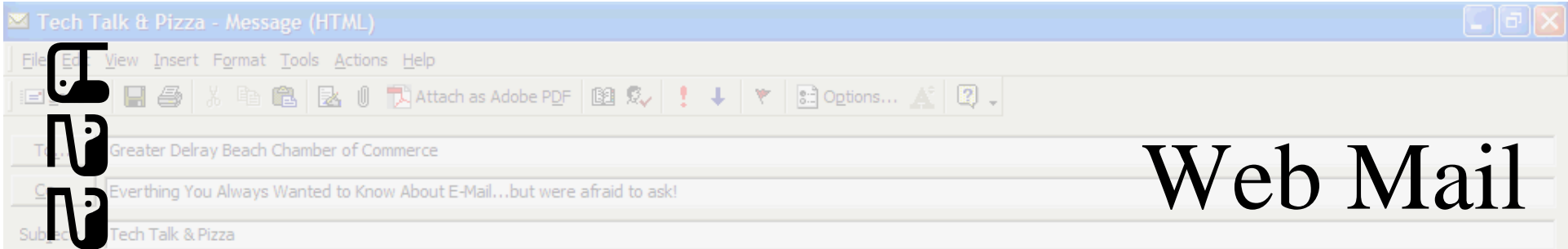


Web Mail

-  WebMail is a fully featured, web based Email solution, completely removing the need for users to install and configure any traditional Email client software at all.
-  This can provide an Email solution that better meets the needs of users, and reduces administration costs

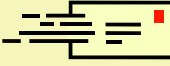
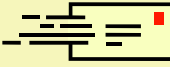
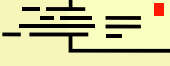


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Web Mail

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-  Providing Web access to Email gives all of your users access to their Email from anywhere on the net.
-  All they need is a web browser.
-  When using IMAP the same folders and messages are available from both their normal Email client and any web browser.



Everything You Always Wanted to Know About E-Mail...

Greater Delray Beach Chamber of Commerce

Everything You Always Wanted to Know About E-Mail...but were afraid to ask!

Subject: Tech Talk & Pizza

Web Mail

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Web Mail

For more information contact:

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(561) 414-9633
aev@tntllc.com



Everything You Always Wanted to Know About E-Mail...

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E-Mail Etiquette

Todd L'Herrou



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Subject: Tech Talk & Pizza

Email Etiquette: Emailing

- Send unto others as others should send unto you
- Email isn't instant
- When (not) to forward
- Plain text vs HTML
- CC and BCC
- Attachments
- Importance of Subject lines
- Am I a spammer?



Everything You Always Wanted to Know About E-Mail...

