

Computer Times Supplement

SPECIAL SECTION: TALENT AGENCY MAIL MERGE



Mr. Breitsprecher's Edition

FREE!

Ever think of starting your own business? How about a talent agency? Would it be fun to work with artists and performers? For this assignment, let's assume that you have established a talent agency. We will create a mail merge to contact potential "stars" for you to promote. This project will consist of 3 parts:

- 1. A FORM LETTER (or shell document).** It will be a block letter on your agency's letterhead. It will contain the **MERGE CODES** so that data may be inserted into the form letter and create customized letters for each recipient.
- 2. A DATA FILE.** We will keep this project simple and use MS Word's data file feature. Of course, a business might want to utilize a database program such as MS Access to keep track of larger amounts of data.
- 3. The MERGE.** Once steps one and two are complete, we will run the mail merge and generate a letter for each person that we have included in our data source.

Data File

Using the **MAIL MERGE HELPER**, create a data source for your **AGENCY** form letter. Save it as **CELEBRITIES**. Please locate 10 celebrities from <http://www.fanmail.biz/> <http://www.seeing-stars.com/Search.shtml> <https://www.startiger.com/> <http://www.staraddresses.com/> or a site of your choice.

Use the following fields for your data file:

- ✓ FirstName
- ✓ LastName
- ✓ Agency Name
- ✓ Address 1
- ✓ City
- ✓ State
- ✓ Postal Code

When you are finished, proofread your data and save it.

Form Letter

On the back of this handout is the information that needs to be included in your letter. Start a new document and use the **MAIL MERGE HELPER** to create a new form letter from the **ACTIVE WINDOW**. Be sure to create an attractive letterhead that uses:

- At least 1 piece of ClipArt
- At least 1 piece of WordArt
- At least 1 drawn object
- Your agencies name, address, phone number, and slogan

As always, please be sure to **PROOFREAD** and **SPELL CHECK** your document. Save it as **AGENCY**. Be sure to use the **MAIL MERGE HELPER** to insert the **MERGE CODES** from your data source. **Note:** *You cannot insert the merge codes until you set up your data file.*

Merge

To finish this project, return to your **FORM LETTER** and use the **MAIL MERGE HELPER** to merge the data with the document. When you have finished this, scroll through your letters to make sure that the appropriate information was inserted into each letter.



Your Name's *Star Search*



12200 W. North Avenue
Wauwatosa, WI 53222
Phone: (414) 999-999
www.Starsearch.com

Today's Date

<<FirstName>> <<LastName>>
<<Address 1>>
<<City>> <<State>> <<Postal Code>>

Dear <<FirstName>>:

At **YOUR NAME'S STAR SEARCH**, we are constantly reaching for the best and brightest talent. The list of celebrities we work with is impressive. Of course, because we respect the confidentiality of the artists, athletes, and performers we work with; we do not disclose their identities.

When the public loves you, <<FirstName>>, managing your affairs probably becomes more complex. Keeping your name and talents in the spotlight is important. We can help making sure you are getting the best opportunities to maintain and enhance your well-deserved recognition.

At **YOUR NAME'S STAR SEARCH**, we have been carefully cultivating contacts in the show business, mass media, and advertising industries. This allows us to create publicity events and income opportunities to build on your good name.

We also offer a full line of business management, bookkeeping, and accounting services to help you get the most of the fame and glory you have earned. Why not give us a call to discuss your options? We specialize in tailoring our services to stars just like you.

Best wishes,

Your Name
Account Executive