



## The Daily Marketer

This product provides your PC with a Windows based electronic calendar, daily activity planner, photo manager, and address book (if installed). Other features include a configurable appointment reminder for the daily activity planner, a quick reference list which allows automated dialing of phone numbers entered into the address book, system date and time reset, toggle buttons for the freeze image and toolbar functions, a view into system configuration and resource usage, a calculator and a 12/24 hour clock toggle. Custom versions of this product are available from Waters Edge Technology Inc. To meet specific business objectives for sales and marketing obtain a custom version of The Daily Marketer for your business or for more information on computer based marketing call (407) 784-0573 today.

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## **Getting Technical Support**

Technical Support is available from 9:00 AM - 5:00 PM EST Monday through Friday for our registered customers. Should you require technical support for this product contact our customer service Department at :

Waters Edge Technology Inc.  
Post Office Box 320611  
Cocoa Beach, Florida 32932-0611  
(407) 784-0573

Additional support for registered customers may be obtained via E-Mail at:

CompuServe 74144, 2041 or [wetinc@iu.net](mailto:wetinc@iu.net)

**Your comments and input are important to us!**

# The Electronic Calendar

The Electronic Calendar displays the month and year selected, the months corresponding image, informational text and, for a selected day, a window into the Day Planner and the Julian Day for that date. Clicking on a day of the month fills the appointment window from the data in the Day Planner for that day. This feature is ideal for quickly viewing each days schedule.

You may move through the calendar in a number of different manners.

To go to the prior month, one of the following methods may be used:

1. Click the Hand Pointing Left button next to the month.
2. Use the hot key CTRL+P.
3. Use the Prior Month under the OPTION menu bar selection.

To go to the next month, one of the following methods may be used:

1. Click the Hand Pointing Right button next to the month.
2. Use the hot key CTRL+N.
3. Use Next Month under the OPTION menu bar selection.

To select the current month and day, one of the following methods may be used:

1. Use the hot key CTRL+C
2. Use Current Day under the OPTION menu bar selection.

To select a particular month, one of the following methods may be used:

1. Click the month.
2. Use the hot key CTRL+M
3. Use Select Month under the OPTION menu bar selection.

To select a particular year within the range of 100 AD and 9999 AD, one of the following methods may be used:

1. Click the year.
2. Use the hot key CTRL+Y
3. Use Select YEAR under the OPTION menu bar selection.

To change the background color of the calendar:

1. Use Calendar Color under the FILE menu bar selection.

## **Freeze Application Picture (ZAP)**

By toggling the freeze image to on (face not smiling), an image that has been set as the ZAP image will be displayed for every month of the year. By toggling the freeze image to off (face smiling), the selected images for the months of the year will be displayed. Toggling the freeze image to on can be useful on slower machines because the image is not repainted with each change of month. The user can go quickly from month to month while minimizing the delay.

To toggle on and off, one of the following methods may be used:

1. Click the icon (face).
2. Use the hot key F2.
3. Use ZAP under the FILE menu bar selection.

# Quick Reference List

The Quick Reference allows access for automated dialing of phone numbers stored in the Address Book database. The Quick Reference contains a listing of Address Book names and phone numbers most frequently used.

## Dialer Configuration

To utilize this function your computer must have installed a Hayes compatible AT modem. Additionally this modem must be connected to a phone line with a telephone attached. A COM port (COM1, COM2, COM3) may be selected for dialing out of. Choose the COM port that your modem is connected to.

## Dialer Operation

To activate the Quick Reference, one of the following methods may be used:

1. Click the icon (space shuttle).
2. Use the hot key F5.
3. Use Quick Reference under the ADDRESS BOOK menu bar selection.

By clicking on an existing business or home phone number the telephone Dial button will be displayed. Clicking on the telephone Dial button then initiates the automated dialing. Pick up your telephone receiver when prompted by the message Dialing Complete - ringing. To terminate the dialing press the Stop Phone Call button (cancellation occurs only prior to completion of dialing process). The Dialer may also be operated by entering a phone number in either the business or home phone number fields.

If any additions, deletions or modifications are made to the Address Book database while the Quick Reference window is active and displayed, then the Quick Reference must be refreshed to reflect the new changes (important for network installations).

To perform a refresh:

1. Use Refresh Quick Ref List under the OPTIONS menu bar selection.

To always have the Quick Reference window displayed on top of all other active windows:

1. Use Always On Top under the OPTIONS menu bar selection.

# Daily Activity Planner (Day Planner)

The Day Planner allows the scheduling of activities (appointments) for each hour of the day. Appointment notes may be entered for any activity scheduled. The appointment field allows for a brief description and the appointment notes allow for inputting a large amount of information about the appointment. The schedule of activities may then be printed.

To activate the Day Planner, one of the following methods may be used:

1. Click the icon (book with pen in hand).
2. Use the hot key F3.
3. Use Day Planner under the OPTIONS menu bar selection.
4. Double click the appointment scroll window in the Electronic Calendar.

Once the Day Planner is activated, an appointment may be entered by performing the following steps:

- 1) Click on a field of the Day Planner which represents a hour and either AM or PM.
- 2) Click on the Update icon.
- 3) Enter the appointment information.
- 4) Click on the Save icon to exit and save the information entered or Stop icon to exit without saving.

Note: To delete an appointment change the above step 3) to read Highlight all the text in the appointment and press the delete key. Answer yes to Do You Wish To Continue? after pressing the Save icon. Deleting an appointment automatically deletes all appointment notes associated with that appointment.