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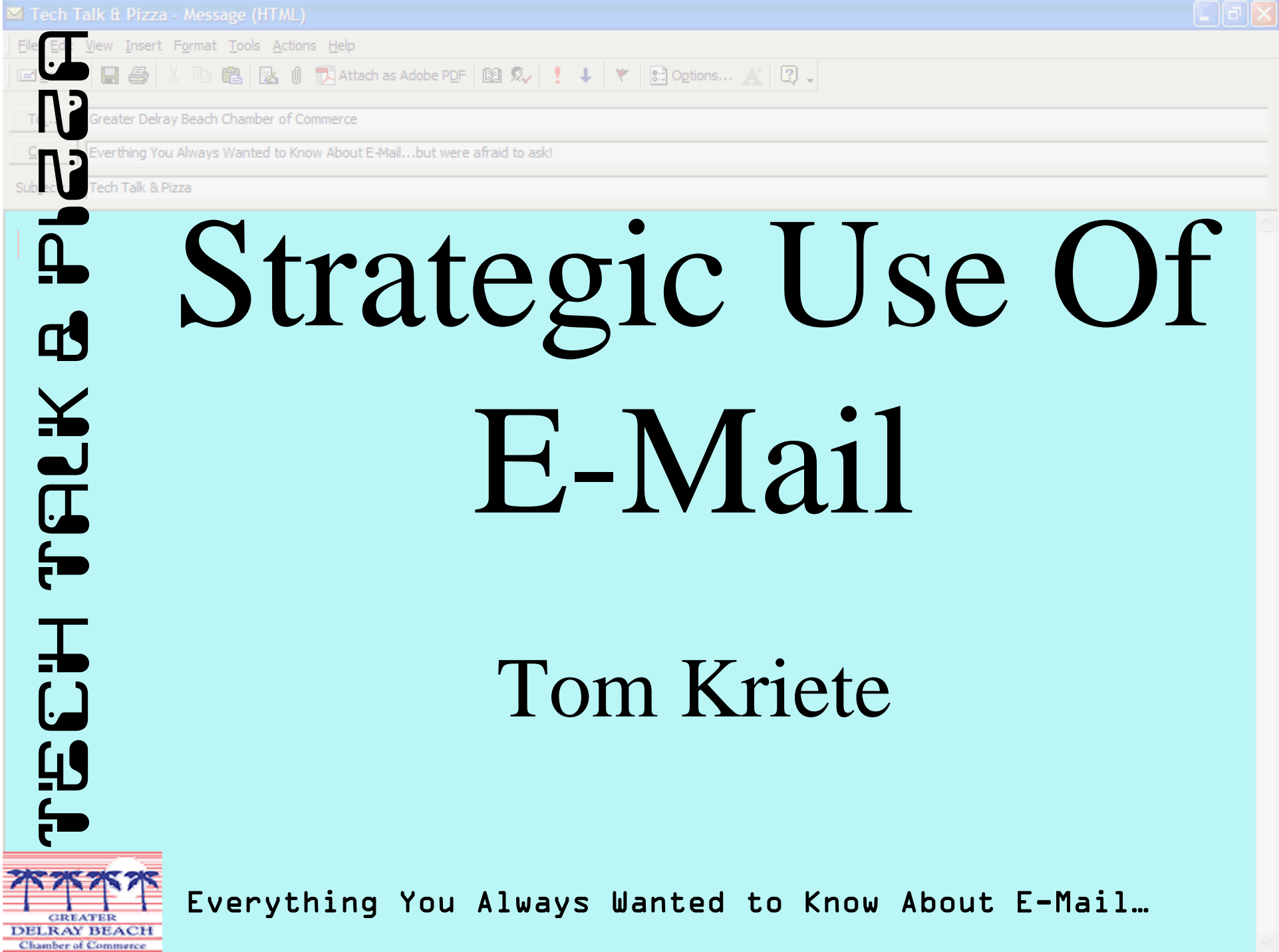
Email Etiquette: Content

- ✉ CAPS, Flames, Smileys and more
- ✉ Type once, check twice
- ✉ Appropriate quoting
- ✉ “Me, too” messages
- ✉ Is my email secure?
- ✉ Signatures
- ✉ Disclaimers



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Strategic Use Of E-Mail








Tom Kriete



Everything You Always Wanted to Know About E-Mail...

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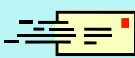


-  Individual Correspondence
 -  Inquiry Follow-Up
 -  Order Confirmation
 -  Thank You Note
 -  Personal Invitation
 -  Reminder/Informational
 -  Solicitation



Everything You Always Wanted to Know About E-Mail...

Strategic Use of E-Mail

Advantages over Snail-Mail?

-  No paper
 -  No printing
 -  No envelopes
 -  No stuffing
 -  No postage
-  Just as easy to send 10, 100 or 1000 as it is to send 1 e-mail
-  ...so what have we got?

Strategic Use of E-Mail

 BULK E-Mail

 SPAM? Well, maybe...

 CAN-SPAM Act of 2003

(Controlling the Assault of Non-Solicited
Pornography and Marketing Act)








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Strategic Use of E-Mail

-  CAN-SPAM Act of 2003
 -  Bans false or misleading header information
 -  Prohibits deceptive subject lines
 -  Requires that your e-mail give recipients an opt-out method
 -  Requires that commercial e-mail be identified as an advertisement and include the sender's valid physical postal address



Everything You Always Wanted to Know About E-Mail...



Strategic Use of E-Mail

- ✉ Bulk E-Mail for Business
 - ✉ Advertising & Promotions
 - ✉ Newsletters
 - ✉ Product & Service Announcements
 - ✉ Staff & Office Announcements
 - ✉ Market Research
 - ✉ Event Invitations



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Strategic Use of E-Mail

From: Delray Chamber of Commerce [webmaster@delraybeach.com] Sent: Thu 3/31/2005 2:27 PM
To: tom.kriete@mycomputerworx.com.
Cc:
Subject: Chamber of Commerce April Newsletter

To ensure delivery of this Delray Beach Chamber communication, please add webmaster@delraybeach.com to your address book.



