

INSTRUCTIONS FOR SHELFWIZ **COMPACT** SHELF TALKERS
MS WORD TEMPLATES

Sample Perforated Sheet

Cell 1	Cell 2	Cell 3
Cell 4	Cell 5	Cell 6
Cell 7	Cell 8	Cell 9

Make sure you have downloaded templates A through E and placed them in a separate file on your computer. All the templates except E, the blank template, are “read only” documents and must always be opened as ‘read only” documents. If you want to save the entries on those templates, you must select “save as” and assign the document a new name.

Once you have entered any information on a template you can modify the text as you would any word processing document — add colored type, change fonts, font sizes, spacing, leading, etc. The text you enter builds upward and downward from the middle of each cell. When first using the templates and perforated sheets, we suggest that you print a sample page on a non-perforated, blank sheet to make sure your copy prints as you expected.

You can print 1-9 shelf talkers on each perforated sheet. Should you print less than 9, the remainder of the sheet will not be printable at a future date. If you want to save the unprinted cells to use for hand-printed signs, be sure to delete the existing text in each cell that you are not printing.

Template A has fields titled **HEADING**, **SUBHEADING**, and **COPY**. In cell 1 highlight the word **HEADING** and enter the text you wish. Should you enter more text than will fit on one line, but would like the text to be on one line, change the font or font size to make the text fit. Next, highlight the word **SUBHEADING** and enter text here. Finally, highlight the word **COPY** and enter the copy. Should your copy exceed the space

allotted, it might be necessary to change the font or font size until the copy fits. When finished, you can move to cell 2 and proceed to enter title, author and copy information as in cell 1. You can save the document to make further entries at another time, or you can print it. When printing, be sure to instruct the printer to print in **landscape mode**.

Template B is the same as Template 1 with the addition of an **ATTRIBUTION** field for a contributor's name. After entering the heading, subheading and copy information, highlight the word **ATTRIBUTION** (do not highlight the words "recommended by") and enter the contributor's name. When printing, be sure to instruct the printer to print in **landscape mode**.

Template C provides a way to create a partially handwritten shelf talker. As in Template A, enter the heading and subheading information. The rest of the shelf talker will print up with blank lines to enter text by hand. When printing, be sure to instruct the printer to print in **landscape mode**.

Templates D is for printing subject and category signage. In cell 1, highlight the word **CATEGORY** and enter the subject or category name. In cell 2 through 9, proceed as in cell 1. If you want sub-categories to appear below a main category, simply press "Enter" after each entry and enter the sub-category. When printing, be sure to instruct the printer to print in **landscape mode**.

Template E provides completely blank cells for entering anything you want. When printing, be sure to instruct the printer to print in **landscape mode**.