To print the days scheduled activity, one of the following methods may be used:

1. Click the Print icon.
2. Use Print Days Activity under the FILE menu bar selection.

To move to and from different dates a day at a time, one of the following may be used:

1. Use the Hand Pointing Left icon to go backward to a earlier date.
2. Use the Hand Pointing Right icon to go forward to a future date.

Once an appointment exists then an appointment note may be entered for it by performing the following steps:

- 1) Click on the desired appointment to highlight it.
- 2) Click on Display Appointment Notes.
- 3) Enter the appointment notes information.
- 4) Click on the Save icon to exit and save the information entered or Stop icon to exit without saving.

Note: To delete an appointment note change the above step 3) to read Highlight all the text in the appointment note and press the delete key. Answer yes to Delete Note Entry? after pressing the Save icon.

To print the appointment notes:

1. Click the Print icon.

To exit the Day Planner:

1. Use Exit under the FILE menu bar selection.

## **Graphics Control and Photo Effects (Photo Manager)**

The Graphics Control Panel actually consists of two primary functions. The first function is the Month Photo Display Control that lets the user select which image they want to have displayed with each month. The Photo Effects lets the user select how the image is painted when displayed by the Electronic Calendar. The Daily Marketer comes pre-configured with the same image being used by all the months of the year. Choose from the available images listed and set the months that will use them as well as the ZAP image. The second function is the Graphics Viewer Controls that lets the user display different image types (bitmap, GIF, TIF, JPEG, CMP).

To activate the Graphics Control Panel, one of the following methods may be used:

1. Click the icon (island with a palm tree).
2. Use Graphics Control Panel under the PHOTO MANAGER menu bar selection.

Once the Graphics Control Panel is activated, an image may be tied to a particular month or the ZAP by performing the following steps in the Month Photo Display Control:

- 1) Highlight the desired image description. The Photo Is field tells you for what month(s) the image is being used. Use the View button to display the image to determine if it is the desired selection. The image will be displayed in the calendar image window.
- 2) Click the desired month or ZAP.
- 3) Click the Set button.

The Photo Effects once selected determines how all the months images will be painted. Some effects cause the image to be painted slower than others.

To activate the Photo Effects; one of the following methods may be used:

1. Click the Effects button from the Month Photo Display Control.
2. Use Photo Effects under the PHOTO MANAGER menu bar selection.

Once the Photo Effects control is displayed, simply click the desired effect and then click OK.

To activate the Graphics Viewer Controls, one of the following methods may be used:

1. Click the icon (island with a palm tree).
2. Use Graphics Control Panel under the PHOTO MANAGER menu bar selection.

Once the Graphics Control Panel is displayed, an image can be selected from the list available in the Month Photo Display Control or an image can be selected from clicking the appropriate directory and file boxes under the Graphics Viewer Controls. By clicking the Load Viewer button the image named in the box to the left of the button will be loaded to the viewer. The viewer window may be maximized so that images larger than the window may be seen in their entirety. For images larger than the full screen, viewer size scroll bars will appear for image movement.

To exit the Graphics Control Panel:

1. Click the Exit Photo Manager button.

# Basic Electronic Calculator

The electronic calculator can be used for such simple arithmetic functions as addition, subtraction, multiplication and division.

To activate the electronic calculator, one of the following methods may be used:

1. Click the icon (calculator).
2. Use the hot key F4.
3. Use Calculator under the OPTIONS menu bar selection.



## **View Into System Configuration and Resource Usage**

The System Status feature allows quick access to information regarding the hardware and software configuration on which The Daily Marketer program is currently running . It will also display some current system resource usage.

To activate the System Status:

1. Click the icon (eye).

## **Display As Toolbar Only**

When in use The Daily Marketer may be toggled to display the Toolbar only or the Toolbar with the image and electronic calendar below it. This same display option is available for when the program is first activated.

To display the program as toolbar only while the program is currently running:

1. Click the icon (light bulb).

To display the program as toolbar only during program startup:

1. Use Start As Toolbar Only under the FILE menu bar selection.  
(A check mark to the right of the selection means the function is enabled.)

# Set the System Date and/or Time

The system date and time may be changed using this feature. The result is equivalent to executing the DOS date and time commands.

To change the system date and/or time; one of the following methods may be used:

1. Click the icon (computer).
2. Use Set Date or Set Time under the OPTIONS menu bar selection.

Use the required entry formats below:

Date Format (mm-dd-yyyy)

Time Format (hh:mm:ss)

For more information on the system date and time please consult your DOS manual.

# Reminder for Day Planner Appointments

The Reminder feature lets the user select the number of minutes (1 to 59) prior to the next appointment for a message to be generated. This feature may be disabled or enabled. If enabled, a reminder notice will be generated for each appointment during the current day. When the time reaches the selected number of minutes prior to the next scheduled appointment, the reminder notice will be displayed via a pop up window message. The system will retain the settings until the next modification.

To set the reminder feature; one of the following methods may be used:

1. Click the icon (bell).
2. Use Remind under the OPTIONS menu bar selection.

To enable or disable the feature:

1. Click on the desired selection.

To set the number of minutes between 1 and 59:

1. Use the slide bar and watch the number change in the display box.

To exit:

1. Click on the Traffic Light icon.

# Help

The Help icon (?) may be clicked to access the online help.

## **Gift**

This feature is available in custom versions of The Daily Marketer only.

## **12/24 Hour Clock**

This feature toggles the displayed clock between a 12 and 24 hour clock. The calendar will always initialize its clock display to a 12 hour clock during startup.

To toggle the clock, one of the following methods may be used:

1. Click the icon.
2. Press hot key Ctrl+T.
2. Use the 24 Hour Clock under the OPTIONS menu bar selection.