Links

>> [Don't Miss! April Chamber Events](#)

>> [Visit our Site](#)

>> [Contact Us](#)

>> [Send this Newsletter to an Associate](#)



Building from the Inside Out - Finding Your Motivational Fuel

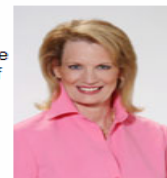
In this political season, much is being made about our federal budget deficit. Yet, in my coaching practice, I'm finding the greatest deficit facing the American people is a motivational deficit. I hear this all the time from my clients. A salesperson will tell me that she can't get motivated to call on prospects. A writer will tell me that he can't get motivated to finish his book.



April Newsletter

President of Weight Watchers to Speak at Chamber Women's Event

The Greater Delray Beach Chamber of Commerce is pleased to announce that Marcie S. Gorman, President and Chief Executive Officer of Weight Watchers in Palm Beach, Martin, St. Lucie, Okeechobee, Indian River and Brevard Counties (Boca Raton through



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Strategic Use of E-Mail

Chamber of Commerce April Newsletter - Message (HTML)

From: Delray Chamber of Commerce [webmaster@delraybeach.com] Sent: Thu 3/31/2005 2:27 PM
To: tom.kriete@mycomputerworx.com.
Cc:
Subject: Chamber of Commerce April Newsletter

1296 left writings hoping that God would offer a solution because they did not have one.

Filippo Brunelleschi was the answer to their prayers.

He proposed the radical idea of a dome supported by a brick vaulting system that balanced the opposing forces, but without the customary central supports.

The experts called him mad. Brunelleschi sought to demonstrate his design with a challenge.

He could stand an egg upright on a flat surface. Could they?

All were unsuccessful...

[Keep reading...](#)

women. To register and pay for the luncheon, visit www.delraybeach.com and click on register for events. The cost is \$15 for members and \$25 for non members, all reservations must be prepaid and the luncheon is for women only. For more information, contact Beth Johnston, Membership Director for the Chamber of Commerce at 279-1380 ext. 12.

eDialogues

This newsletter was produced in part by [eDialogues](#) - keeping businesses and their customers and prospects connected. [Contact us](#) for more information on how we can help your business grow.

Trouble viewing this email? Go to: <http://maildogmanager.com/page.html?p=0000015Fu8viuII0vAVXPoYUDMWt536Q==>

As a valued Chamber member, we are sending this newsletter to help keep you updated about Chamber events & functions. To unsubscribe from this newsletter, simply follow the instructions below. 64-A SE Fifth Avenue, Delray Beach, FL 33483, USA. Review our [Privacy Policy](#) and [Acceptable Use Policy](#). [Unsubscribe](#) or manage your [Subscription Preferences](#).



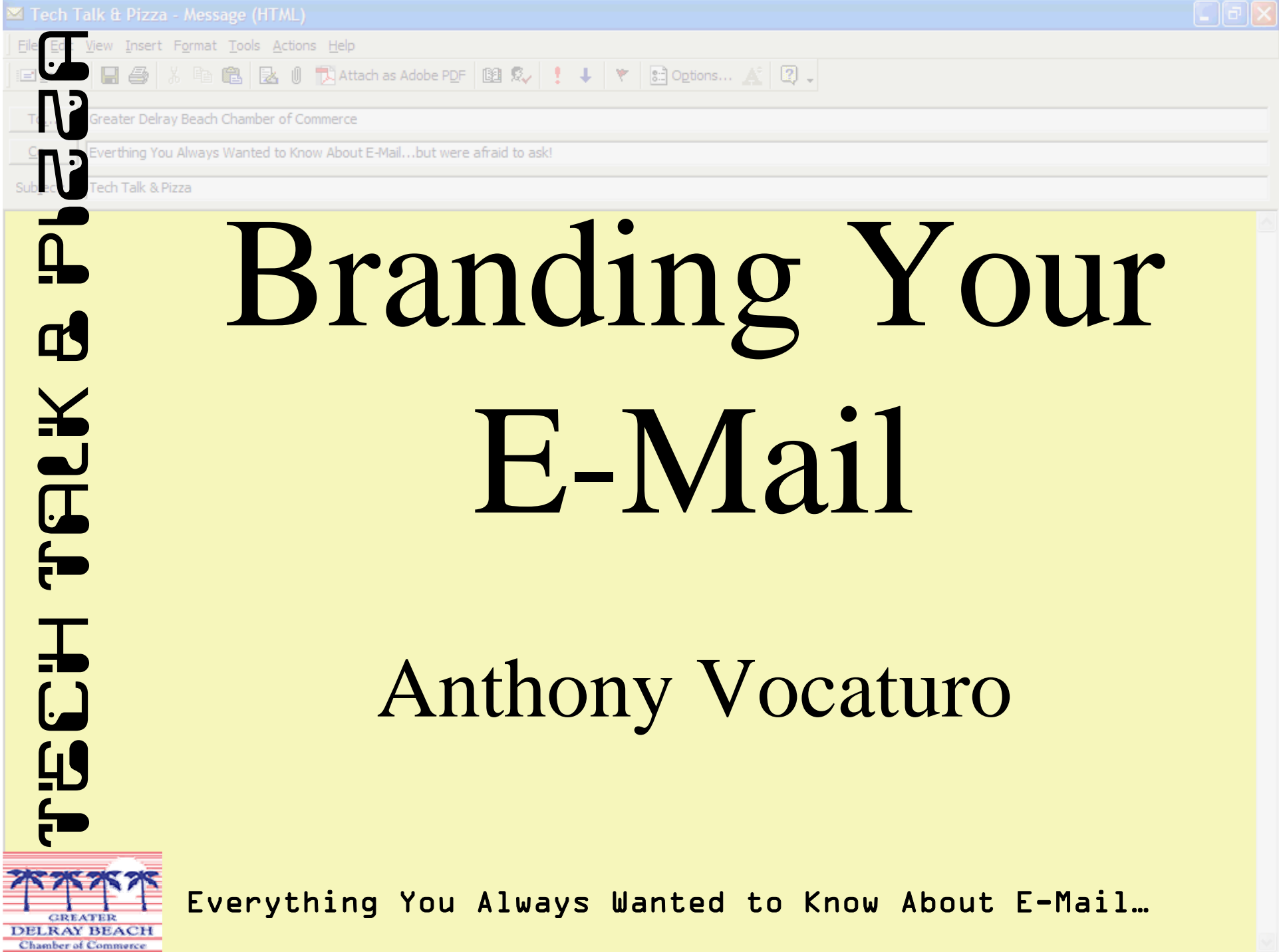
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-  www.eDialogues.com
-  www.EnFlyer.com
-  www.ConstantContact.com
-  www.BizActions.com
-  www.SendOMatic.com



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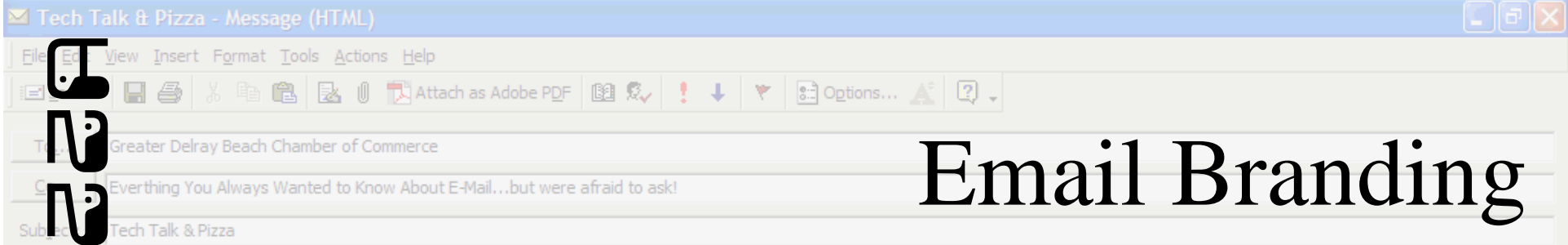
Branding Your E-Mail

Anthony Vocaturo

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Everything You Always Wanted to Know About E-Mail...



Email Branding

How often do you give your email address to clients and business prospects?

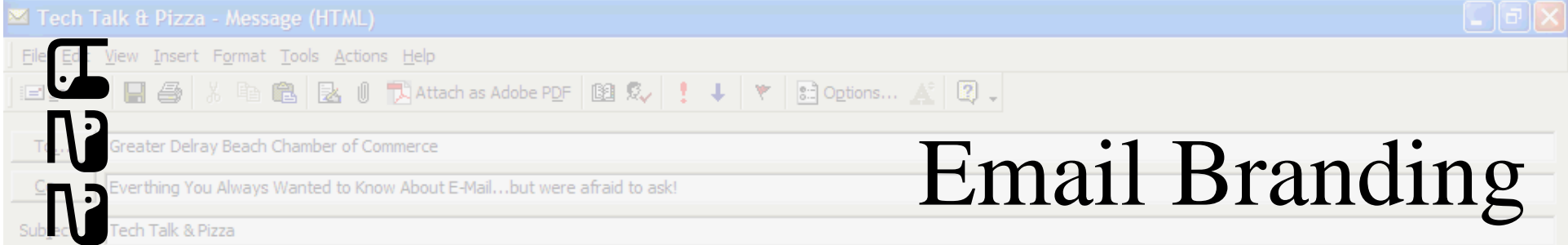
- ☐ Is it memorable?
- ☐ Is it meaningful?
- ☐ Does it say something about you or your business?
- ☐ Does it suggest your role in the company?

Your email address speaks volumes!



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Email Branding

Now that email is becoming an expected and necessary element of business communications, be aware how often it is seen and used by clients and customers and the impression it makes on them each time they see that address showing up in their inbox.

Get an email address that matches your company domain name without fail.



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Email Branding

**If you don't have a
domain name for your
business,
SHAME ON YOU!**



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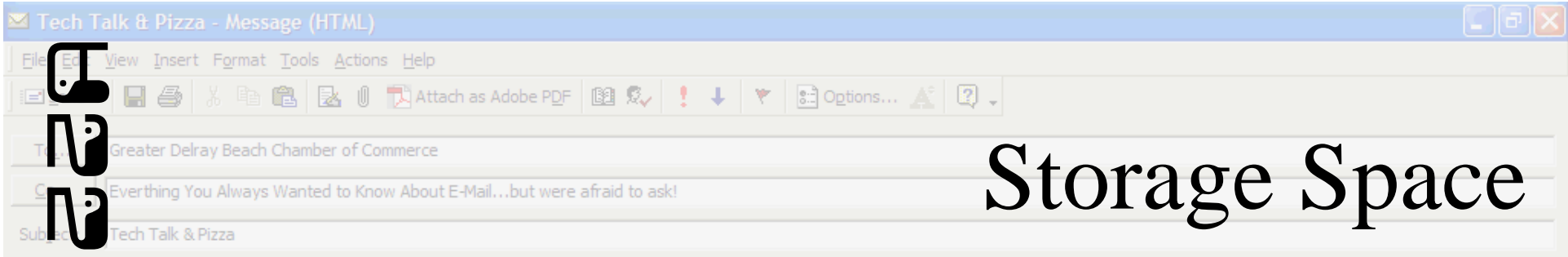
Email Branding - The How To

- Register your domain name.
 - Cost \$ 5 - \$ 30 per year
- Sign up for quality web hosting
 - Cost \$ 5.95 – unlimited per month
 - Storage space
 - Data Transfer
 - Number of E-mailboxes



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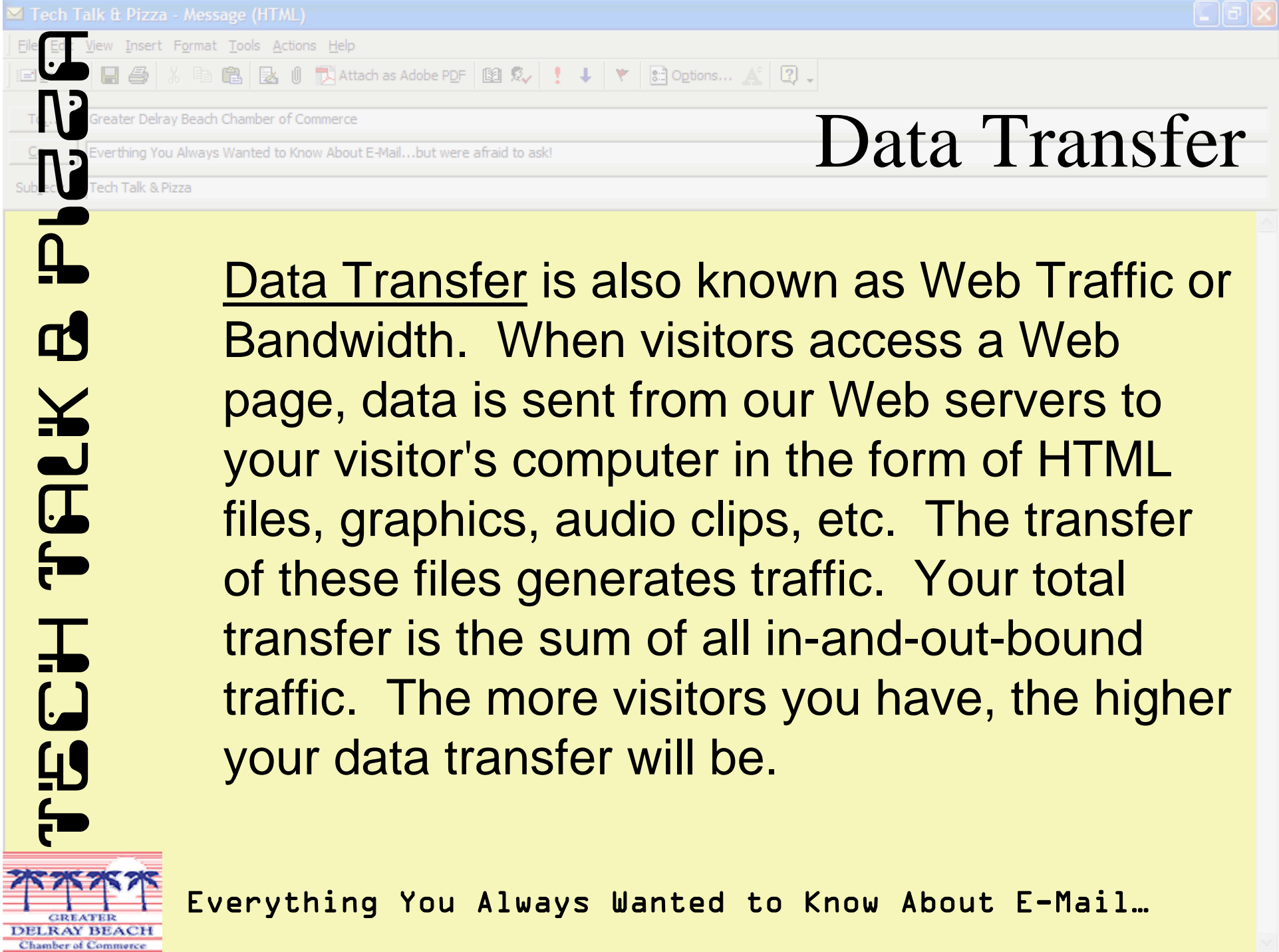
Storage Space

Disk Space Your Web disk space consists of HTML files, graphics, audio clips, e-mail, and all other files that make up your Web site.



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Data Transfer

Data Transfer is also known as Web Traffic or Bandwidth. When visitors access a Web page, data is sent from our Web servers to your visitor's computer in the form of HTML files, graphics, audio clips, etc. The transfer of these files generates traffic. Your total transfer is the sum of all in-and-out-bound traffic. The more visitors you have, the higher your data transfer will be.

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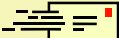


Data Transfer

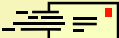
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Bandwidth Calculation

(or how many monthly hits can my website receive with my hosting plan?)

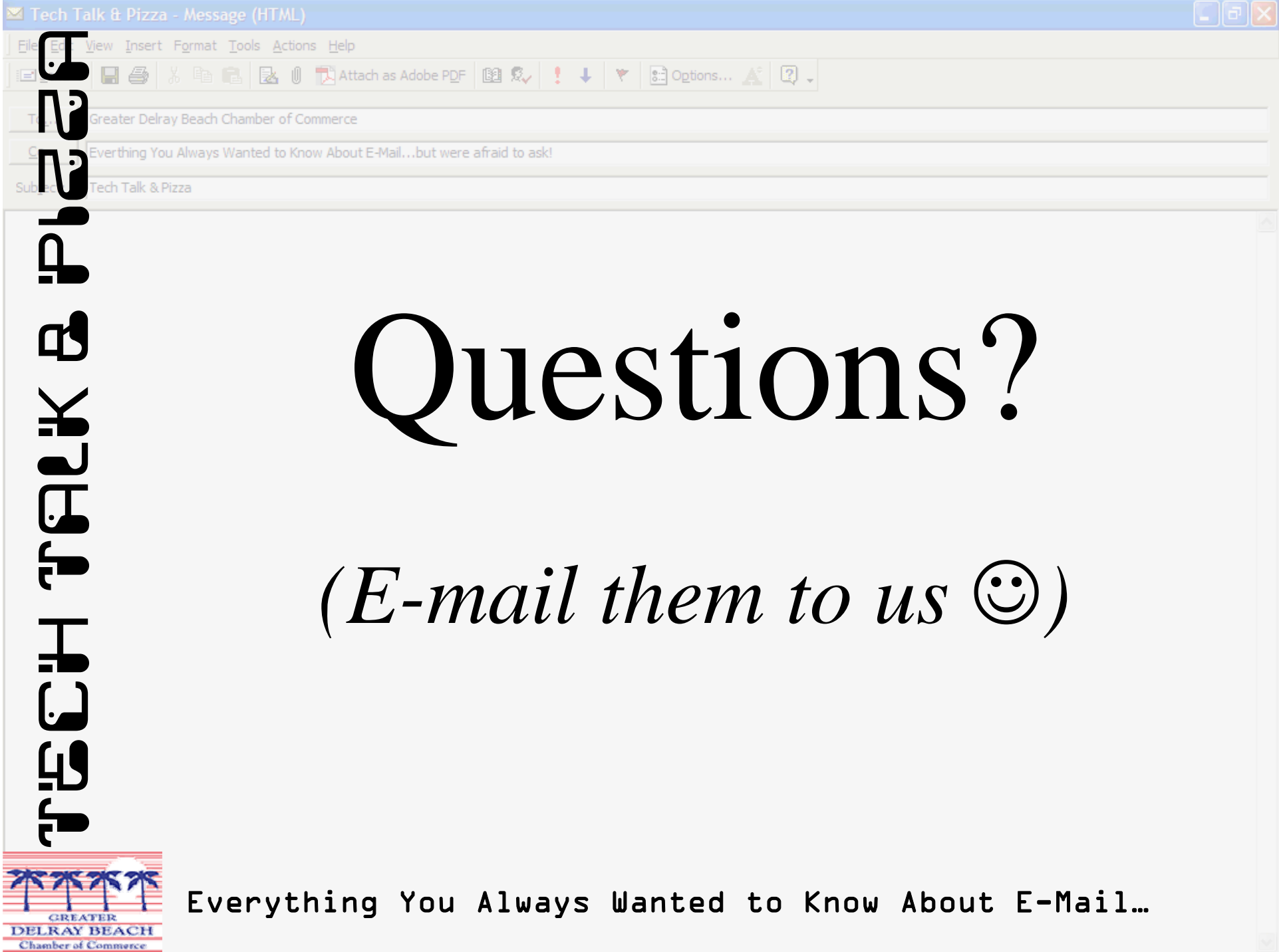
 **1,000,000 (1 Gigabyte) / (divided by) average page size (K) = monthly hits**

(substitute your bandwidth allotment and page file size)

 In other words, if your average web page file size is 30k and your hosting plan has a bandwidth allotment of 1 Gigabyte per month, this translates to 33,000 hits per month to your site. (1 hit = 1 individual visit to a web page)
An allotment of 2 Gigabytes would allow 66,000 hits, 5 Gigabytes totals 166,000 hits, and so on.



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Questions?

(E-mail them to us 😊)



Everything You Always Wanted to Know About E-Mail...

With many thanks to...

- **Bill Wood, President & CEO**
- **Beth Johnston, Membership Development**
- **Tony Newbold, Technology Committee Chairman**
- **Tom Kriete, Todd L'Herrou and Anthony Vocaturo**

PowerPoint Presentation by:

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